

LaneHawk® BOB is a loss-prevention solution that turns bottom-of-basket (BOB) losses into profits in *real time*.

LaneHawk BOB detects and recognizes items as part of the transaction, making sure that stores get paid for their BOB items.



Should You Worry About BOB Loss?

BOB items are frequently overlooked or forgotten at checkout. Many factors contribute to this problem:

- A long line of impatient shoppers
- Pressures on cashiers to increase throughput
- Distracted cashiers or customers
- Customer intent or cashier collusion

Recent data from the 2008 Supermarket Security and Loss Prevention Survey, produced by the Food Marketing Institute, indicates that employee front end theft accounts for 50% of total in-store shrink.

BOB shrink is particularly hard on a store's margins since a single BOB item can often run \$10 or more – for example, a 12-pack of paper towels, a large pack of diapers or a large box of laundry detergent. Just a single loss per lane per day can drive millions of dollars of annual profit loss for a large grocery chain.

Numerous attempts have been made over the years to combat this problem, from cashier training, lane redesign and mirrors, to video and infrared sensors. The common problem with these efforts however, is that they can't integrate with the POS. They can't recognize what the BOB item is and link it to the item's UPC. That means that they can't ring up items before they're lost, they can't deter collusion, and they can't stop cashiers from ignoring that an item is on the bottom of the cart.

An independent mystery shopping study spanning nearly 500 stores and 25 chains demonstrated that when shoppers attempted to leave a store without paying for BOB items, they were successful 62% of the time.

Why Use LaneHawk BOB?

Already in use by tier-one and tier-two grocers across the U.S., the LaneHawk BOB solution provides a practical approach to loss prevention. LaneHawk BOB solves the BOB loss problem in a way that other products cannot by including BOB items as part of the transaction. LaneHawk BOB reduces shrink, increases revenue and is designed to pay for itself in less than 12 months. By taking advantage of the LaneHawk BOB solution, you can realize important business benefits including:

Reduced Shrink and Rapid ROI

LaneHawk BOB helps boost profits per lane, per day by up to 10%, leading to a quick return on investment (ROI) of less than 12 months.

Tighter Business Controls

LaneHawk BOB captures transaction data and BOB images to enable thorough reporting on what is going through the checkout lanes under the cart. This reporting allows you to provide an audit trail to deter collusion and "sweethearting," so you can hold your cashiers accountable.

Integration With Your POS System in Real Time

No other BOB solution is able to recognize a BOB item and then automatically send the item descriptions and UPC information directly to the POS as part of the transaction. This ensures that you get paid for your BOB items so they don't become losses.

Improved Checkout Lane Productivity

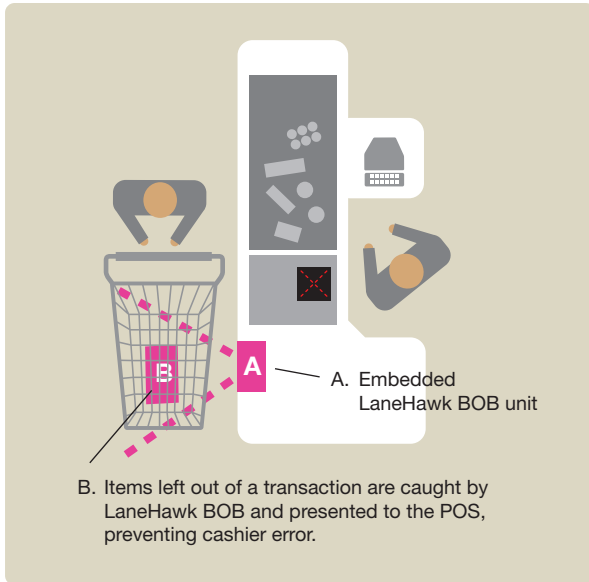
LaneHawk BOB speeds checkout by eliminating time-consuming activities such as manual scans. It also helps reduce the risk of workplace injuries because cashiers no longer have to lift awkward or heavy BOB items.

LaneHawk BOB also operates within your transaction workflow – it doesn't interrupt the cashier until he or she is ready to process the BOB items, so productivity is enhanced and BOB items aren't ignored.

Flexible, Cost-Effective Scalability

LaneHawk BOB leverages open, industry-standard technologies to allow you to easily snap next-generation retailing technologies into your store infrastructure.

Losing as little as \$10 to \$12 per lane per day in a typical store represents \$50,000 in lost annual profit.

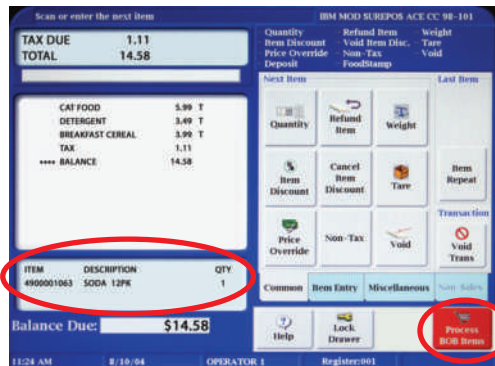


How LaneHawk BOB Works

LaneHawk BOB is simple. It is a visual scanner that recognizes items without having to read the UPC code.

A smart camera is flush-mounted in the checkout lane, continuously watching for items. When an item is detected and recognized, its UPC information is sent directly through an Ethernet connection to the POS. The cashier verifies the items that were found under the basket and continues to close the transaction. The item can remain under the basket, and with LaneHawk BOB, you're assured to get paid for it.

LaneHawk BOB consists of an Intelligent Lighting and Camera Unit (ILCU), Ethernet cable, and mounting hardware for each lane. LaneHawk BOB has been ruggedly designed to work in the demanding retail checkout environment. The components mount on the inside of the lane so they do not interrupt customer throughput. A LaneHawk back-office server processes grocery item images and is integrated with the store's POS controller.



Sample Cashier POS Screen Showing LaneHawk Item Recognition

Reliability

LaneHawk BOB is reliable because the system is trained on the items each retailer determines it should recognize. This enables LaneHawk BOB to virtually eliminate false alarms for personal items like handbags, backpacks and umbrellas.

POS Integration and Compatibility

LaneHawk BOB can be integrated with any POS system that has an available bar code scanner input. LaneHawk BOB has adapters for major POS systems such as IBM ACE and SA, NCR ACS, and Retailix Storeline, ISS45 and ScanMaster.

Enterprise Manager

The Enterprise Manager keeps track of LaneHawk lane status, software updates, modelsets, and most importantly, generates reports to detail cashier performance.



LaneHawk Intelligent Lighting and Camera Unit

Please contact us for a demonstration, more product details or purchasing information.

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