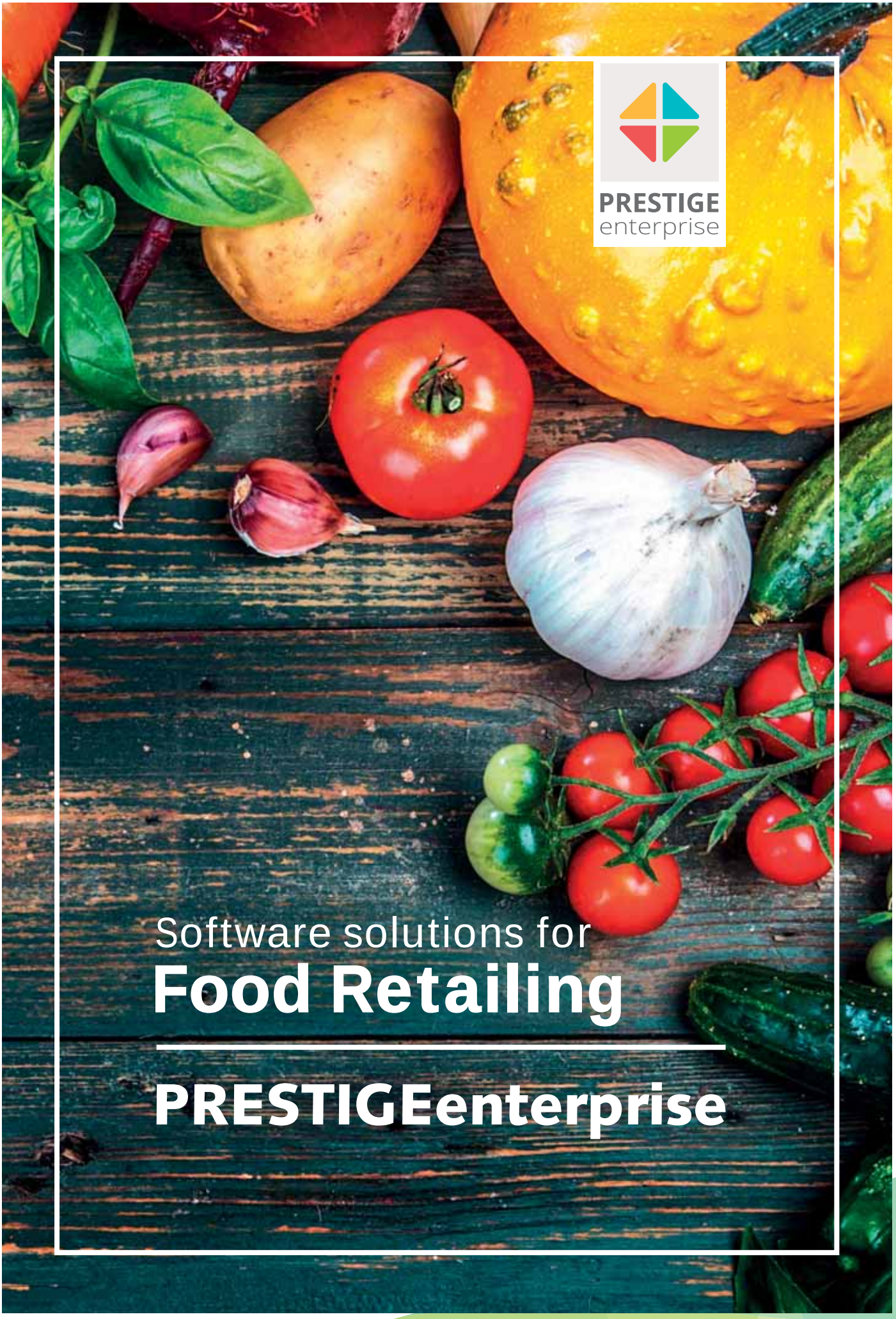
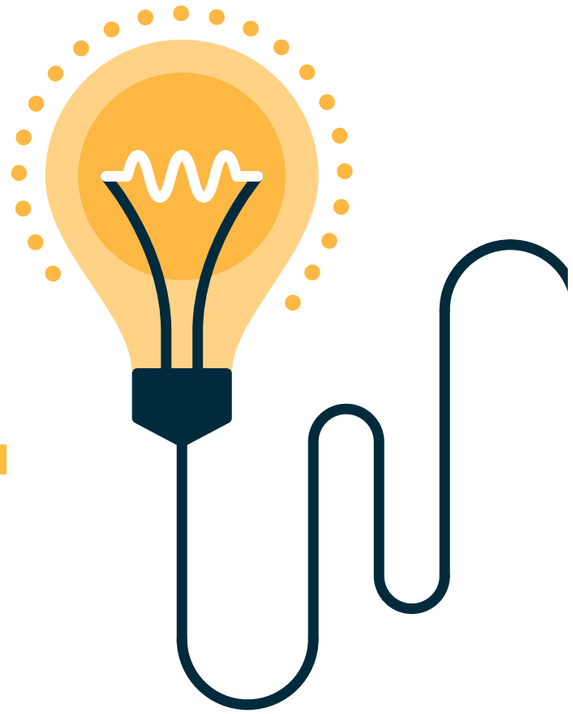

PRESTIGE
enterprise
Software solutions for
Food Retailing
PRESTIGEenterprise

DID YOU KNOW, THAT ...



... waiting, at either the checkout or the service counter, is the worst experience for **69%** of customers?*

Only then do “high prices” (66%) and “out of stock items” (65%) follow as negative factors.

... **30%** of profits in brick and mortar retail is influenced by digital gadgets** which ...

... amounts to approximately **126 billion €****!?

... almost as many customers are interested in news about the weather **(75%)** as they are in promotional offers **(76%)**?*

... **69%** of customers desire seeing information at the POS about future instore or regional events on screen?

... **32,1%** of purchases in brick and mortar retail were preceded by an online search for information using a PC & laptop?***

... **92%** of all consumers in brick and mortar retail use a digital device while shopping?***

... **63%** of customers are interested in recipe ideas?

