RetailNext Announces World's First Retail Analytics Sensor with Onboard Deep Learning-Based Artificial Intelligence

Second Generation Aurora Sensor Delivers the Industry's Widest Field of View, Reducing Hardware Footprint and Deployment Costs

NEW YORK, NY, USA, January 12, 2018 /EINPresswire.com/ -- Today, RetailNext Inc., the worldwide expert and market leader in smart store retail analytics for optimizing shopper experiences, announced the second generation of its Aurora all-in-one IoT sensor, featuring the retail industry's widest field of view and its first edge sensor with integrated deep learning-based artificial intelligence (AI). RetailNext will be showcasing the innovative Aurora v2 sensor at booth #3165 at NRF 2018, Retail's Big Show & EXPO, presented by the National Retail Federation in New York City, January 14-16.

RetailNext's Aurora v2 sensor, with onboard, deep learning-based AI

"The original Aurora all-in-one sensor changed the industry when it was the first to integrate stereo video analytics, Wi-Fi, Bluetooth BLE, a beacon and 30 days of high-resolution onboard video recording into a single device tailored to the discerning expectations of retailers," said Arun Nair, co-founder and CTO of RetailNext. "This new second generation sensor ups the ante, delivering two capabilities demanded by retailing brands to best understand shoppers and today's new – and very different – shopping journeys."

Field of view eases installation and lowers deployment costs
The Aurora v2 provides the industry's widest field of view and floor coverage, reducing stores' hardware footprints and deployment costs, all the while minimizing the impact to aesthetic design. Additionally, like its predecessor, Aurora v2 features simple plug-and-play installation, requiring no on-site, in-store servers. All retail analytics, including deep learning, occurs onboard the device, at the edge, and data is transmitted in real-time to the RetailNext cloud, enabling brands to collect powerful insights across all stores in the chain.

"The wide field of view of the Aurora v2 sensor affords retailers an economically viable method to

have complete floor coverage of a store," added Nair, "and, in turn, makes shopper full path analyses and other advanced analytics projects more feasible. It's precisely those projects that enable retailers to develop a deeper understanding of in-store shopping behaviors and allows them to produce differentiated in-store shopping experiences."

Artificial intelligence at the edge delivers unparalleled insights
Harnessing the power of the [Qualcomm® Snapdragon™](#) 820 embedded mobile platform, Aurora is the first edge device to incorporate deep learning-based artificial intelligence onboard, in the device, empowering retailers to receive store-specific insights in an affordable manner. With RetailNext's advanced human activity recognition software, retailers can use Aurora's integrated deep learning capabilities to measure shopper and sales associate behaviors, including picking up of products, trying products on, taking or moving products or anything else a retailer would like to determine.

"The more retailers know about what's happening in store, the better," continued Nair, "and Aurora v2's deep learning capabilities allow retailers to do just that, automatically and at scale, over time, freeing up valuable resources to be allocated to shopper service and care, and if there's one absolute truth in retail, it's what's good for shoppers is good for business."

"The genesis of Aurora has always been to close a gap RetailNext and its customers identified in the sensor hardware market. Rather than deploying a ceiling full of sensors and a backroom full of expensive and bulky servers, Aurora delivers unparalleled insights and capabilities with a minimal hardware, deployment and administrative investment. And, while RetailNext continues to remain committed to its hardware-agnostic software platform, it is every bit as steadfastly committed to helping retailers solve their most pressing opportunities, and the new Aurora v2 sensor addresses so many unmet needs in the industry."

About RetailNext
The first retail vertical IoT platform to bring e-commerce style shopper analytics to brick-and-mortar stores, brands and malls, RetailNext is a pioneer in focusing entirely on optimizing the shopper experience. Through its centralized SaaS platform, RetailNext automatically collects and analyzes shopper behavior data, providing retailers with insight to improve the shopper experience real time.

Nearly 400 retailers in over 75 countries have adopted RetailNext's analytics software and retail expertise to better understand the shopper journey in order to increase same-store sales, reduce theft and eliminate unnecessary costs. RetailNext is headquartered in San Jose, Calif. Learn more at www.retailnext.net.

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