

# Selected In-Store Digital Solutions

## Interactive Experiences

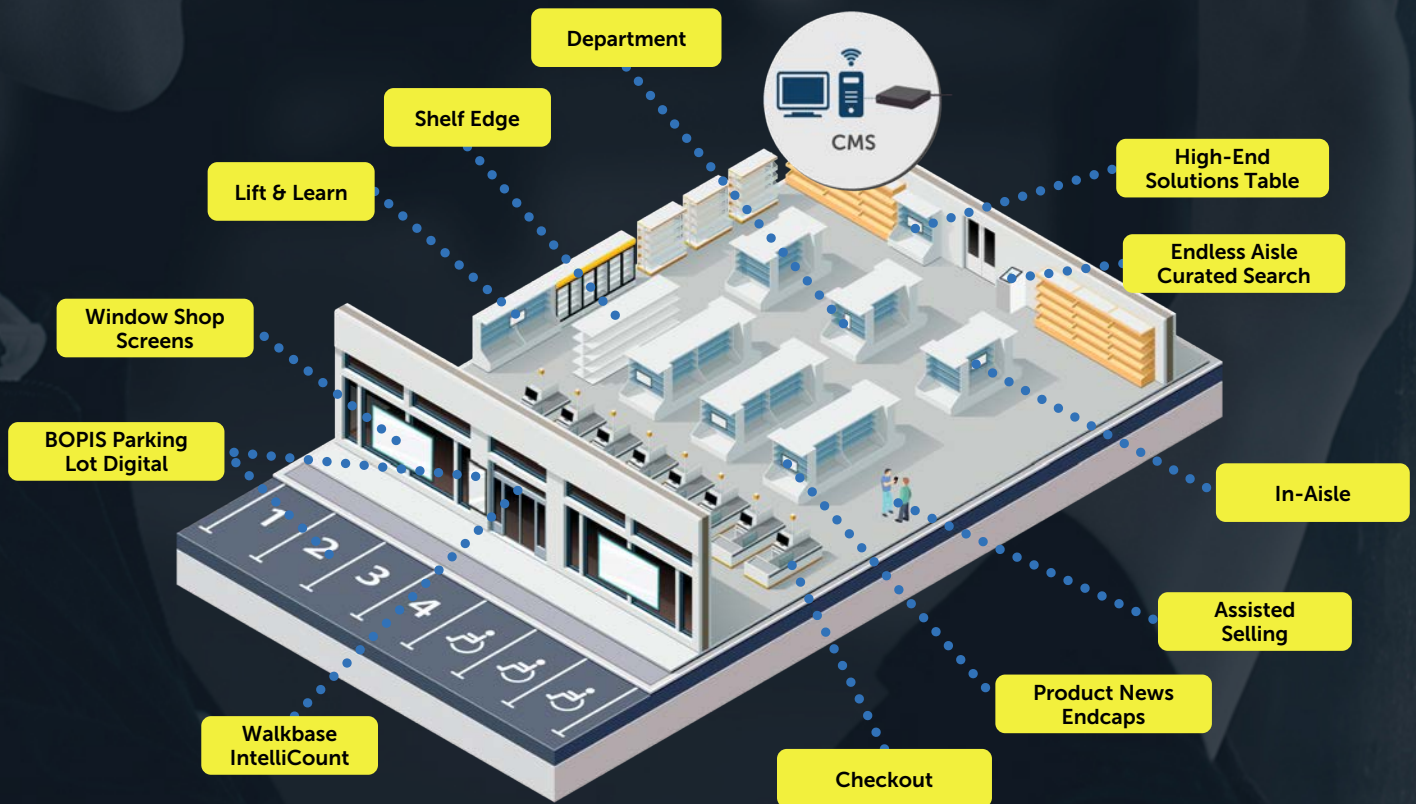
- Endless Aisle Curated Search
- In-Aisle
- Lift and Learn
- High-End Solutions Tables
- Assisted Selling
- BOPIS Parking Lot Digital

## Passive Displays

- Department
- Product News Endcaps
- Checkout
- Shelf Edge
- Window Shop Screens

## Content & Analytics Platforms

- CMS
- IntelliCount



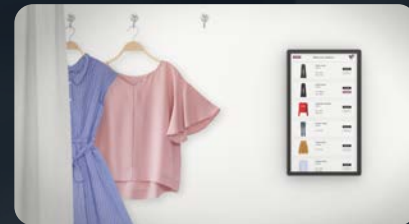
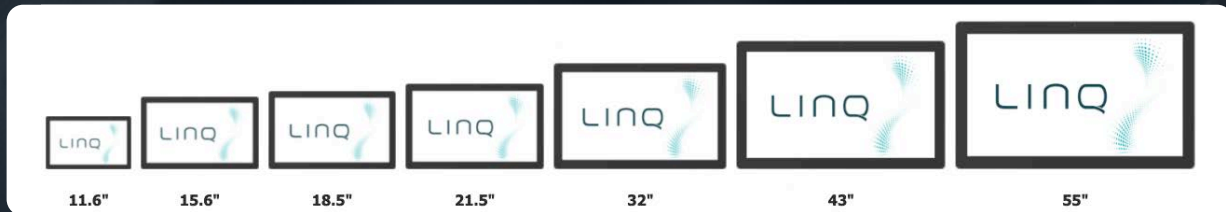
# Purpose Built Hardware

