

Redefine the store experience with EDGE and LEAP



The retail industry is in the midst of a profound shift

57% of customers have switched to a competitor for a better experience¹

44% of customers visit stores with a good in-store tech experience more frequently²

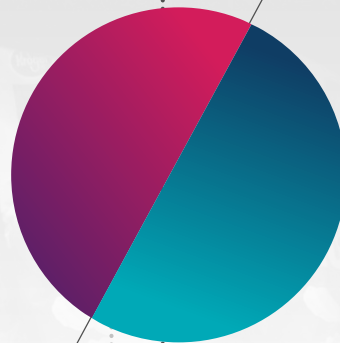
850 physical stores are expected to open by online retailers in the next 5 years³

Sunrise EDGE and LEAP enable retailers to maximize sales and redefine operations while paving the way for ongoing innovation



Innovative, digitally-enabled shelf that integrates seamlessly into any retail environment. EDGE includes the following features:

- Built-in high-resolution optics
- Customizable depth and width
- Wifi, Zigbee, and Bluetooth connectivity



Digital ad platform bringing brand advertising to shelves, media players, and handhelds in a retail environment. LEAP includes the following features:

- Customizable advertisement times, sizes, motions, and colors
- Ad result reporting and dashboards for advertisers and retailers



Infuse the benefits of online commerce into your brick-and-mortar locations with EDGE and LEAP

Digitally transform operations across the store and reduce costs

Grow revenue potential at every shelf

Strengthen customer loyalty with innovative in-store experiences



1. Salesforce, State of the Connected Consumer, 2018; 2. Boomtown, The Digital Forward Customer Experience, 2018; 3. JLL Retail Research, E-commerce Retailers Plan 850 Physical Stores in the Next 5 Years, 2018

Accelerate your journey to the digital store

Only
EDGE and LEAP
enable you to:

- **Lay the foundation** for a fully-digitized brick-and-mortar store tomorrow – with benefits today
- **Enhance existing retail processes** quickly with seamless integration
- **Leverage a platform** that's built by retail, for retail

About Sunrise

Sunrise Technology, LLC combines deep retail expertise with the agility of an innovative start-up to bring the next generation of technology solutions into the retail environment.



EDGE and LEAP deliver powerful results

EDGE shelves are a ground-breaking in-store solution that directly link the digital experience to the brick and mortar retail environment.

– Kyle Bruner,
Director, Customer Solutions,
The Mars Agency



Increased sales uplift on endcaps



Reduced labor costs



Improved pricing accuracy

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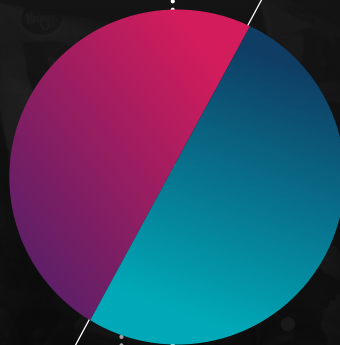
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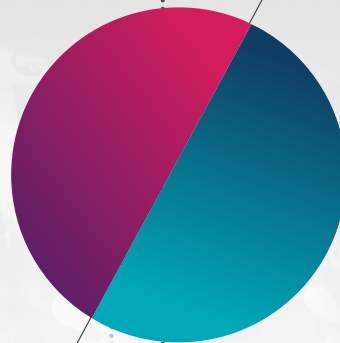
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Reduce stocking time by 60%



Save 1 billion paper tags
per year



Process 20,000 price updates
in minutes

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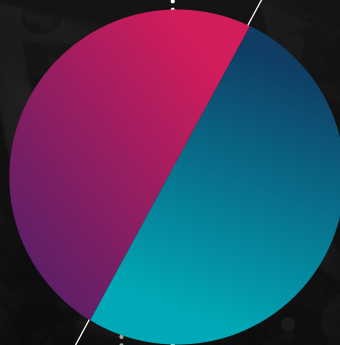
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