... **65%** of customers would like to be informed about new instore services?

... **48%** of 18 to 29 year olds support personalized offers and advertising? That is still an average of 35.3% of the German population. Generation Z is twice as open to digital signage.****

... Over **85%** of 14 to 29 year olds (73% in German average) come into contact with digital out-of-home advertising at least once a week. Almost 88% of decision-makers are reached every week.*****

*Market Research Institute Millward Brown

**Deloitte: Navigating the new Digital Divide. The chance digitization for German retail. DigitasLBi: Connected commerce.

***ECC Cologne, the cross-channel behaviour of consumers - challenges and opportunities for retail

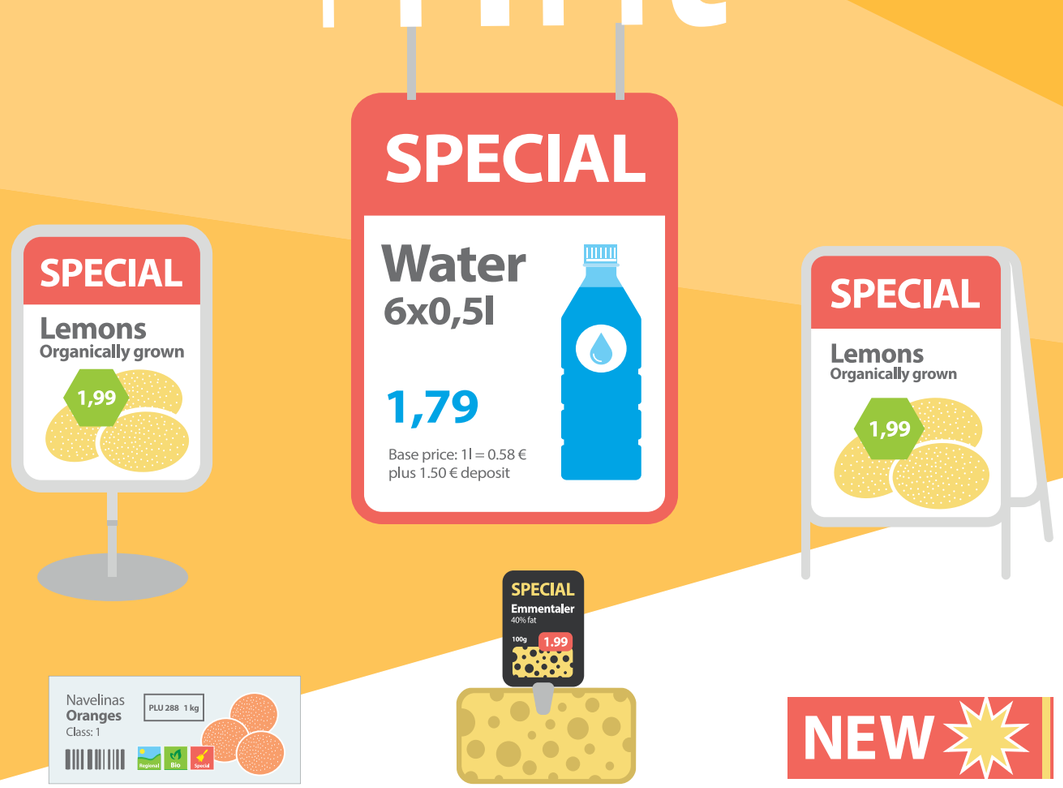
****Ingenico Marketing Solutions

*****DMI study: Public & Private Screens 2019/2020

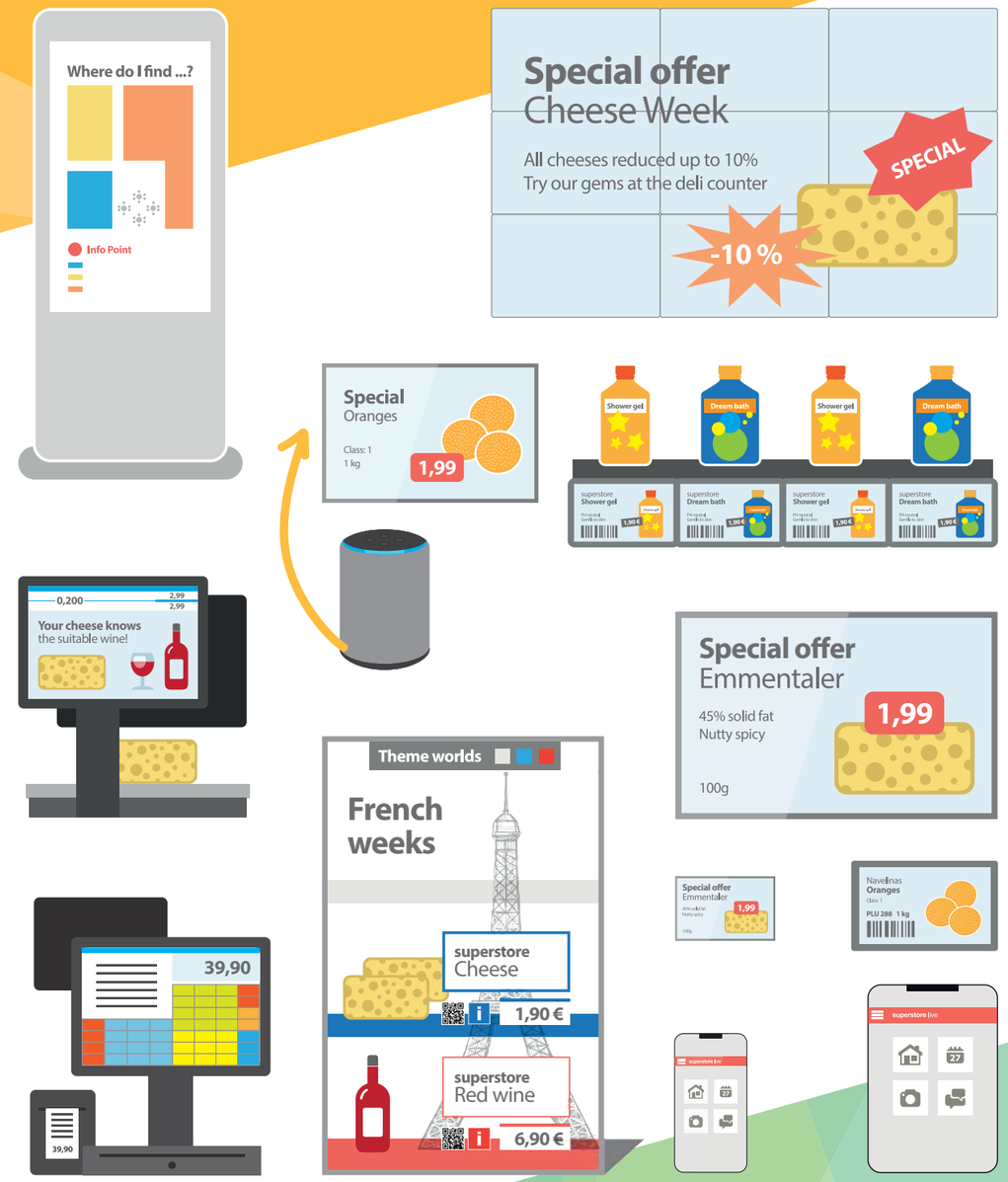
Innovation does not guarantee success,
but failure is guaranteed by not innovating.

