

EASY Shopper

The Game Changer for Your Business

faytech group



EASY SHOPPER
SIMPLE · EASY · PERSONALIZED



EASY Shopper – Available Versions



EASY Shopper

Most widely accepted smart cart solution available on the market

- Large stores 4,000 m²+ (40k ft²)
- Open bag platform
- Integrated barcode scanner, camera, scale, indoor navigation and GPS



EASY Shopper Light

Cost-effective and easy to integrate

- Medium stores 1,000 m²+ (10k ft²)
- Attachable touch-screen
- Built-in barcode scanner



EASY Shopper By The Numbers



Today & Beyond

- **Already available in 165+ stores**
- **7,200+ carts active in the field**
- **More than 60% revenue share in top supermarkets**
- **300% increased basket size and performance**
- **37 Million shopping sessions and counting**

faytech group - Confidential

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Cart Hardware



Child seat

- Max weight 15kg

Bag platform

- Open: bags can be easily pulled out

General

- More than 130-liter shopping volume
- Max. Weight 200kg
- IP65 (suitable for outdoor use)

Barcode scanner

- Supports all common barcode formats

Antenna arm

- LED for notifications
- Indoor navigation
- GSM and GPS module

2 Cameras

- Live checks
- Images stored safely

Scale

- Integrated in the platform

Battery

- 560 Wh capacity
- Lasts for 18+ hours

11.6" Touch Display

- High brightness
- 1920x1080 resolution

Charging port

- Via magnetic connector or charging rail

Charging Station



Remote-controlled Heating

- Allows temperature in station to be regulated from remote

Charging

- Cable-free charging via charging rail

Circuit Breaker Panel

- Central power supply

Guard Rail

- Ensures that carts will stay in the box
- Protects parked carts

4.5 m x 2.14 m

- Fits up to 18 carts
- Excellent advertising space
- Takes up minimum parking lot space



Fire-proof Gate

- Keeps carts protected
- Ensures isolation

Benefits



Easy checkout process

- No bagging
- No waiting in line
- Contactless mobile app checkout

More revenue

- Significantly increased revenue per customer ¹
- Digital personalized couponing
- On-screen advertisement

Cost and time reduction

- Virtually no cashiers needed
- Waiting time reduction of regular cashier lanes ²



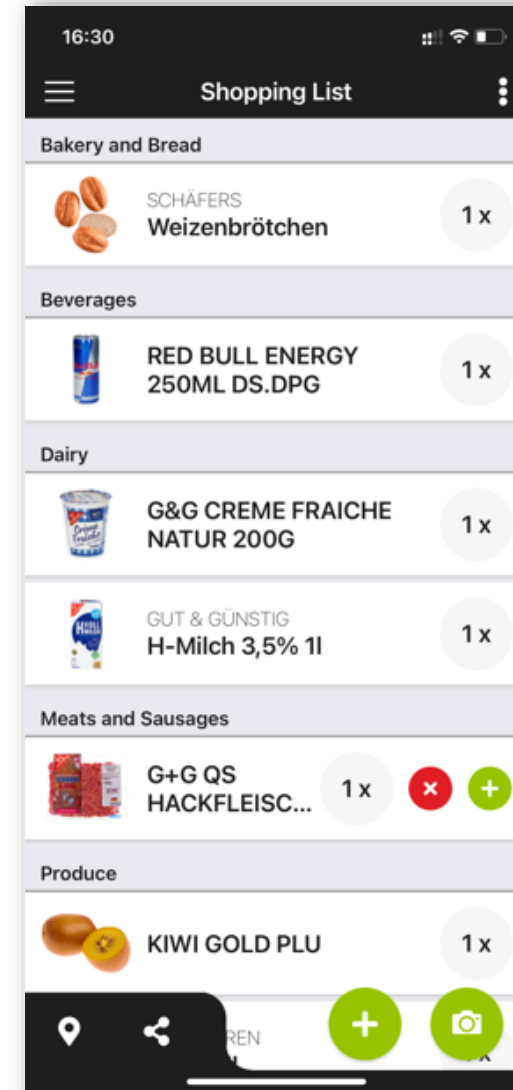
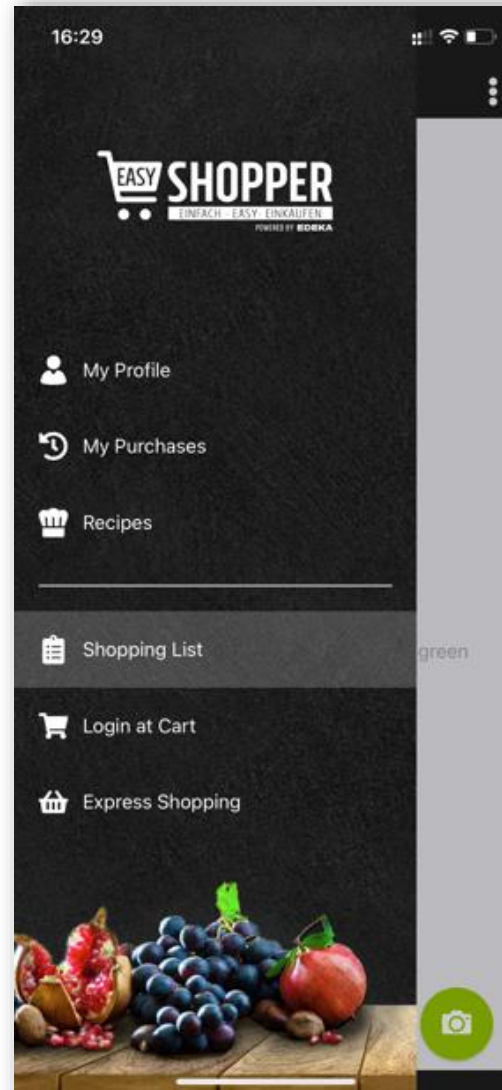
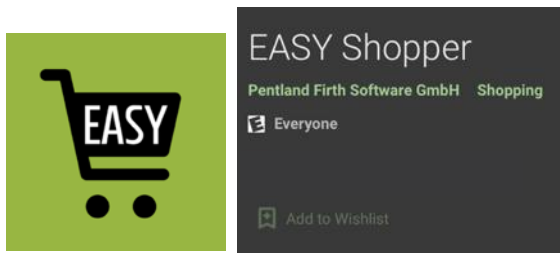
¹ Comparing the shopping behavior of registered consumers over several years vs. several years of using the EASY Shopper

