MERo
Interactive Mirror Displays in Fitting Rooms

Ame sigula 129.00€
65% polyester 35% cotton

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Order size
MERo's embedded RFID units identify the items carried by the retail customer and show interactive related information on MERo's interactive fitting room mirror screen. For cross selling, when the customer approaches items to the screen, the items are automatically detected and shows items with other matching ones. Then the customer can request another size or color straight from the mirror screen. The retail store employee receives the customer request on the mea book tablet and takes the product to the fitting room with the ability to check out the client right there and then without having the client go through long lines at the checkout desk.

**AdvanCloud™**

**Cloud-based RFID software platform**

**Product overview**

AdvanCloud is a cloud-based software platform for remotely managing media mea RFID systems:

- **Encoding systems**
  - Encoding stations: AdvanStation
  - RFID printers
  - Automatic inventory systems
  - Handheld readers
  - Inventory robots: AdvanRobot
  - Overhead antenna systems: AdvanTrack
- **Interactive retail systems**
  - Recommendation systems: AdvanLook
  - Interactive fitting rooms: AdvanFitting
  - Smart mirrors: AdvanMirror
- **Loss prevention systems**
  - Overhead: AdvanSafe
  - Floor: AdvanMat
- **Point of sales systems**: AdvanPay

**Benefits:**

- Access to real time information of the detected RFID tags and events in any location, from anywhere and at any time
- Easy and efficient remote management of media mea products
- Remote management of content and user interface of media mea interactive retail systems
- High scalability and flexibility
- Integrated pricing, including software application, data hosting and technical support
- Reduction of deployment time
- Reduction of spending on technology infrastructure
- Reduction of operational and maintenance costs

**Applications:**

- Retail stores
- Libraries
- All applications using media mea products

All the detected RFID tags are recorded and stored in AdvanCloud in real time, and can be accessed from anywhere and at any time. All the interaction events between the shopper and AdvanLook/AdvanFitting are also recorded and stored in AdvanCloud. All the data stored in AdvanCloud can be easily exported or queried, in order to generate reports, apply business intelligence techniques, etc. AdvanCloud also provides the interactive user interface for AdvanLook and AdvanFitting. This user interface can be easily customized for each retailer by using HTML5 and Javascript. New content (images, videos, product descriptions, cross-selling rules, etc.) are easily uploaded to AdvanCloud. AdvanCloud automatically downloads the content to all AdvanLook/AdvanFitting units installed at retail stores. Content import and data export can be executed remotely by means of web services that make the integration with other systems very easy. AdvanCloud also controls and manages the tablets/PDAs that store staff use to receive requests from shoppers and to answer these requests. AdvanCloud user interface allows shoppers to interact with social media (Facebook, Twitter, Google+, etc.) within the store.

With AdvanCloud, media mea partners can generate new sources of revenue by building new software applications for retailers and providing new services to retailers:

- Upload and update content
- Verify consistency of the uploaded content and detect any missing content
- Modify the user interface of AdvanLook and AdvanFitting
- Develop dashboards and reports
- Export interaction data in order to apply business intelligence techniques