Stefan R. Munz
Product and organisational developer

Print



Digital



Output media

PRINT

- Labels
- Posters up to DIN A0
- Ceiling hangers
- Standing posters
- Special formats
- Shelf stoppers
- Food stamps

DIGITAL

- Digital shelf rails
- Kiosk- and information systems
- Scale and cashier screens
- Electronic shelf labels (ESL)

MOBILE & VOICE

- Smartphones
- Tablets
- Portable Data Terminals
- Voice assistant

PRESTIGEenterprise integrates with every important POS hardware and every important POS output media.

Classic print solutions with

PRESTIGEenterprise

Always strive for the best. Whatever you wish to promote in your store, it is **quickly, easily, and automatically** achievable with our comprehensive solution of clearly defined template management, intuitive user guidance and highly flexible application. This consistently ensures a perfect presentation - especially with classic printed products.

A0

Multi-format print

All formats

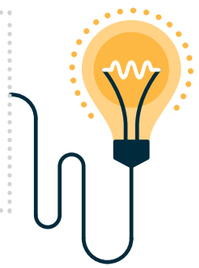
Classic print solutions

Always strive for the best.
Whatever you wish to promote in your store, it's possible with our complete solution - quickly, easily and automatically. Not only are you able to integrate numerous digital and mobile elements into your customer communication, you can also manage your classic print communications centrally, adapt them locally and implement them regardless of the hardware available on-site.

Whether displaying multi-format posters, promoting offers with strike-through prices or printing new labels - PRESTIGEenterprise software allows you to plan and design your entire print volume, and distribute so-called "poster portfolios" among your branch stores. The portfolios then simply need to be opened on-site and will automatically be printed using the correct printers, or they can be delivered by suppliers in the case of unusual formats.

The interface to your enterprise resource planning system or other databases automates many processes and always ensures the correct product data on your print media. If, for example, the price or the product description changes, the product information on the poster also changes and it is printed with the current price and the correct information. Our software PRESTIGEenterprise decreases work for you and your store personnel and moreover ensures a uniform appearance according to specifications with intelligent **template management** for your perfect presentation.

Only real eye-catchers contribute to additional purchases. With **PRESTIGEenterprise** you are able to create templates **for all formats**, which ensure a **uniform appearance** and still perfectly highlight unique features.



Card printing

Labeling at the deli counter
The current requirements for product labeling at the deli counter, especially taking hygiene regulation into account, are met through the printing of standard format plastic cards in credit card format. This allows for excellent price communication directly on the merchandise.

Labels

More information directly on labels
Whether allergen information, organic labeling or interesting additional information. Create the optimal label for every segment with our PRESTIGEenterprise software and position supplementary text and images in addition to barcode and price easily noticable on labels for customers.

Posters

Vibrant posters for more "WOW"
Show what you can do and create posters that have a "WOW effect" on your customers and contribute to additional purchases. Awaken the desire for "more" in your customers so that you both can profit.

Print



Make the right choice printing with us!

There are countless areas at the POS where you can achieve purchasing incentive with informative and attractively designed print solutions. Ceiling hangers and stand-up displays are only a few examples. In the end, you decide which formats are suitable for your stores and give you clear added value.

But no matter which area you wish to work in with PRESTIGEenterprise, it always looks perfect.



Grocery cards

Deli counter



DIN A4 display stand

Food court



Placards & posters

Aisle end cap



Shelf labeling

Price labeling

Modern digital solutions with

PRESTIGEenterprise

Use the future of retail today. 70 percent of all purchasing decisions occur in the store. Encourage spontaneous purchases with well-placed digital offers since screens are ultimately real eye-catchers. Whether with colorful images, videos or interactive elements - with PRESTIGEenterprise you can display more and up-to-date offers - **always in the right place at the right time.**

Use the future of retail today

With PRESTIGEenterprise you can use each and every digital device in your stores for completely individual purposes. The capabilities of a digital advertising medium are nearly limitless. From small electronic shelf labels all the way to multi-screen walls spanning up several floors. Whether with color images, videos or interactive elements - with the PRESTIGEenterprise software platform you are able to manage your entire digital communication and always have your offers and advertising messages in the right place at the right time.

The best placement everywhere

Increase both your customer satisfaction and your sales volume with customer communication via screens, since digital media offers you the opportunity to precisely provide your customers with the information they desire, for example

- in the entrance area
- in the fruit and vegetables section
- at the service counter
- on shelves
- in the checkout area
- reverse vending machines
- at the service desk
- in the store window
- on the notice board
- on escalators & elevators

Promotion at the service counter

The right information in the right place

In food retailing there are many areas in which you can use PRESTIGEenterprise to boost your sales.