² Survey taken by EDEKA comparing the customer satisfaction at the cashiers before and after the EASY Shopper with significant improvements

Mobile App

Start the EASY Shopper experience from home

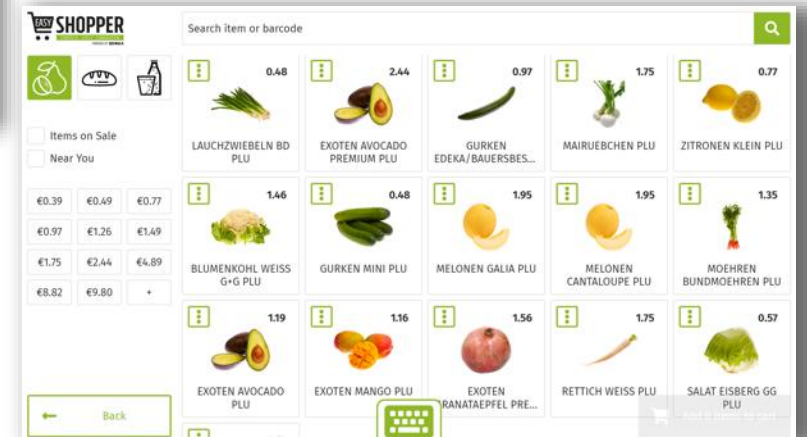
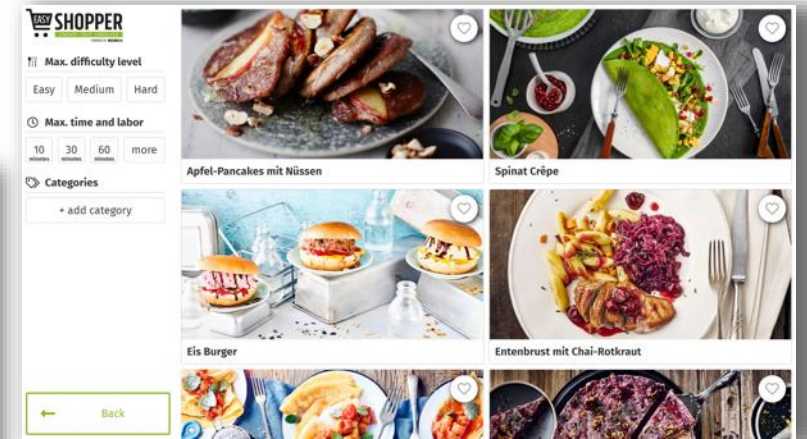
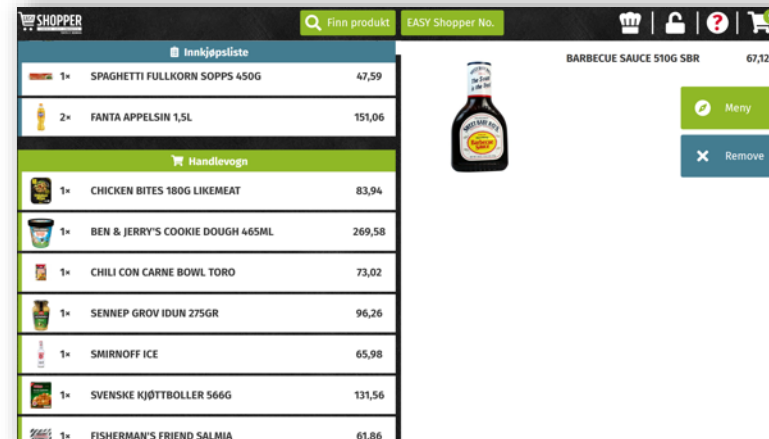
- Create and share shopping lists
- Cart login
- Purchase history
- Payment management
- Express shopping
- Recipes



