



**The EuroCIS Start-Up Hub is entering its 2nd round:
 Future Lab, Future Prospects Showcase, Stage of Ideas**

***An exciting place for young retail-focused companies +++ The first
 newcomer profiles +++ This time with a programme of talks***

2018 was the first year that EuroCIS set up a dedicated platform for young, innovative companies with a special commitment to the development of state-of-the-art IT systems and solutions in the retail trade. Following its great success last year, the Start-Up Hub at EuroCIS 2019 in Düsseldorf, from 19 to 21 February 2019, will have more companies and also its own programme of talks. This makes it the hotspot for the new generation of retail technology, offering ideal opportunities for young companies seeking initial contacts with international decision-makers in the retail trade.

Start-up profiles

Of the participating start-ups, nine have so far submitted brief profiles of themselves:

Beaconinside

Beaconinside allows a variety of companies from different industries to convert customer visits into analysable data. A platform helps such companies to use their data to improve the shopping experience and optimise the customer journey. This is made possible through personalised advertising and the creation of more relevant and thus more effective marketing campaigns at the point of sale. Retailers can set up and manage large-scale proximity infrastructures for beacons, geo fences and NFC tags, enabling them to obtain location-based data which can then be comprehensively analysed.

Brickspaces

BRICKSPACES is the biggest marketplace for the provision of temporary retail systems in Germany, Austria and Switzerland. The focus is on pop-up stores and setting up unique retail systems in the very best geographical locations. The platform of the company shows most of the



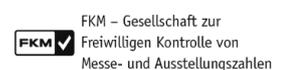
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available space, making it accessible to prospective pop-up tenants. As well as providing information about retail space through this platform, the company's core expertise lies in its collaboration with agencies and brands. This is where Brickspaces uses its own know-how, advising customers all the way from the moment they start searching for a perfect space to the signing of the lease, and beyond. As Brickspaces has access to a unique network in the property market, it can find the ideal venue for virtually any pop-up project.

Fision

The Size Advisor from Fision enables a user to create a personal body profile with virtually any smartphone or webcam. The application then calculates the ideal clothes size from the person's height and live images. Using an avatar, it is also possible to try on virtual clothes. The tool can easily be integrated into any online shop. Body profiling technology makes it possible to assess different properties of the human body, such as figure, posture and size ratios and also to create a personal 3D avatar. A recommendation function is available to identify products which are specially geared to suit the user. The customer's shopping experience is optimised through the suggestion of specially tailored products and by providing an opportunity to try on virtual clothes.

Nodis

Nodis is a direct marketing engine for manufacturers and distributors in the consumer goods industry. It enables each user to connect with multipliers and to activate them for the direct sale of their products. Multipliers and suppliers can agree to the release of specific items as well as terms and conditions and can sell the released products through this virtual channel. Sales transactions are concluded on behalf and on account of the manufacturers/distributors. The solution also makes it possible to display specimens at the POS in a conventional product presentation, so that the relevant multiplier can properly showcase their core competencies without the risk of advance merchandise planning. Nodis handles the entire process chain, including the end user's payment, and can be set up and operated alongside a business's existing structures and procedures. This enables suppliers to achieve a significant increase in reach, while at the same time leveraging the benefits of a central warehouse management system. Any high street





retailers acting as multipliers can substantially increase the relevance and diversity of their product ranges at the POS and thus draw level with an essential USP of online retailers.

Panther Pricing

Panther Pricing is a cloud application that automatically gives a retailer recommendations for possible price reductions. Prices can be reduced by an average of 3%. Thanks to smart machine learning technology, Panther Pricing can answer the most crucial questions concerning the best possible price reductions. It generates prices that are specially optimised in terms of gross profit – individually for each retailer and each product.

Rapitag

Rapitag delivers a new shopping experience in the clothes retail trade. The start-up ensures that customers never need to queue up at a cash desk again. Rapitag has developed a new theft-proofing device that opens automatically as soon as the product has been paid for. The customer can pay for products directly with their smartphone by interacting with the security device – at any time and anywhere. There is no need for a central POS terminal or sales staff. The security device itself stays in the shop and is reused, while the customer can simply leave the shop with their purchases.

Sequens IT GmbH

Sequens IT is a customised software development company. Together with their customers, they work out their specific needs and deliver specially tailored solutions. This involves the simple mapping of complex processes. Simple, logical user interfaces are created, and all the resulting systems and solutions are focused on the user's needs. Arcavis is the ideal cash desk solution for all companies involved in sales or in the retail sector. Whether it's a single-person business or a major client with several outlets, the software package is sufficiently modular and has enough multi-client capability that it can adjust itself to the customer's needs. Its user-friendly backend provides important detailed analysis whenever it is needed. All data can be exported and sent to an accountant or trustee.





SimCog Technologies

SimCog Technologies delivers accurate daily sales forecasts at the product level on a continuous basis for the next planning horizon. To develop the necessary specially tailored algorithm, it uses data from online trading, including returns, and merges this material with external data such as the weather. The resulting sales forecast makes it possible to gain optimum control over one's merchandise management. An automatic alert is issued as soon as the sales forecast for an item drops by a significant amount. Based on the sales forecast, SimCog Technologies has developed a simulation tool that shows the dependence of the relevant sales on their price. This makes it possible to identify the best possible prices. The simulation tool automatically recommends price reductions for any items where action is required. SimCog Technologies provides continuous hourly forecasts for the next 7-10 days, specifying how many customers are likely to visit the shop and what will be the most likely hourly sales figure. The tool allows the optimum scheduling of discount campaigns and the most efficient scheduling of staff deployment.

Thinkinside

Thinkinside offers an in-store analytics solution that measures in real time how customers move around the store and which products they interact with. Next, the data is converted to workable KPIs, so that branch and marketing managers can improve their procedures and optimise the profitability of their stores. Thinkinside brings together data from a wide variety of devices linked via the internet (i.e. smartphones, wearable displays, etc.) and converts physical places into interactive and thus accurately measurable environments. This specially developed technology analyses data and calculates KPIs in real time. New KPIs can be dynamically customised as required, offering ideal support for the development of processes within a company. Visual analyses are applied, showing insights that can be implemented in practice. This makes it possible to support decisions which then optimise existing processes and boost efficiency.





Late bookings are still welcome

A small amount of space is still available for bookings at the Start-Up Hub. If you would like to take part, further details can be found at www.eurocis.com/start-up or contact Anja Meisenheimer directly, phone: +49 211 45 60 523, email: MeisenheimerA@messe-duesseldorf.de EuroCIS 2019 will be held in Halls 9 and 10 of the Düsseldorf Exhibition Centre and will be open to trade visitors from Tuesday, 19 February until 21 February 2019, from 10:00 hrs to 18:00 hrs each day. Day tickets are EUR 30 (EUR 20 online in advance), and two-day tickets are EUR 45 (EUR 35 online in advance). Students and trainees pay EUR 12. Each ticket includes free transport to and from the Düsseldorf Exhibition Centre on local VRR buses, trams and trains. www.eurocis.com

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