TV at the counter

Ensure that your customers are drooling in anticipation before making the purchase.

Screens on the back panel of the counter are a prime location to display appetizing presentations of offers with images and videos as well as information, for instance of product origin and storage.

Additionally, an entertaining program reduces the perceived waiting time. In almost no other area do you get a customer's full attention like you do in the waiting area. Here the customer, thankful for the diversion, receives information about your current offers, services and special highlights.

Scale solutions

Especially at the deli counter, turn waiting customers into enthusiastic customers and every employee into an expert with the use of double screen scales. PRESTIGEenterprise has interfaces to the scale solutions of both Mettler Toledo and Bizerba.

With PRESTIGEenterprise Cross-Selling is as simple as never before.



1. Customer-facing screen
In addition to attractive product images and ready meals, which create desire for products from the deli counter, you can deliver recipe suggestions and cross-selling recommendations to the customer-facing screens of your scales. This will promote additional purchases.



2. Service-sided screen
Your customers are always asking for more information concerning allergens, ingredients and organic certification. A special PRESTIGEenterprise module supports the retrieval of additional information from product and marketing databases as well as from your enterprise resource planning system, and turn your personnel into true experts. In addition, with the eLearning module, you can inform your qualified personnel about new developments.



Electronic Shelf Label (ESL)



Infinity Shopping Shelf (ISS)

Shelf communications

Breathe life into your shelves!
Offer your customers more than they expect with PRESTIGEenterprise. Because you don't only inform and advertise on classic paper in the form of price labels or posters on shelves, but also address them digitally - with electronic labels (ESL), mini screens on digital rails or complete digital shelves in the form of a large format screen.

Electronic shelf labels
You can take advantage of the benefits of PRESTIGEenterprise for electronic shelf labels (ESL) too – independent of manufacturer – via an interface. Even parallel use of ESL providers is possible. Sophisticated designs are created as usual, using intelligent templates, and distributed on the small LCD displays. Product data, such as price and quantity, is automatically updated quickly and reliably via the CRM system - centrally or for each branch.

Would you care for some morE?

Digital shelf rails
With small screens that are mounted on the rails of shelves you can emphasize important products. Direct your customers' gaze towards the shelf using attention grabbing animations, videos and images. Of course you can always supplement with price information and other product data. Content may be just as easily, quickly and comfortably exchanged via PRESTIGEenterprise software as with common screens.

Digital shelves: Infinity Shopping Shelf
PRESTIGEenterprise's Infinity Shopping Shelf (ISS) opens a new world of endless shopping for you. It supports a seamless shopping experience that integrates web content, even with an online shop. A perfect instrument for omnichannel retailing.

Digital shelves completely display your products virtually on screens. In addition to product photos, inspirational ad spots and animations may also be displayed. Equipped with touch functionality, you can invoke additional information that your customer can print or send via email.

The Infinity Shopping Shelf (ISS) makes it possible to offer products that are not stocked due to a lack of space or, for instance, as an expansion of the product range that is only available in the online shop. The integration of your online shop allows your customers to make their online purchase while in the store, immediately pay for the purchase and, if applicable, have the desired item delivered home.

With PRESTIGEenterprise you are able to quickly react to changes and at any time update your offerings.

One software - many possibilities

Digital Shelf Rails

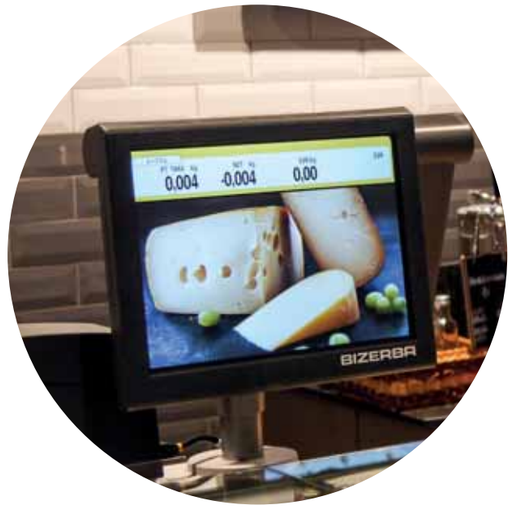




Digital

The correct program on every screen

Whatever you would like to communicate, where and when you would like to communicate it: Digital media offers you the best possible flexibility and fastest reaction time. You receive the right offer at the best time in the right place, with digital brilliance that catches the eye perfectly.



Scale solutions

Deli counter



Screen advertising

Convenience products



Counter TV

Deli counter



Screen advertising

Bakery

Application areas for digital signage

PRESTIGEenterprise offers numerous possibilities for digital customer addressing both in food as well as in non-food areas. To increase satisfaction of both customers and personnel, as well as your sales figures.



Livestreaming from the farm

tierwohl.tv

A camera is installed in the farmer's barn. This sends the current events in the stable via live stream directly to a screen in the supermarket. Live streams from several stables can be shown in one playlist to strengthen your customers' trust in regional products and promote an understanding of fair prices.



Information / notice board / display case

Learning - not waiting

Help your customers satisfy their need for information. Moving images convey information much more striking. With specials, event notices, job postings and general news, captivate the attention of your customers and stimulate additional purchases.



Electronic shelf labels / ESL

Reliability on the shelf

Make sure that the price on the shelf always matches the price at the checkout and update the product data quickly and reliably with electronic shelf labels. Sophisticated designs can be created with PRESTIGEenterprise regardless of the manufacturer and can be displayed on small LCD displays, supplemented by product graphics and manufacturer logos.



Reverse vending machine

Full deposit

A great place for the perfect infotainment mix. Current drink offers, recipes and product suggestions are correctly placed right here. just like your commitment to regional or social concerns, for example with the automatic donation of bottle deposits. But usage directions are also important to reduce complaints due to incorrect use. You have the ideas, we have the technology.



