



A

COLLABORATION











## **PROMOTE TRANSPARENCY**

To build trust and a transparent system of exchange, retailers need to be

## OPTIMIZE OWNERSHIP

To build a lasting relationship with customers, encourage repeat engagement, extend loyalty and sales, and create a responsive support network, retailers are looking for new ways to provide expert service and educate consumers both before and after a purchase is made. Through add-on services which deliver











Product Immersion







Trends Driving

# ASSOCIATE PRODUCTIVITY

## Smart Watches Personalize Sales Floor Interactions

Denim brand True Religion partnered with Aptos and Formula 3 Group to bring real-time inventory information





## Trends Driving **SECURITY**

### **Startup Lets People Profit From Selling Personal Data**

San Francisco-based InfoScout offers shoppers a set of apps that invite them to snap pictures of shopping receipts in exchange for incentives like sweepstakes, gift cards, or discounts. The company uses a mix of optical character recognition and crowdsourced help from Amazon's mTurk in order to decipher the items on each ticket. With this information, InfoScout is able to provide







# TECHNOLOGIES POWERING THE FUTURE OF RETAIL

Cisco's Connected Mobile Experience (CMX) solutions support every step of the relationship-building process. Wi-Fi-enabled analytics software can automatically note shoppers' product interests/leddcan



## ABOUT PSFK

PSFK Labs is an innovation consulting firm. Since 2004, our team has helped global corporations concept better products, services, communications,