- Purpose-built hardware manufactured by STRATACACHE
- Passive and interactive
- Designed to scale – rugged and durable for the retail environment

## Media Players



## LINQ All-in-One Tablets



CMS



Memory/  
Storage



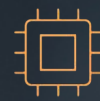
Network



Commercial-  
Grade Reliability



All-in-One  
Intelligent Tablets



Integrated Hardware  
and Software

## Shelf-Edge Displays (Interactive and Passive)



Available in:

- 23.1"/47.1" HDMI in non-touch (requires player)
- 23.1"/47.1" AIO non-touch
- 23.1"/47.1" AIO touch
- 37.1" coming soon

# Software

## Multiple CMS Platforms



**STRATACACHE Software  
CMS Web Portal**



**Secure, Fast  
Content  
Distribution**



**Sender Servers**

**Centralized CMS  
(Hosted or On-site)**



### Supported Experiences

- Menu boards
- Endless Aisle
- Employee Training and Communications
- Mobile Engagement
- Responsive Merchandising
- Multi-Format Screens
- Beacons & Micro-Location



# Facilities & Infrastructure

## Network ops, logistics & Customer support

### Micro LED Facility

- Located in Eugene, OR
- Class 1 clean room will be used to build next-generation displays, starting in 2022



### Datacenter 1/NOC 1

- Located in Dayton, OH
- 113,000 square feet
- Tier 4 private
- Redundant, dual grid power feeds



### Network Ops and Managed Services

- Located in Dayton, OH
- Staffed 24/7/365
- 100+ support team



### Datacenter 2/NOC 2

- Located in Waterloo, IA
- 162,000 square feet on 17 acres



### Manufacturing and Distribution Center

- Located in Dayton, OH
- 380,000 square feet
- 36 cross docks – direct rail access
- Within 2 day freight of 74% of the U.S. pop.



### Datacenter 3/NOC 3

- Located in Sittard NL
- 40 stations



# Geofencing with PRN's Mobile Targeting

PRN is the retail media partner for the global leader in Mobile Cell Tower technology. Our partner transmits 80% of all mobile traffic & data for all US carriers (AT&T, Verizon, T-Mobile+), with 5G Networks in over 150 countries.

## Targeting the Right People

Highest accuracy shopper targeting in US mobile marketing

- Proprietary verified location history data+
- Customer digital history (apps & sites visited)+
- Additional profile data+
- Sophisticated AI-driven audience verification algorithm

## In the Right Location and Mindset

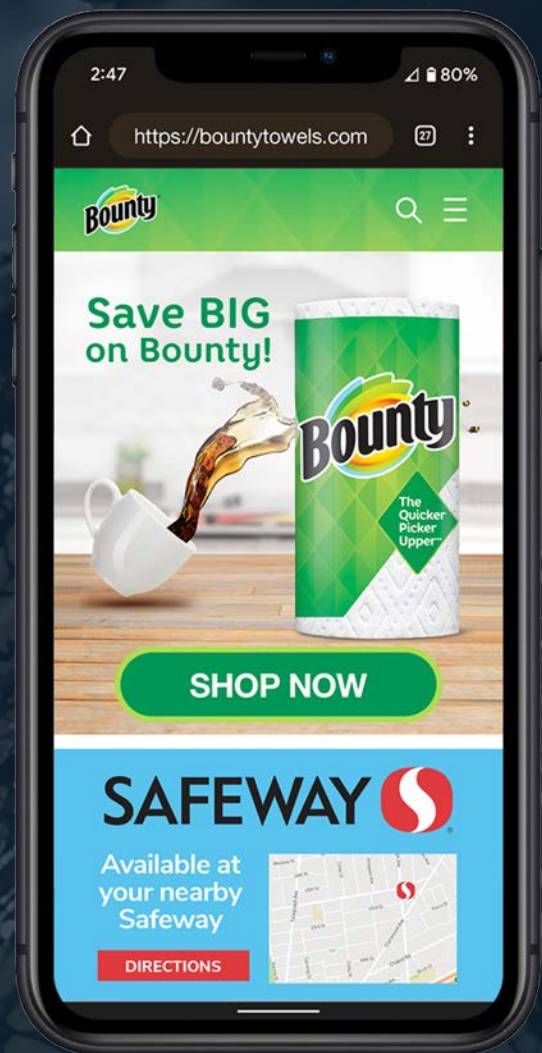
In-store geotargeting with flexible & customizable radii

- Reaching shoppers based on their real-time location
- Set any desired shopper radius for any retailer
- Use embedded "Add to cart" CTAs to drive immediate sales

## And Providing Them with the Right Experience

Custom creative and optimization

- Robust and timely campaign metrics, providing insights, driving optimization
- In-house creative team, delivering rapid high-quality updates



Geotarget a retailer's promotions to their frequent shoppers within chosen targeting radius.