



Aileen for Retail

Smart Retail for Consumer Engagement

Aileen is a solution aimed at transforming shopping into engaging, personalized experiences for consumers.



Grocers



Malls



Entertainment



Retailers

Discover - Identity. Location. Intent.

Digital transformation delivers new opportunities to engage consumers in the physical store and changes customer experiences forever.

Sirquel's software platform and patented smart mesh Edysen devices deliver **Identity**, **Location**, and **Intent**. This intelligence is collected **anonymously** and **without a mobile app**.

Sirquel feeds data into Aileen's web dashboards for visualization and customization of triggers, actions, and messages. While embeddable SDKs and templates are provided for Mobile Apps, Websites, Kiosks, TVs, and large Touch Screen Displays.

Platform Benefits



Store Intelligence

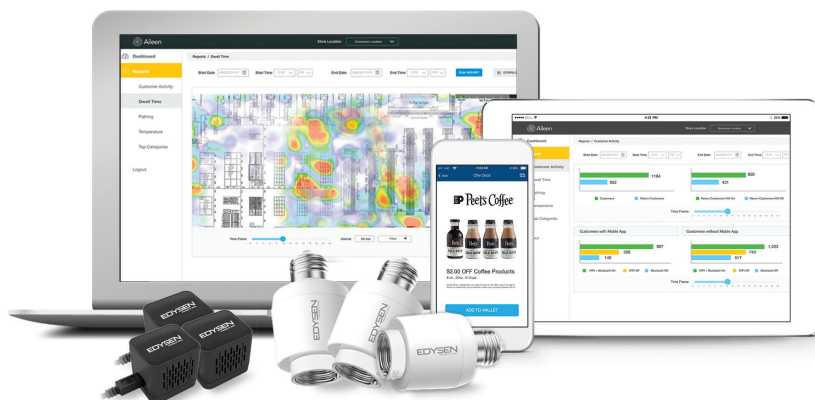
- Visualize store traffic related to product placement and promotions
- Understand traffic patterns, dwell times, and sales correlations
- Convert more visits into sales

Personalized Journeys

- In-store navigation to products and shopping lists
- Connect to digital concierge or associates for immediate help
- Receive location-based promos and coupons
- Discover product info at the shelf or in aisle with interactive displays and user-generated content

Employees and Store Operations

- Employee task management, staffing optimization
- Predict, monitor, and trigger alerts to prevent costly spoilage
- Pick & Pack with routing for customer store pick-up



EDYSEN SMART MESH DEVICES WITH EDGE COMPUTING

Sirqul's Edysen devices with patented smart mesh technology "Playfield" enables any building or outdoor space to instantly triangulate and provide path analytics, heatmaps, dwell times, space utilization, turn-by-turn navigation, customized content, environment automation, triggerable notifications and Wi-Fi access. As a next-generation set of devices, Edysen is remotely managed with Over-the-Air (OTA) updates and supports cross protocol translation: Wi-Fi, Bluetooth, BLE, 3G/4G, and more.

TRACK, ANALYZE, AND ACT

- 1. Tracks movements and behaviors:** Edysen passively detects all Wi-Fi and Bluetooth signals from mobile devices within a venue to anonymously determine visitors, their precise location, and customer journey.
- 2. Visualize and view custom reports/queries:** Analyze data on visit duration, new vs. repeat, zones visited, path analytics, dwell time, and cross-correlate to deliver meaningful insights. Easily feed in or out APIs to further manage identities, behaviors, and business decisions.
- 3. Take action:** Orchestrate actions in real-time, autonomously or with programmable triggers; alert staff to help guests, send personalized offers, deploy security, alter product placements, or adjust climate/lighting settings for optimal energy savings and comfort.

SECURITY AND PRIVACY OF DATA

- Both WiFi & Bluetooth signal data is encrypted and stored on the device until it is sent to the server.
- Once queued, data will be sent to the cloud (or edge) using standard HTTPS transport-layer-security (TLS) encryption.
- Once transmitted, data is securely purged from the Edysen device.
- On the cloud, data is stored in a secure AWS (or another cloud provider) database.
- The device is unable to determine phone number, IMEI, device ID, demographic data or any other identifying information about the individual from the WiFi or Bluetooth signal.
- Devices are not connected to any external system to determine the identity of the individual.
- Through its own algorithms, a unique Sirqul ID is created for each user device detected.
- The device cannot differentiate between known employees devices vs. other visitors devices within the space unless the employee transmits their identity via an app installed on their phone or a beacon device which can transmit their identity. The analytics engine on the secure cloud server will perform the lookup and matching to determine the identity.

SMART EDGE COMPUTING DEVICE FAMILY



Edysen – Cube

OS:	Android OS firmware: 6.0 Marshmallow
CPU:	Rockchip RK3229
Memory:	(eMCP): MCP - 1 GB LPDDR3 + 8GB eMMC
WiFi/BT:	IEEE 802.11 b/g/n and BT4.1 (BR/EDR + BLE) WiFi AP hotspot capability, Daisy-chain
MFI IC:	Authentication Coprocessor
PMIC:	Power management IC devices
FCC ID:	2A0HD-DBX74
Power:	Powered via Micro USB to USB cord into USB AC adapter or USB port with power or PoE adaptor
Operating Range:	Bluetooth: 0 ~ 30 meters, WiFi: 0 ~ 80 meters
EUT Rated Voltage:	AC 110-230V/50Hz, AC 120V/60Hz 2.2 amps, 30 watts Wi-Fi and BT/BLE monitoring mode for passive tracking (no app required)



Edysen – Retrofit Light Socket

OS:	Android OS firmware support: 6.0 Marshmallow
CPU:	Rockchip RK3229
Memory:	(eMCP): MCP - 1 GB LPDDR3 + 8GB eMMC
WiFi/BT:	IEEE 802.11 b/g/n and BT4.1 (BR/EDR + BLE) WiFi AP hotspot capability, Daisy-chain
MFI IC:	Authentication Coprocessor
PMIC:	Power management IC devices
FCC ID:	2A0HD-CBX70
Power:	Edison 26/27 bulb and socket base Incandescent, Halogens, Dimmable LEDs, and CFLs
Operating Range:	Bluetooth: 0 ~ 30 meters, WiFi: 0 ~ 80 meters
EUT Rated Voltage:	AC230V/50Hz, AC120V/60Hz 0.5 amps, 26.1 watts Wi-Fi and BT/BLE monitoring mode for passive tracking (no app required)