Fruit and vegetable department

Vitamin i

Colorful and healthy - that is your range of products in this area and thanks to digital media this can also describe your customer communication. Supply your customers with fresh bites of info about the origin of your products, their features, vitamins, preparation - especially with exotic goods - as well as recipes. This stimulates their appetite and their willingness to buy, and provides vital sales for you.



The checkout area

Gain loyal customers

The checkout area is a typical waiting zone that is excellently suited for digital media. This is where your customers leave the POS - the ideal place to prepare for their return. Stay in their memory with information about upcoming events, offers or special after-sales services on screens in the checkout area or directly at the register.

Mobile shopping & voice commerce

with PRESTIGEenterprise

Let them put you in their pocket. PRESTIGEenterprise offers you both: mobile and voice-based solutions for addressing your customers on their smartphone and support for your employees. This is how you offer your customers more advice, more information and more service - for more customer intimacy and improved customer loyalty.

Keeping up with the times

The future is in your hands – and in the hands of your customers.

Your customers, partners and employees are mobile – be mobile as well. Smartphones and tablets offer numerous additional possibilities to continuously enhance your communication with the customer and also to optimize internal communication. Their importance will continue to increase in the future - and already PRESTIGEenterprise offers you countless modules with which you can use mobile devices to specifically achieve your goals - externally as well as internally.

The MobileBrowser of PRESTIGEenterprise provides you with the possibility to make adjustments to your playlist as well as changes to your print media on the go - directly on the sales floor.

Mobile solutions for your customers

The PRESTIGEenterprise AppToolkit

With the PRESTIGEenterprise AppToolkit you can configure a company app in your corporate design in no time at all. Choose the modules that suit you best and take advantage of a variety of modern features that mobile technologies allow you to use.

- ◊ Easy setup of your own app in your corporate design for iOS and Android
- ◊ Highly flexible system with numerous, individually selectable modules for precise target-group communication
- ◊ Interfaces enable the integration of both your social media appearance as well as the connection to your databases
- ◊ For IOS and Android apps

Close to customers with the retailer app

This is how you communicate with your customers faster, easier and more directly - not only in your branch store, but also at home. You can reach out to your customers whenever they are open and accessible for your information – simply with the app on their smartphone. Let your customers know, when you are there for them, and which new actions and which services you have to offer. Inform them about new offers and link this information with a mobile shopping list. Promote your events and get feedback very easily. With this extra comfort and service you can increase customer loyalty and sales.



Be flexible and communicative with the event app

Do you organize your own events or congresses and would like to offer all information to your participants on the go? PRESTIGEenterprise will help you. Not only do you promote your events, you also supply your participants with many modern services directly on their smartphones. Let them participate in discussions, ask the speakers questions and vote. With the livestream module you can also let your guests participate remotely.



Mobile support for sales personnel

The PRESTIGEenterprise MobileBrowser

- ◊ Mobile management of your digital and printed communication at the POS.
- ◊ Regardless if your are using a mobile terminal, smartphone or tablet - you have comfortable access to PRESTIGEenterprise, for instance, to scan or manually capture product data and to send them as offers to advertising screens or as automated print jobs to your backoffice printer.
- ◊ For smartphones the MobileBrowser is available as an app in the App Store and in the Google Play Store for iOS and Android devices.



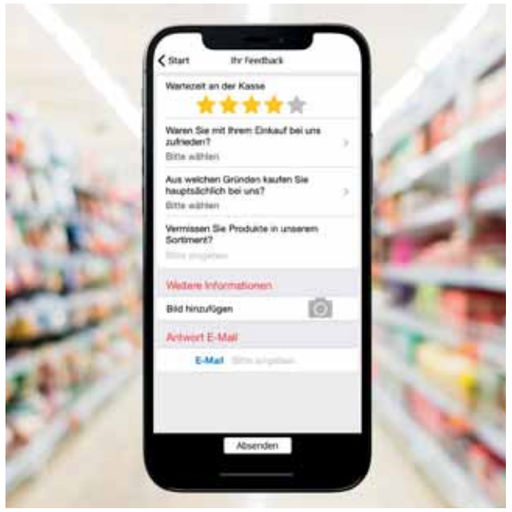


Application areas for mobile solutions

Mobil

The good feeling of having everything under control.

Get the most out of PRESTIGEenterprise with mobile solutions. They can be implemented both for external and internal communication - with functionality customised completely to your needs.



PRESTIGEenterprise AppToolkit

The individual app for your customers

With your own app, from the PRESTIGEenterprise AppToolkit, you are close to your customer. Using this you can reach your customers - and your customers can reach you - whenever you or they wish. Let your customers know when you are available to them, which new promotions and which services you have to offer. Give recipe ideas and connect this information with a mobile shopping list. Promote your events and simply collect mobile feedback from them. This is how you increase their attachment to the company.



Smartphone & tablet

Mobile consultation

Digital sales support for your sales personnel - always at hand. For instance with PRESTIGEenterprise RALV. With it, retailers can very easily display allergen information on the most varied media types. The solution may be shown on either a tablet, or on kiosk systems in the fresh goods section of every supermarket, so that customers may inform themselves before purchasing to determine which products they can consume without concern. The products are presented with images, product descriptions, information concerning additives and nutritional value. RALV actively supports you with the information disclosure requirements set by LMIV.



Mobile data collection

Improved customer service

Use your mobile terminal more intensively. In addition to requests for existing data, with PRESTIGEenterprise you can also control your communication, change your playlists on your screen with your mobile terminal and delete posters as well as request new ones.



PRESTIGEenterprise Store Messenger

Internal information quickly distributed

Restock merchandise, open an additional cash register, clean up an aisle - there is much information a store manager would like to pass on to employees, most of them on the store floor and difficult to reach. Your internal communications will clearly be easier, faster and more efficient with the PRESTIGEenterprise Store Messenger. Small tasks that must be completed quickly can be conveyed via chat using smartphones. Information can also be sent to groups using the group functionality.

