



SCOUTEC

the smart way to a technical solution

Technology Solutions for the Retail Trade

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My customers are producers or suppliers of technologies for the retail trade

... Security

... Digital signage at the POS

... Consumer research

You necessitate innovative technology with up-to-date design, that is easy to handle and usable across the world.

You wish for a partner who will find and develop this technology solution for you and who will accompany you during the introduction on the market, because ordinarily...



... you would at least call for a team consisting of nine persons:

1. A **Columbus** discovering or creating the requirements of the customers.
2. A **creative brain** developing the corresponding solution for it.
3. A **market specialist** defining appropriate profit, unique features and design while being acquainted with the sales markets.
4. A **technician and designer** turning the solution into a product.
5. A **production engineer** knowing or capable of finding the right co-operation partner for the production.

6. A **marketing and sales specialist** calculating unerringly market shares as well as prices while delivering the precise trading arguments.

7. A **coach** not only being familiar with the product but also able in convincing technicians and distributors of the product on the spot.

8. A **problem solver** for tricky situations after the market introduction picking up the potential of the after sales support for the benefit of new solutions.

9. A **project attendant** analysing the situation with a bird's eye view, commenting objectively and answering with concrete recommendations in case of possible prejudiced achievement of objectives.

I am offering these one-stop competences.

I collaborate closely with the experts of your company. Everybody contributes his competences and I support you as provider of ideas and as consultant. And if necessary I gladly make a grab for it.

Some typical subjects of my customers

Producer or supplier of security systems

- New solutions as completion to electronic article surveillance (EAS):
 - Linesecurities with integrated electric energy supply of the sales products or additional transmission of audio / video signals of the sales exhibits
 - Linesecurity in combination with interactive POS advertising
 - Linesecurity for high-quality clothings
 - Single securities for bottles, accessories for clothings, electronic equipment, sports outfit, health and beauty products
 - Securities for cardboard packaging or blister packs
- Adaptation of existing technologies to new displays and shop solutions
- Unused and attractive design for already existing technologies
- Innovative products and technology solutions to strengthen the product portfolio

Producer or supplier of systems for digital signage at the POS, in-house-TV, impulse media or multimedia kiosk

- New technologies for interactive addressing of sales exhibits to the electronic advertising unit via cable, wireless or touching
- New technologies for interactive addressing from shopping basket or shopping cart to the electronic advertising unit – in fact wireless
- Electronic price labels with link to enterprise resource planning system
- Statistic systems to measure and evaluate the shoppers' behaviour and advertising impact
- Innovative products and technology solutions to strengthen the product portfolio

Producer or supplier of consumer research technologies

- New technologies for interactive addressing with the help of shopping basket or shopping cart with the target: pursuit of customer tracks, measurement of customer frequencies, customer period of stay at the POS, cash management
- New technologies for interactive addressing of the sales exhibit with the target: measurement of customer frequencies, customer period of stay at the POS via cable, wireless or touching
- Statistic systems to measure and evaluate the shoppers' behaviour respectively advertising impact
- Facultative networking with security and electronic advertising systems

Sample project „Security Systems“

Product developments of different protection solutions for cardboard packagings: SafetyBox“ - the most innovative 4-Alarm BoxTag -

These products are in house developments.

The challenges:

Current cardboard protections have essential disadvantages:

- They damage the cardboard packaging. The products can hardly be sold and no longer be returned to the industry.
- They seem dominant, they are too big and need too much shelf-space.
- The assembly is sometimes very time consuming.
- The indicated running-time of the batteries can not be kept, i.e. the batteries have to be exchanged too often.
- The warning device will only alert when leaving the store, so that security can hardly achieve anything due to legal or practical reasons.

My services:

- Basic problem in specialist shops recognized
- Strength and deficiency analysis of existing products in different branches, interviews with store employees
- Additional demand revealed:
 - There is not yet any system already alerting a warning device at the attempt of a theft through e.g. hiding under the jacket or in the bag.
 - The guaranteed running time of the batteries should at least be 8 years.
- Developments of new solutions for different customer requirements and fields of application:
 - CornerBoxTag - as small as you want -
 - xPlaceBoxTag - wherever you want -
- Application for a sellable patent.

