

DVS Launches Peocon- People Flow Solutions to boost earnings per footfall

- *The solution has been adopted by hundreds of stores globally that include retail chains, shopping malls, sports & convention centers and museums*
- *Peocon has four products to suit the specific needs of players for people and floor management.*
- *"We increased turnover by a sustained 30% by using Peocon" - Sverrir Berg, owner, Dagur Group Specialty Retail Chain.*

New Delhi, 16 January 2007, Dynamic Vertical Solution (DVS) today launched a new application, Peocon- People Flow Solutions for the retail and shopping centre Industry in India. Peocon is an effective tool that identifies the ratio of buyer/browser, thus helping the retailers to strategize and devise checkpoints to realize the potential of their floor staff more effectively.

For the retailers with more than one store, Peocon is an ideal solution to improve sales at the lower-performing stores, raising them to the level of the better stores. Information about the number of people extracted for analysis provides valuable statistical data about the customers and their buying behavior.

Speaking on the occasion of Peocon's launch, Ms Rakhee Nagpal, Managing Director, Dynamic Vertical Solutions, said *"Owing to the extra disposable income and the availability of credit cards; the purchasing power of consumers has increased tremendously, they nowadays like to shop more than ever. Complementing this, the Indian retail sector is moving towards organized retailing gradually. In such a scenario, Peocon would come up as an effective tool to boost the earnings per footfall for the retailers"*

Peocon provides retail intelligence by means of people counting, as it utilizes breakthrough computer-vision technology for tallying people in retail settings and providing an unmatched accuracy of 97%. Retail chains and shopping centers can choose four types of Peocon products, all of which they can access online through a customized web interface.

<p>peocounter™</p> <p>Counts visitors and presents information through a customized, online interface</p>	<p>peoManager™</p> <p>Same as Peocounter plus a connection to the internal back office system to do basic calculations viz. Sales / visitors ; Turnover / square meters ; Turnover / employees; Sales / employees ; Turnover / sales ; Visitors / employees ; Turnover / visitors etc</p>
<p>peoFlow™</p> <p>Same as Peocounter, along with the possibility of mapping in detail the flow of people through your shopping centre or retail outlet</p>	<p>peoanalyst™</p> <p>Same as PeoManager, with added external information</p> <ul style="list-style-type: none"> ○ Advertising statistics ○ Scanning data ○ Weather information ○ Consumer behavior / consumer research

About Dynamic Vertical Solutions:

Dynamic Vertical Solutions (DVS) is a market and technology leader in end-to-end integrated and adaptable business management applications providing comprehensive solutions for organizations of all sizes and all Industry sector. DVS is the exclusive distribution partner of the LS Retail suite of solutions for the Indian market. Headquartered at Gurgaon, New Delhi, the team at Dynamic Vertical Solutions interacts with various industry and delivers solutions requiring research, analysis, product designing and market innovation

About Peocon

Peocon specializes in providing business solutions for the retail and shopping centre Industry. We provide retail intelligence by means of people counting, as we apply breakthrough computer-vision technology for tallying people in retail settings and provide unmatched accuracy. Peocon client's include retail chains, shopping malls, museums and sports & convention centers. Some of Peocon's clients are ARK bookstores Norway, Baugur Group, Benetton, BT electronics chain, Egilsholl Sports- & Convention Centre, Hagar- Iceland's largest retail chain, Intersport, Leifstod- KEF International Airport , Noa Noa, Sony Centre, Toyota, Hydrogen Bus project, joint venture of Shell, Norsk Hydro & Daimler Chrysler etc

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