PRESTIGEenterprise for ***Skill management***

PRESTIGEenterprise is the first digital signage system that listens! PRESTIGEenterprise uses the Echo voice assistant developed by Amazon as a primary language contact for retailers and end customers and answers questions based on all available information.

Based on PRESTIGEenterprise, a Skill management was developed with which the content for the Amazon Voice Assistant Echo can be changed quickly and easily.

Your own business Skill in just 3 steps

1. **Defining services**
   Which questions are relevant for your customers?
   Which answers should Alexa give?

2. **Creating a Skill**
   Within a few days, Online Software will create your Skill functions for you, based on modular app services.

3. **Rent the software**
   Just rent the software PRESTIGEenterprise for your content management and get started - low investment costs & little installation effort.

Skill maintenance with PRESTIGEenterprise

You can use the PRESTIGEenterprise software platform to view the content that Alexa is promoting and easily change, add or delete content every day. With PRESTIGEenterprise you do not only organize Alexa, but also control all other output media at the POS, whether poster or screen, mobile or stationary, printed or digital.

- Opening hours
- Notices
- Events
- Shopping list
- Offers
- Locations

Use of digital voice assistants

German users of voice assistants currently spend only 2% of their total expenses on voice assistants, but this number is expected to increase to 13% in the next 3 years.*

36%

36% of Germans already use voice assistants in their daily lives.**

52%

52% of users find input via voice more convenient.*

47%

47% think voice input is good because you can do things hands-free.*

Possible uses of voice assistants in retail

For end customers
Point of Sale Skills at home

At home:
Reach your customers at home through voice assistants with offers, information on opening times and information about upcoming events through this modern medium with your own Skill. If more information is needed, Alexa can also send an info card with detailed information to the customer's smartphone.

At the POS:
The customer asks - Alexa answers.
What are the special offers this week and how do I find them? Alexa informs, visualized on the screen and shows the way to the product.

Added value for you and your customers:

- Interactive customer communication on all channels
- Content can be planned in advance and is always up-to-date for the customer
- Innovative advertising campaigns for retail

For retail
Skills with PRESTIGEenterprise for retail

Easily ask for status reports of your print and screen activities via Alexa? PRESTIGEenterprise can answer questions about running POS systems and their content via the interface to the Alexa voice system.

The retailer can display various reports using existing data in PRESTIGEenterprise. As a result, he can find out immediately whether all screens have content, all print jobs have been completed or how many visitors have opened his app.

Quick and easy:

- Quick feedback on running systems
- Short response times
- Easy monitoring

Source: *: Studie Capgemini 2018 | **: Postbank Digitalstudie 2019

Template management

PRESTIGEenterprise offers intelligent templates for your professional appearance with which you can safely and easily create everything you need, regardless of whether it is

◊ posters and labels or
◊ playlists for screens in different departments

Using PRESTIGEenterprise, everyone can implement the measures necessary for a successful communication with the customer within their usage rights.

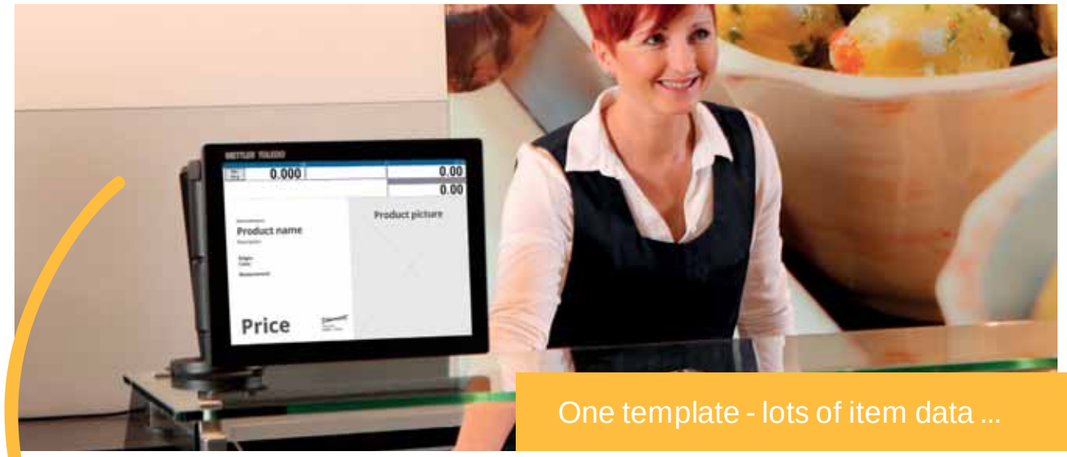
The automatic calculation of base prices, discounts and financing make the creation process easier.

It‘s so easy:

1. Create a template
For each application, a simple template is created with clearly defined fields, (e. g. for video, product image, logo, quantity, price, etc.) which can be filled centrally or on site according to previously defined specifications.

2. Automation
The connection to your internal databases ensures absolutely reliable article information on your advertising. For example, a price change for a product in your ERP system ensures that the same price appears on all connected output media, such as ESL, screens, scales or cash registers. If the appearance of a product changes, it is automatically adapted on all output media as soon as it is integrated in the database.