The concrete advantages of CornerBoxTag:

- Perfect for smallest cardboard packagings such as perfumes, cosmetics or pharmaceuticals
- Compared to the well-known “Safer” or “Keeper” a 99% optimized shelf exploitation is ensured due to both space saving placement and the smallest size up to now on the upper side of the cardboard
- No cardboard damages at all by incising wires or cables
- Almost invisible due to its integrative design for sophisticated customers and their products
- Higher security standard in comparison to other solutions through ...
 - ... internal surveillance: the cardboard becomes a safe for the wrapped high-quality products
 - ... external surveillance: products are already protected from „pocketing“ or „hiding“ in the store room
 - ... exterior surveillance: alert in case of sabotage attempt of the BoxTag
 - ... integrated EAS technology such as RF, AM or EM
- Hardly any chance for employees for stealing
- Employee friendly through fast and secure assembly: plug + click = ready



The concrete advantages of xPlaceBoxTag:

- Perfect for small / medium and big cardboard packagings such as TVs
- Compared to the well-known „Spider“ an optimized shelf exploitation is now ensured due to the flexible and space saving placement at all positions of the cardboard packaging
- No possibility of unauthorized cutting sideways of the cardboard packaging to either withdraw products or “enclose” further products.
- No cardboard damages at all by incising wires or cables
- The smallest active Tag due to its integrative design and quiet size for sophisticated customers and their products
- Higher security standard in comparison to other solutions through ...
 - ... internal surveillance: the cardboard becomes a safe for the wrapped high-quality products
 - ... external surveillance: products are already protected from „hiding“ of the cardboard packaging in the store room
 - ... exterior surveillance: alert in case of sabotage attempt of the BoxTag
 - ... integrated EAS technology such as RF, AM or EM
- Hardly any chance for employees for stealing
- Employee friendly through fast and secure assembly: plug + click = ready



The result:

Today there is an application for a global patent for different protection methods and types of assembly to protect cardboard packagings and its wrapped products that no longer need nor deface hardly any shelf-space, that do not damage the cardboard any longer and that in addition to this already alert a warning device at a theft attempt in the store.

CornerBoxTag as well as xPlaceBoxTag are today being tested successfully in markets and permanently optimized to the market requirements.

An innovation for the worldwide retail trade.

It allows a wide application – in perfumeries and cosmetics stores, electronics stores and wherever products at risk of theft are to be sold in smallest to big cardboards.



Sample project „Almost invisible security system with electronic advertising and display platform“

This product is an in house development.

The challenge:

There are two independent problems of one another of advertising and existing security systems:

- Especially advertised products are noticed too little due to the variety in a presentation and perish too easily in the presentation.
- Monitors with endless advertising loops fail its purpose in retail trade as customers are sated and advertising seldom meets its actual requirements.
- High-quality products such as electronic products from the communications and entertainment industry are nowadays at best protected with an electric cable.
- Moreover most of the products are permanently supplied with electric power to present them live for the spectator.

Most common security devices have crucial disadvantages:

- The cables appear too dominant and spurious in the presentation of goods.
- The electric cables tend to entangle due to their structure resulting in unpleasant appearance.
- The electronic cables and plugs tend to provoke false alarms due to discontinuities of the contacts.
- Relating to installation and service many systems are too personnel-intensive and costly.

My services:

- Basic problem in specialist shops recognized
- Strength and deficiency analysis of existing products in different branches, interviews with store employees
- The linesecurity to the sensor has to be invisible in stationary position, but very robust against cutting across or tearingoff. The cable must be enforceable additionally to maximum 3mm employing a strong specially-tailored steel mesh.
- Alarm analysis and transmission from the sensor to the alarm electronics are not to be made electrically and may not provoke false alarms as with electric cables due to loose contacts either in the plugs or in the cables.
- The sensor to be fixed on the exhibit is to be designed ergonomically to avoid any sense of a disturbing foreign matter at the product while taking it in hand.
- The known false alarms due to material fatigues are to be avoided constructively.
- Electronic completely integrated in the stand or display holder.
- The guaranteed running time of the batteries should at least be 8 years.
- Simplest service and alteration
- Expansions and combinations of new developed sensor technologies to a new electronic advertising platform - to start thereby product specific advertising as soon as the customer:
 - approaches the display and departs again
 - stretches out the hand for the disposed product
 - takes the product in hand afterwards,
 - enabling an innovative and easy navigation by means of the MultiTouch input system as known from the iPhone.

