



RFID Division

Brooks RFID'eas The perfect Sommelier

Wine advice with RFID



Ready
for
RFID ?

* Radio Frequency Identification



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Competition on the retail floor

The competitive situation facing the retailer calls for wholly new concepts, enabling them to offer higher quality of service and also reduce staffing costs. Entirely new, reactive point-of-sale (POS) terminals let the customer immerse in the world of a product. They transmit facts and knowledge - extra sales messages are professionally conveyed. Visual stimulus and an acoustic address, possibly combined with a tasting experience, leave a lasting impression.

The perfect sommelier

The interactive terminal recognizes the bottle in the customer's hand in fractions of a second. So the matching advert starts automatically when the bottle is taken from the table. Details of the selected wine are shown to the customer in a short film. The decision to purchase is prompted through the senses. The customer buys with the wanted „right feeling“.

What's at the back of it?

The terminal comes with an RFID system from Brooks Automation. RFID is the abbreviation of radio frequency identification. It is a wireless technology that enables data media to be read without touch and line-of-sight contact. The

system consists of RFID labels attached to the bottles, and the reader module integrated in the terminal. The RFID solution is connected to a monitor that interacts when triggered to play back the advertising. This can be short films with a sound accompaniment, or possibly graphics, linked through the smart label with the particular product.

The application is not restricted to bottles of wine - it can be implemented for intensive and innovative advertising of all products.

Extra benefits

In addition to promoting product features, the terminal also serves as a market research tool. All performed interactions can be recorded. From the frequency of contacts and purchasing behavior it is possible, using statistical methods, to detect trends and reveal deficits. Why is a wine looked at and/or tried but still not purchased? Does the design of a bottle, in other words the first impression, play a role in whether someone buys it or not? Answers to this and similar questions are realtime market research, at little cost, and mean a clear advantage over the competition.

The advantages of the retailer

- > Unique selling feature compared to competition
- > Conveyance of the quality and claim of a product
- > Information about what the customer is really interested in
- > Extra product sales through cross-selling
- > Quality assurance by linking to the goods management system

The advantages of the consumer

- > Support for the decision to purchase by extensive information about the quality and manufacture of the product
- > The good feeling that price and performance are right
- > In-depth information for wine connoisseurs and those who want to be one
- > Ideas for more culinary delights or wine tasting accessories

For information about Brooks Automation visit www.brooks-rfid.com

Sales RFID

sales.rfid@brooks.com

Brooks Automation (Germany) GmbH
RFID Division
Gartenstr. 19
95490 Mistelgau
Germany

Tel +49-9279-991 550

Fax +49-9279-991 501

www.brooks-rfid.com

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