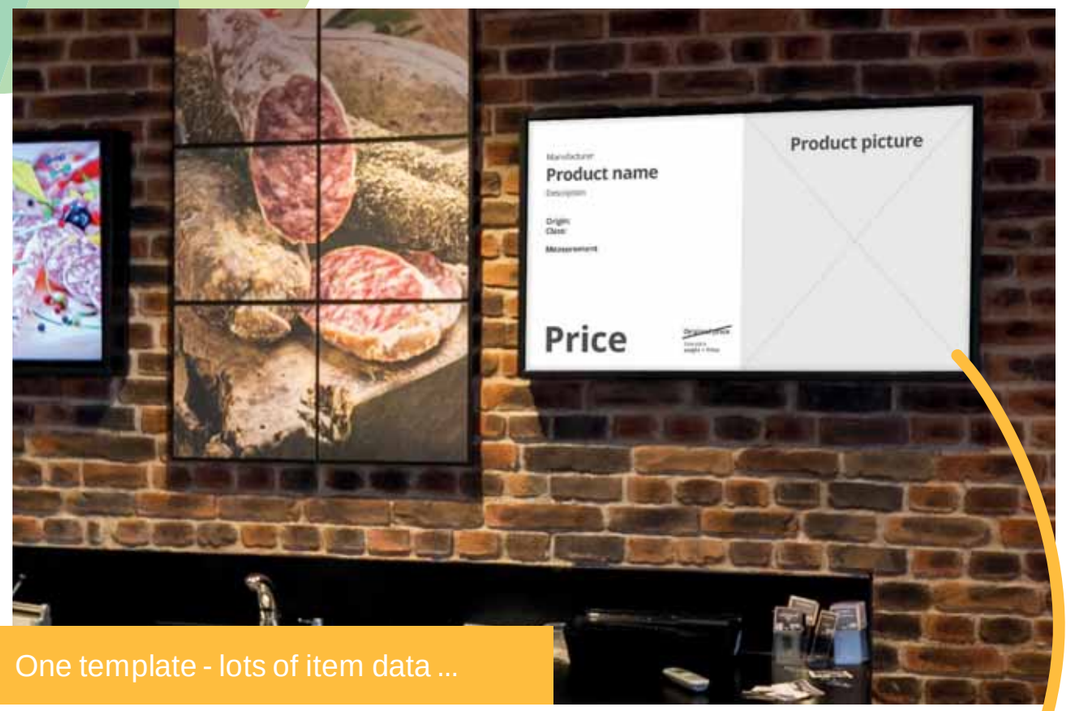
3. Apply
Now just select the desired template and article and the template will automatically be filled with all required article information.



One template - lots of item data ...

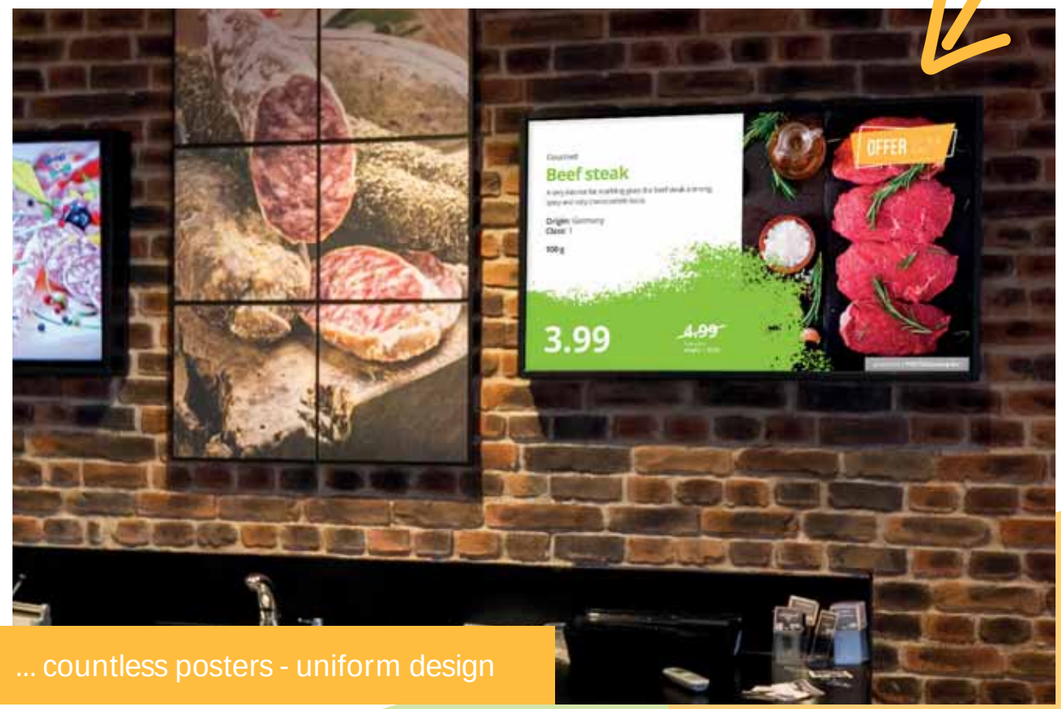


... countless posters - uniform design



One template - lots of item data ...

From the template to the finished advertisement!
No matter if label, poster or screen solution, with only one software - PRESTIGEenterprise - accomplish all your promotional activities in the store.



... countless posters - uniform design

Simple. Perfect. Excellent.

A complex theme - simple in its operation!

Modern POS communications increasingly include digital elements. With all the modern and visionary technology, you can still manage classic print communications centrally, adapt it locally and independently from existing hardware using PRESTIGEenterprise.

The principle of simplicity and clarity is the basis for success. PRESTIGEenterprise allows you to...

Professionally designed

uniform templates for the intuitive use of instore communication in all stores - from printed posters, digital posters to standardised animations, including

- the use of all your installed Windows fonts
- static or dynamic graphics
- images in various graphic formats
- diverse barcodes
- graphic price formatting
- strike-through prices and signature tags
- placeholders for arbitrary number of product images
- templates for special offers and promotions
- compliance with legal guidelines
- generation and interface with EAN and QR codes

Integrate dynamic fields

for the automatic, constantly updating and error-free price calculation, also directly from out of your enterprise resource planning system - such as with

- base price calculation
- comparative price with strike-through prices
- various discount types
- financing calculations