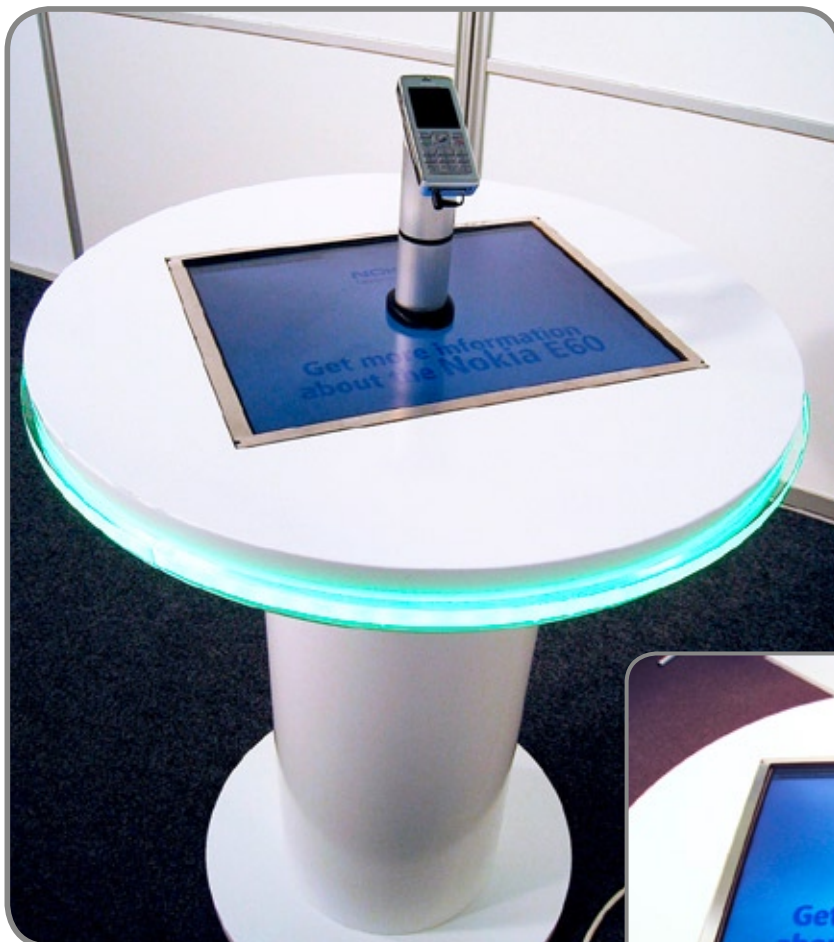
Further ideas realized:

- The products are presented dynamically on a turning stand to attract attention as „Eye Catcher“.
- The rotating product comes to a stop in case of hand approximation for taking in hand.
- The electronic display is placed directly at the product, here below the product to make a fast relationship of the advertising message to the product.
- Energy supply as well as data circuits to the stand are both integrated almost invisible in the touch glass.
- Development to a sellable patent

The result:

Today there is an application for an international patent for an almost invisible security system with integrable electronic advertising and display platform.

An innovation for the worldwide retail trade.
It allows today various applications in all fields of the retail trade wherever high-quality products are to be presented open with electronic advertising efforts.



[Please have a look at the Live-Demonstration »](#)

watch in HD

Sample project „Security Systems“
Product development perfume tester security „SecureTester“

This product is an in house development.

The challenge:

Tester products in open presentation such as perfumes, cosmetics, Eau de Toilette or skin care products are today being sold without any appropriate protective arrangements against theft.

The most current protective measure such as EAS adhesive labels have essential disadvantages:

- Adhesive label is to be attached visibly on the outside of the product and is consequently easy accessible to unauthorized removing.
- The warning device will only alert when leaving the store, so that security can hardly achieve anything due to legal or practical reasons.

