

# Retail Experience Centers



# Experience the Future of Retail Today

Tyco's Retail Experience Centers deliver high-impact, interactive demonstrations on world-class solutions that can transform your business.

## Who we are

Tyco Retail Solutions helps define the future of the industry with innovative retail performance and security solutions that enable intelligent decision making at every level. You can experience the future of retail firsthand at one of our immersive facilities around the globe. We offer comprehensive, in-depth technology briefings and product demonstrations delivered by subject matter experts to help effectively address your challenges.

## Our value to you

Tyco's Retail Experience Centers are an ideal venue to interact with subject experts and view technology solutions that help empower informed decision-making for more desirable results. Whether your objective is to minimize shrink, increase conversion rates, optimize inventory levels, drive employee productivity, or enhance overall store performance, Tyco can show you how to leverage the latest technology to deliver retail performance excellence.

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Retail Experience Center



- ▲ Tyco's immersive 2,300 square foot Retail Experience Center located in Boca Raton, Florida.

- ▶ Tyco's Retail Center in Mexico City, Mexico features the latest integrated security solutions in a welcoming store environment.



► The Retail Experience Center in Dusseldorf, Germany welcomes visitors from across Europe to see what's new in retail technology.

▼ Learn more about Tyco's broad portfolio of Sensormatic anti-theft hard tags, alarming wraps and safers solutions through our interactive kiosk.



▼ Our fully equipped executive conference rooms facilitate discussions and planning sessions.





What better way to understand the value of Tyco's solutions than to experience them firsthand. Their integrated TrueVUE platform has all areas of the retail environment covered, from store performance to security solutions. This unified approach will help retailers to operate more productively and profitably.



*Claude Verville*  
Vice President of Loss Prevention and Safety  
Lowe's Companies, Inc.



## Our unique services

Tyco's Retail Experience Centers offer access to extensive world-class resources. These briefings promote an exchange of ideas and insights that can drive value for your business. Our subject matter experts share real-world experiences, best practices and effective strategies to help your business become more profitable and competitive in the market.

Conveniently located near a variety of hotels, restaurants and major international airports, our Retail Experience Centers offer the following services:

1. Tailored briefings to meet your business objectives
2. Customized technology demonstrations to suit your requirements
3. Subject matter experts with real-world retail industry insights to facilitate in-depth discussions
4. State-of-the art audio and video systems to dynamically deliver a high-impact and interactive experience
5. Full-service catering to meet a variety of needs
6. Additional services in select locations include technology training, engineering & development, and source tagging certification



- ▲ The Retail Experience Centers highlight Tyco's comprehensive approach to innovative retail solutions that help optimize the shopper experience.

# Experience the future of retail today

Retail Experience Centers allow visitors to experience the value of our Sensormatic, TrueVUE and American Dynamics brand solutions firsthand in a simulated retail environment. You can see and test the latest hardware and software loss prevention and store performance solutions – to experience a day in the life of your store.

During your visit, we present our integrated solutions and leading edge innovations using a wide array of products, including apparel from top fashion retailers; hardgoods; merchandise from grocery; Do It Yourself (DIY); and electronics retailers. Live demos are conducted to showcase our integrated solutions – covering store zones such as the front, point-of-sale, fitting room, and back room – for a total store experience.

Also you can experience our unique Sensormatic kiosk, an interactive journey through the retail environment to help you learn more about Tyco's expanded, broad portfolio of Sensormatic anti-theft hard tags, alarming wraps and safers solutions.

1

## Inventory Intelligence Solutions

Reducing out-of-stocks and improving overall inventory accuracy results in optimum store performance. With innovative and highly scalable multi-sensor technologies, our Inventory Intelligence suite captures, interprets and responds to key information about your inventory, assets, shoppers and associates – delivering this critical intelligence to store associates and corporate decision makers.

2

## Traffic Intelligence Solutions

Gaining valuable insights about shopper behavior can drive increased retail performance by correlating real-time shopper and associate traffic patterns against sales transactions, time and attendance, and marketing activities. This allows you to increase your conversion rates, optimize store layouts, product placement and marketing campaigns' effectiveness.

3

## Safety And Security Solutions

Safeguarding employees and shoppers remains critical to brand equity. Our broad portfolio of safety, security and advanced video analytics solutions that help retailers control losses from intruders, fire incidents, shrink, and internal theft to protect critical assets, ensure peace of mind and drive overall profitability.

4

## Source Tagging

Protecting over 40 billion consumer items globally, Tyco's source tagging program promotes open merchandising techniques and provides the highest level of product security across a wide range of theft-prone retailer product categories. Faster delivery of merchandise to the selling floor improves sales and creates memorable shopper experiences.

5

## Loss Prevention Solutions

Implementing powerful, integrated loss prevention solutions such as EAS, EAS Intelligence, Source Tagging, Source Tag Recirculation, and High Theft Protection from Tyco offers you advanced protection against many loss prevention incidents. With these solutions you can focus on pleasing your customers, securing your inventory, limiting losses and driving sales.

1



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4



2



3



► Sample layout of Tyco's Retail Experience Center in Boca Raton, FL. The layout and solutions featured in other locations may vary.





## Experience a Retail Center near you

Tyco Retail Experience Centers are strategically located to host retail customers and visitors from around the world. Please contact the following representatives to learn more about scheduling a visit to a retail showroom near you:

### Argentina

#### Buenos Aires

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