

Boost Customer Loyalty on the Dot

The Indoor Positioning System from Acuity Brands® delivers precise indoor positioning creates a connected shopping experience with personalized merchandising in more efficient stores.



Connected

- Navigate directly to the shelf
- Connect to store associates
- Browse additional selections online



Personal

- Receive online orders in the cart
- Chat with associates
- Learn more about products and accessories
- Redeem in-store offers and promotions

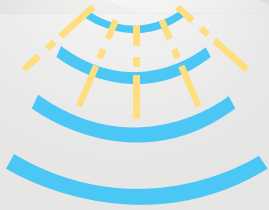


Optimized

- Minimize stock-outs through digital work orders
- Dispatch associates to shoppers in need
- Alert associates to urgent clean-ups

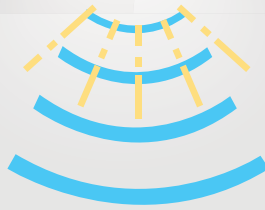
The Indoor Positioning System helps you attract and retain customers as you learn about their needs. Store layouts will be optimized around merchandising that attracts customers based on their preferences and responses to in-app digital content. Customers will more frequently opt-in to offers and increase app usage as the in-store experience becomes more effective.

Visit www.AcuityBrands.com/IPS



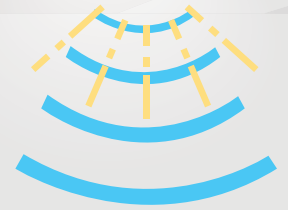
1

Store LED lighting acts as a beacon to signal mobile devices through Visible Light Communication (VLC) and Bluetooth® low energy (BLE) technology.



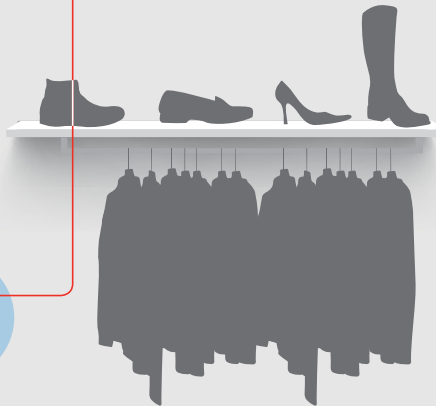
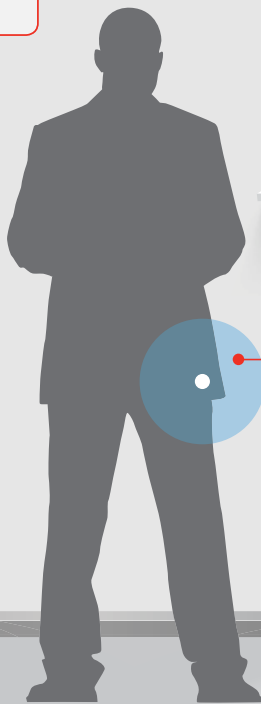
2

Connected shoppers opt-in to "listen" with a retailer's loyalty app on their mobile devices.



3

Engaged shoppers enjoy a tailored experience, easily find the items they need with pin-point accuracy and can request assistance and relevant digital content along the way.



Customer Benefits

People Guided to Products

- Precisely locating merchandise
- Shopping lists and registries
- Store brand conversions

Product Details Delivered to People

- Manufacturer coupons
- Add-on sales
- Last item viewed on retailer's website

4

Platform ties to retailer's digital marketing systems to deliver location-based services and personalized content to the shopper.



Retailer Benefits

People Connected to People

- Assist the shopper
- Minimize stock-outs
- Attend to urgent store needs

Customer-centric Store

- Optimize store layouts
- Personalize merchandising
- Improve store traffic

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