My services:

- Basic problem in specialist shops recognized
- Strength and deficiency analysis of existing products in different branches, interviews with store employees
- Additional demand revealed:
 - Protective device must be integrable in the customized display unit.
 - Provision for an additional integrated place of deposit for paper test strips in the display.
 - Protective device should not only protect the tester product but also protect the display unit at the same time against theft of the entire device.
 - It is to be guaranteed, that the customer will return the tester products to the original place.
 - There should be a connecting capability for an interactive digital signage system.
 - The guaranteed running time of the batteries should at least be 8 years.
- Development of a new solution for different customer requirements with adapted store display.
- Development to a sellable patent.

The concrete advantages of the system:

- Almost invisible protective device due to its integrative design for sophisticated customers
- Higher security standard in comparison to other solutions through ...
 - ... active, electronic surveillance of the tester product including the display unit
 - ... products are already protected from „pocketing“ or „hiding“ in the store room
 - ... facultative integrable EAS technology: existing technologies such as RF, AM, EM or RFID
- Hardly any chance for employees for stealing
- Employee friendly through fast and secure assembly

The result:

Today there is an application for a patent for an almost invisible protection that protects actively the tester product plus display unit and that already alerts a warning device at a theft attempt in the store. An innovation for the worldwide retail trade.

It allows a wide application – in perfumeries and cosmetics stores and wherever tester products at risk of theft are to be presented.



Sample project „Consumer Research System with interactive Digital Signage at the POS“

Trolley Tracking „Quo Vadis“

This product is an in house development and is being sold today from smart point media AG in an advanced version.

The challenge:

Up to now measuring of customer frequencies has been carried out only opto-electronically. The disadvantages:

- Insufficient qualified usable data as counting could not be associated to the customer and the track of a single shopping cart in the market could not be pursued.
- It was not possible to draw up a movement or time profile through the market.
- Monitors with endless advertising loops fail its purpose in retail trade as customers are sated and advertising seldom meets its actual requirements.

My services:

- Looking for a solution and found.

To be precise: By using the RFID chips in the shopping carts and baskets as well as antennas in the market it is possible to draw up a customer movement profile for the first time.

The data is an innovation for the cash management to optimize both the waiting period for customers as well as the human-resource allocation while furnishing useful market information for consumer research companies, industry and trade. Depending on buying profiles promotions can be optimized in accordance to weekdays, prices of promotional space can be calculated and the success can be measured.

- Creation of demand in the respective target groups
- Development of the technology solution
- Selection of test market (Handelshof) and making of appropriate arrangements

The result:

System provider smart point media AG is successfully selling the solution „IMPULS-TV“.

Today the system is furthermore combined with electronic advertising: Advertising starts, when the customer is standing in front of the product with the advertising screen and it is recorded whether the customer has really bought the product or not.

Rainer Brenner
International Technology Scout

2003 Foundation of Scoutec GmbH

Core competency

Development of new ideas for retail business and accompaniment of its implementation. The Basis: worldwide experience since 1992 among others in China, Hong Kong, Taiwan, Thailand, Dubai and USA.

Priorities

- Development of own product ideas up to readiness for marketing and patent sale
- Adviser and international technology scout

1986 Foundation of
„Eltronia GmbH – Elektronische Systeme (Electronic Systems)“
(managing associate, 17 employees, turnover: 5,3 Million Euro)

Core Business

Development and production of electronic systems: automation systems, measuring technology, automatic control engineering and integrated quality management systems in accordance with DIN EN ISO.

From 1998 establishment of a supplier's network in the Far East for mass production enabling productions from small to mass production in all popular technologies.

Customers

Predominantly from mechanical and apparatus engineering as well as medical and security technology.

Products

- Security systems for the retail trade, accessories for article surveillance, linesecurities
- Electronic systems for medico-therapeutic appliances
- Electronic systems for industrial robots for the plastic processing industry
- Electronic systems for industrial dishwashers
- Electronic systems for exclusive designer extractor hoods for private households
- Electronic systems for audio systems for exclusive bathroom furniture

Successful sale of the Eltronia GmbH in 2003

1986 Master Craftsman's Diploma – Electrician
1977-1985 Military Service – regular soldier Air Force, specialization in electronics

[» Contact](#)