



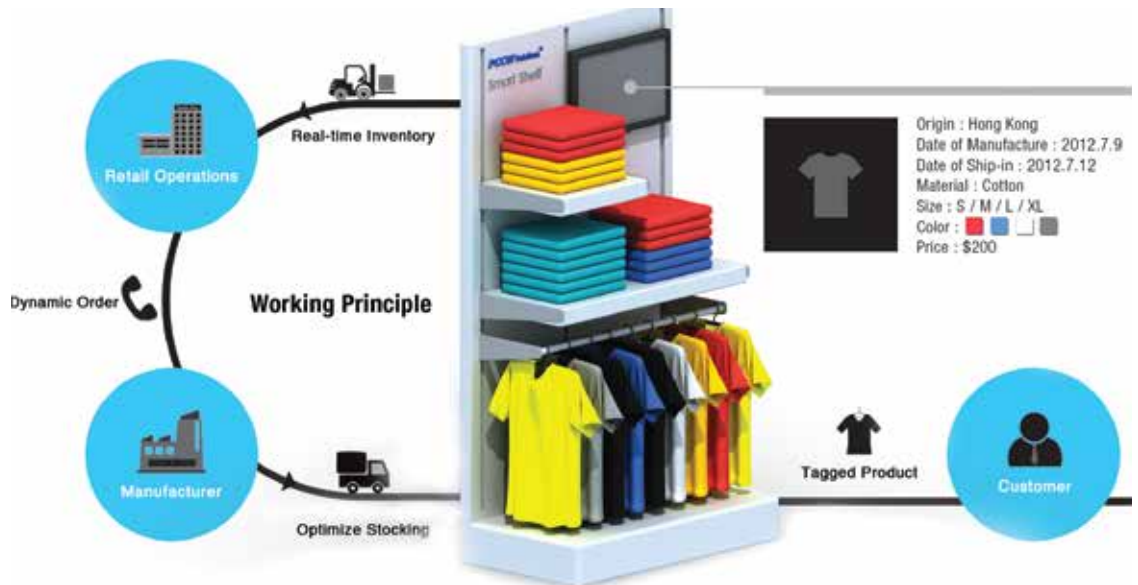
# Smart Shelf

Effective inventory control and enhance customer service

## Smart Shelf

Smart Shelf is a technological breakthrough that enhances the overall shopping experience and improves a store's operational efficiency in terms of inventory control and stock replenishment. The intelligent and interactive Smart Shelf enables RFID/NFC-tagged apparel to be automatically sensed when picked up by a shopper. Detailed product information is then displayed on a touchscreen.

PCCW Solutions enables retailers to maximize sales by minimizing the risk of items running out of stock. This provides a sharp competitive edge in the cutthroat retail market by enabling unparalleled customer service and a unique shopping experience.



## Features

- Provides customers with detailed product information whenever needed
- Enables visibility of stock availability
- Enables cross and up-selling of products
- Synchronizes real-time data for efficient stock replenishment

## Benefits

- Enhances the shopping experience by providing detailed product information
- Optimizes use of store space
- Provides access to accurate stock information in real time
- Minimizes out-of-stock situations and lost sales opportunities, thanks to an automated stock replenishment alert function
- Enables analysis of product popularity

## About PCCW Solutions

PCCW Solutions is a leading IT services company in Hong Kong and mainland China. We adopt the latest technology to help clients create business value and success in the ever-changing economic environment. We offer a wide range of services including digital solutions, IT and business process outsourcing, cloud computing, system development and solutions integration, data centers, hosting and managed services, e-commerce and IoT solutions. PCCW Solutions is committed to meeting customer needs to help them achieve business goals.