

Pathr.ai is the first AI-powered Spatial Intelligence platform to generate and analyze anonymous location data from existing infrastructure (e.g. cameras, WiFi, RFID) to derive actionable real-time insights for our most critical retail challenges.



Using cutting-edge Artificial Intelligence (AI), Pathr.ai turns previously unusable "raw" location data into actionable insights critical to the success of their business, including stronger customer-staff interactions and improved security to suspicious behavior. That's the power of Pathr.ai.

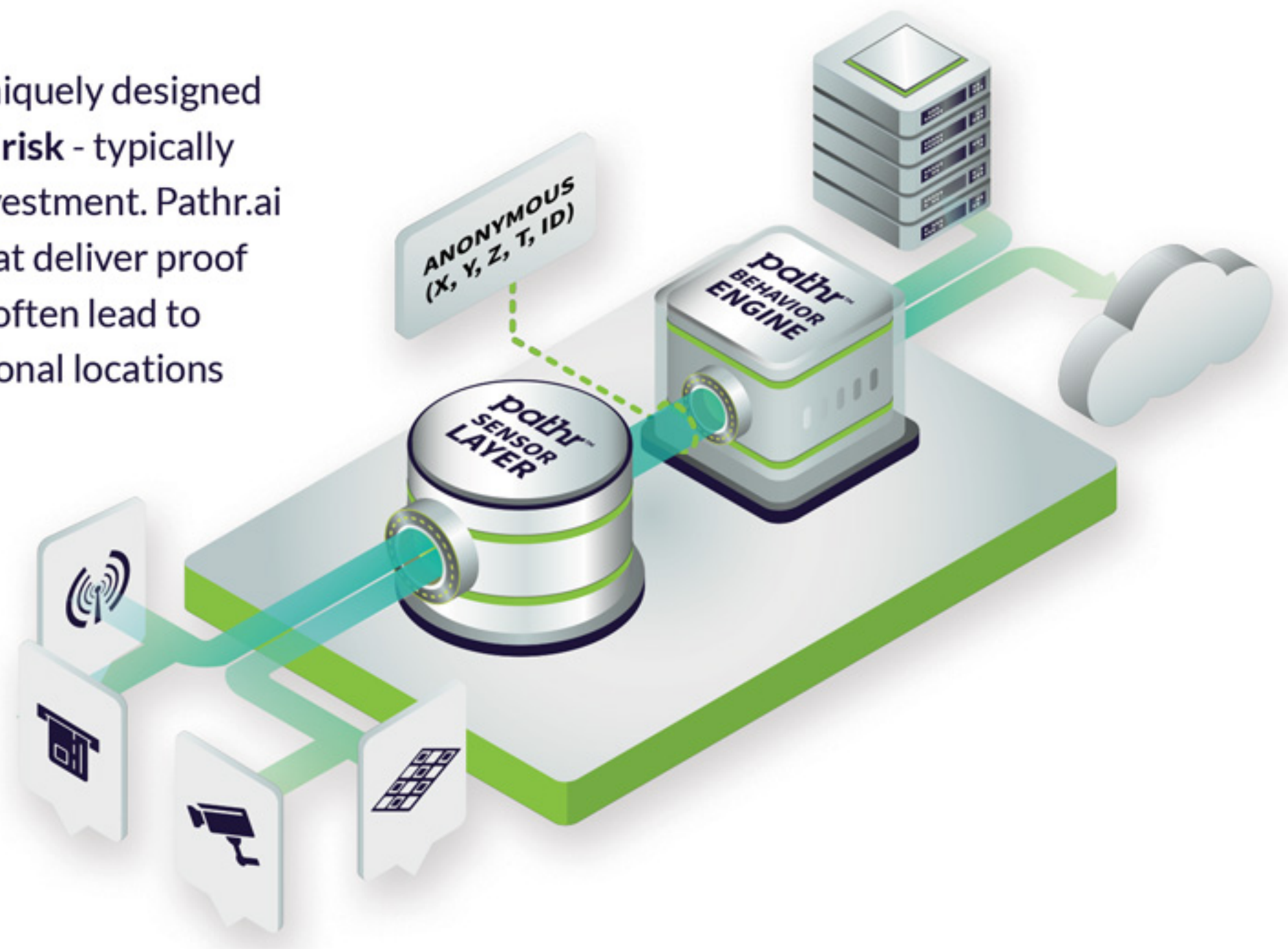
For example, Pathr.ai's software enables retailers to:

- Determine optimal timing for associate-customer interactions based on known drivers of conversion
- Streamline operational efficiencies by dynamically allocating staff based on real-time conditions
- Understand queue metrics to optimize sales, maximize throughput, and reduce balking
- Analyze fixture traffic/dwell/engagement to understand product and promotional effectiveness
- Detect fraud, such as customer returns with no customer present
- Provide fitting room traffic to assist in conversion and staffing
- Determine ideal layout of existing spaces to minimize disease transmission
- Optimize building layout (floorplan and fixtures) and simulate scenarios to ensure adequate social distancing and potential contagion reduction measures
- Provide entrance traffic counting, including groups that are together to better understand conversion and plan staffing needs
- Generate heatmaps to understand traffic hotspots
- Conduct flow analysis to understand facility utilization and interactions
- Assess most / least common path to optimize layout and training
- Determine occupancy for compliance and social distancing

“Brick-and-mortar retailers can now gain deeper insights into their customer behavior with the power of Pathr’s spatial intelligence platform. This is a game-changer in today’s market that empowers every retailer with the knowledge to accelerate their sales growth.”

— Robin Lewis, The Robin Report

The Pathr.ai engagement process is uniquely designed to ensure **maximum ROI** with **minimal risk** - typically generating a **+10x** annual return on investment. Pathr.ai offers low risk and short term pilots that deliver proof of value against specific use cases and often lead to ongoing and expanded services. Additional locations can also be included under this model at a discounted fee.



Additionally, Pathr.ai offers a **subscription service** that allows for a continuous assessment to occur in real-time. This is delivered via a four-step implementation process.



To learn more about Pathr.ai and our team, please visit <https://www.pathr.ai> or contact us at info@pathr.ai. Additionally, to understand how our spatial intelligence expertise can improve social distancing, please visit <https://socialdistance.ai>.

We look forward to engaging with you to improve the safety and effectiveness of your staff and properties.