Cart Functionality

Fast and easy to use user interface

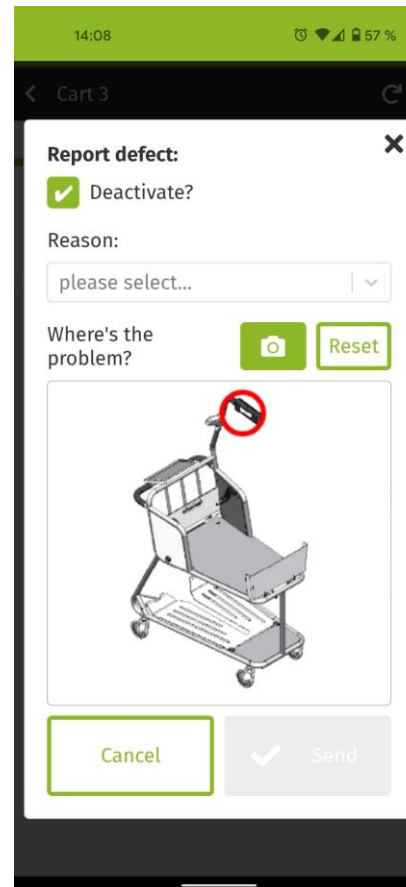
- Manage basket & shopping list
- Search and navigation
- Real-time promotions
- Support button
- Add PLU products
- Recipes
- Mobile app payment



Store Manager App

All EASY Shopper information and processes combined in a single web app

- Cart Maintenance process
- Store map
- Customer support via push notification
- Monitoring of carts and rollout
- Reporting
- User management for store employees
- Master data product browser



Benefits for Store Managers



Cost and time reduction

- Fewer cashier needed
- No bagging required at checkout

Easy access to information

- Cart Monitoring
- Master data lookup
- Maintenance and support

Better day-to-day business

- Up- and cross selling through specific offers
- Increased revenue
- Digital couponing

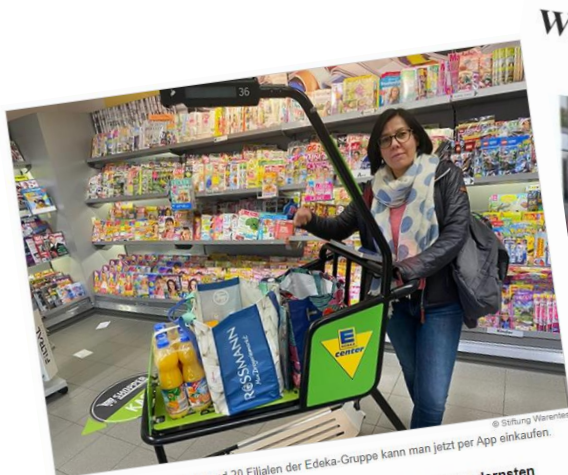


Improved Efficiency

The EASY Shopper in the news!



This interactive shopping cart has been the topic for many different media agencies and publishers! – [Introduction video](#)



Smarter Einkaufswagen. In rund 20 Filialen der Edeka-Gruppe kann man jetzt per App einkaufen.
„Die schnellste und einfachste Art des Einkaufens mit dem modernsten Einkaufswagen der Welt.“ So bewirbt Edeka sein Angebot namens „Easy Shopper“. Die Multimedia-Spezialisten der Stiftung Warentest haben den neuen, digital aufgerüsteten Einkaufswagen ausprobiert und dabei vor allem geprüft, ob die dabei verwendete App und der Einkaufswagen datensparsam und sicher sind.

Stiftung Warentest

WERBUNG • Mi, 24.06.2020, 09:18 Uhr

DAS EINKAUFEN DER ZUKUNFT



Donau 3FM

Wir testen den modernsten Einkaufswagen der Welt



"The most modern shopping cart in the world"

- EDEKA

"No more hassle at the checkout line"

- Stiftung Warentest magazine

"The future of shopping"

- Donau 3FM

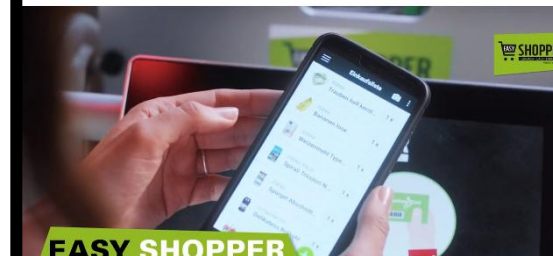


MONTAG: DAS ALLES KANN DER BESTE EINKAUFSWAGEN DER WELT

Galileo

Nie wieder an der Kasse warten: Edeka bringt genialen Einkaufswagen in die Filialen

18.07.2020, 09:42 | VON SIMONE FINKEL



MEHR BEITRÄGE AUS DIESEM BEREICH

- Aldi Süd: Mitarbeiter bekommen neue Kleidung - das bedeuten die verschiedenen Outfits
- Real-Märkte bekommen neuen Namen: Supermarkt-Riese hat es besonders eilig
- Aldi stellt neues Produkt in die Regale: Das hat es mit dem ungewöhnlichen Getränk auf sich

Chip.de

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