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## **SHEKEL BRAINWEIGH COLLABORATES WITH INTEL TO ADVANCE RETAIL INNOVATIONS**

Shekel Brainweigh Retail Innovation Division is pleased to announce a collaboration with the launch of the industry's 'Open Retail Initiative' (ORI). Open Retail Initiative is a collaboration between industry partners, led by Intel and joined by Dell, HP, JD.com, Verifone and other leading technology players to enable the rapid development and deployment of Internet of Things (IoT) based solutions to change the way retailers operate. Partners within the collaboration will develop solutions enabling retailers to implement advanced technologies particularly focused on accessibility of in-store data, accelerating solution development and reducing technology costs, thereby improving ROI.

This collaboration illustrates Shekel's significant commitment to helping end users deliver solutions into their environments in an open, scalable and flexible way and making data available and actionable.

An estimated \$1.1 trillion<sup>1</sup> revenue is lost annually worldwide in the retail sector due to overstock and out-of-stock issues, calling for smarter retail stocking solutions to recapture sales and drive operational efficiencies from the supply chain through to the store floor. ORI is the first and only truly open source IoT edge platform available to the retail market today.

Shekel views this invitation as the industry's acknowledgement of its unique and patented technology. Smart scales innovation will be key to the transformation of the industry. Too many retailers still rely on physical inventories. The company is bringing its technology to the next level with the suite of autonomous retail products that solve inventory issues and allow the exact identification of quantity and location of individual products on retail shelves in real-time. By monitoring inventory and transmitting data about items' movements Shekel helps retailers improve inventory accuracy, understand consumer habits and ultimately boost sales.

The Open Retail Initiative was launched at the National Retail Federation (NRF), the world's largest retail conference and expo on 13 January 2019 in New York City. More information can be found at <https://www.intel.com/content/www/us/en/retail/open-retail-initiative-article.html>

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<sup>1</sup> IHL Group, 2015