Integrate images and videos

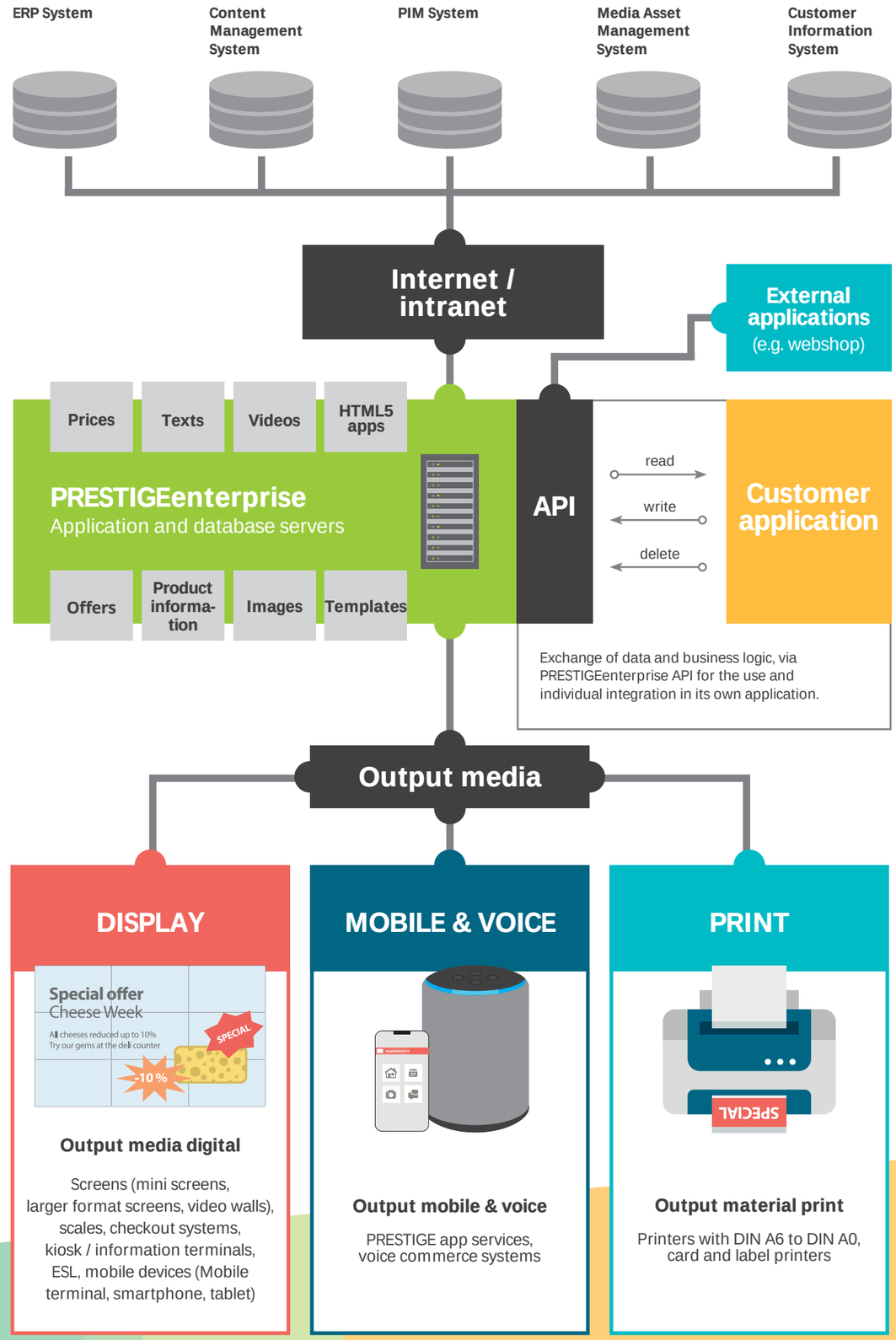
from a database for an automated and emotional presentation of your product range, as well as the indication of expiration dates to the various image data, to ensure the expired usage rights of content.

Advantages

You are experts in practicality and functionality? This precision should also be shown in your communications. No problem with PRESTIGEenterprise:

- ◊ One template for each action - from posters, to kiosks and scale systems, screens to counters and instore TV.
- ◊ Whatever changes must only be changed once in the template.
- ◊ Clear assignment of usage rights avoids mistakes.

The uniform layout of templates as well as the intelligence of the software itself provides, with few clicks and thus in a brief amount of time, professional, always up-to-date and accurate customer communications in all your stores - simple, automatic, at the click of a button.



PRESTIGEenterprise - Who offers more?

The best thing about the future of retail is: With PRESTIGEenterprise you are perfectly prepared for it. The innovative software already connects with one another, which will continue to play a more important role in the future. Regarding communication: Seamless communication with all instore media and beyond. As to brand loyalty: Shopping experiences that surprise and employee service that impresses.

PRESTIGEenterprise already offers the deciding advantages for tomorrow, today:

Perfect communication - at the touch of a button

You only need a single software for your complete instore communications, since PRESTIGEenterprise is the only software that addresses all output media - both printed and digital. With PRESTIGEenterprise you are able to design and manage the complete POS price and advertising communication.

In the process, all content and guidelines are created centrally and distributed via internet to the store, including a playlist, the broadcasting schedule which specifies what content is shown in which store, at what time and on which end device.

Better data - less cost

Our standard interface allows for the connection to your internal process, for example an enterprise resource planning system, a marketing database, product information systems (PIM), etc.. With this, PRESTIGEenterprise can not only create more customer loyalty and revenue, but also deliver valid data automatically every minute for further planning in procurement and marketing. Because of this, you save a great amount of time and cost.

Consistent appearance - everywhere

The preparation of all your communication activities occurs with maximum security, centrally and server-sided. This guarantees a reliable external image. Simultaneously our software allows your stores to regionally customize the ad content, or even to compose it themselves, according to the individual assignment of rights. However, this is controlled by the central organization.

Simple, stable, safe.

Rely on PRESTIGE -

for professional POS communication at the cutting edge.

Our prices

We will gladly provide you with your quote, as soon as we know your requirements, your needs, your goals and your current infrastructure.

Concerning this we will gladly advise you, without any commitments, in a personal conversation.

Phone: +49 6201 9988-0
E-mail: info@prestige.de

You may of course contact us if you have general questions concerning our organization or would like detailed information about PRESTIGEenterprise, the innovative software, which already has been awarded several prizes:



Viscom Award

Reta Europe Award

POPAI Digital Award

VMI Award plus VMI Shop Award

“Best Visual Merchandising“



simple. better. advertise.

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