Eagle-eye Smart Cooler

Mightytech enables CPG brands to better navigate the new frontier of technology of retail

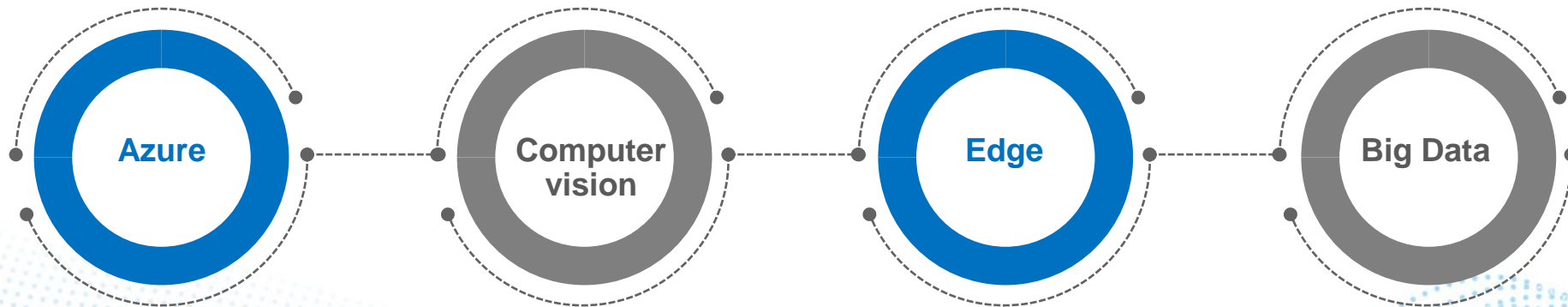DISCOVER THE MIGHTY SIDE of LIFE

01 Company Profile

Smart Retail

Mightytech computing vision makes it possible

Founded in 2017, Mightytech is a computer vision and machine learning company that focuses on end-to-end AIoT solutions to enterprise customers on a global scale.

Azure

Computer vision

Edge

Big Data

AIoT Solutions Scenarios

Customers

Universal Studio Beijing, Haier, Mengniu, Yili 、NCR and Orion

Smart Retail

Pioneering Technology

➢ **Image recognition technology, 95+ Accuracy**

➢ **IoT + Camera set design；+**

➢ **Data & BI development；+**

➢ **Microsoft Azure and IoT hub architect**

SaaS

Argus Smart Shelf

Eagle-eye Smart Cooler

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02 Solutions

Traditional Coolers

Vertical cooler

Minibar

Horizontal Coolers

Cabinets

CPG companies invest millions of coolers and cabinets to display their products. The needs of digitize, analyze and optimize performance into the coolers have never been greater. For the past five years we have helped some of the most successful CPG brands in China to win into the cooler. Now we are making it easier than ever to use our best practices through Eagle-eye smart coolers, the suite of Edge computing and Artificial technology powered solutions.

Pain points

Your investment=a traditional display cooler

OR

Your investment = a smart cooler captures and analyzes display share and stock level

Rebooting retail for the digital age

Technology

- ✓ Industrial IoT and edge computing device
- ✓ Adapted to various size of coolers
- ✓ Integrated in the workshop, eliminating cost of on filed installation
- ✓ Leading image recognition technology, with 95%+ accuracy
- ✓ Azure and IoT hub architect
- ✓ Real-time PBI to show SKU performance

Performance

- ✓ Make sure your core SKUs are in the cooler
- ✓ Claim your fair share of cooler facing space
- ✓ monitor the out-of-stock level and give an alert
- ✓ Understand performance gaps and drive action
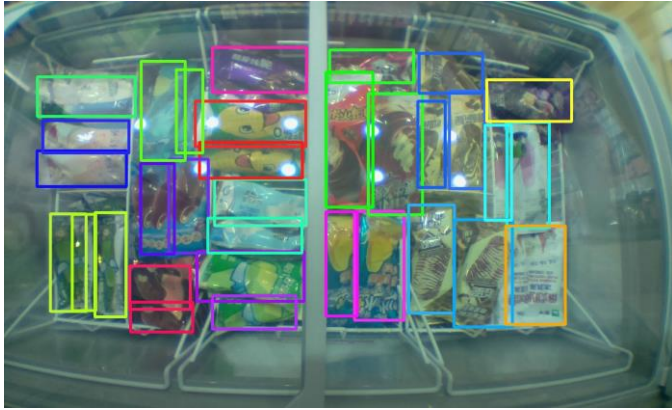- ✓ Monitor sales fluctuations and optimize delivery times

Digital Transformation

- ✓ Understand dynamic performance of new product and stay ahead of competition
- ✓ Drive better promotion ROI
- ✓ Understand your category dynamics
- ✓ Master category resets
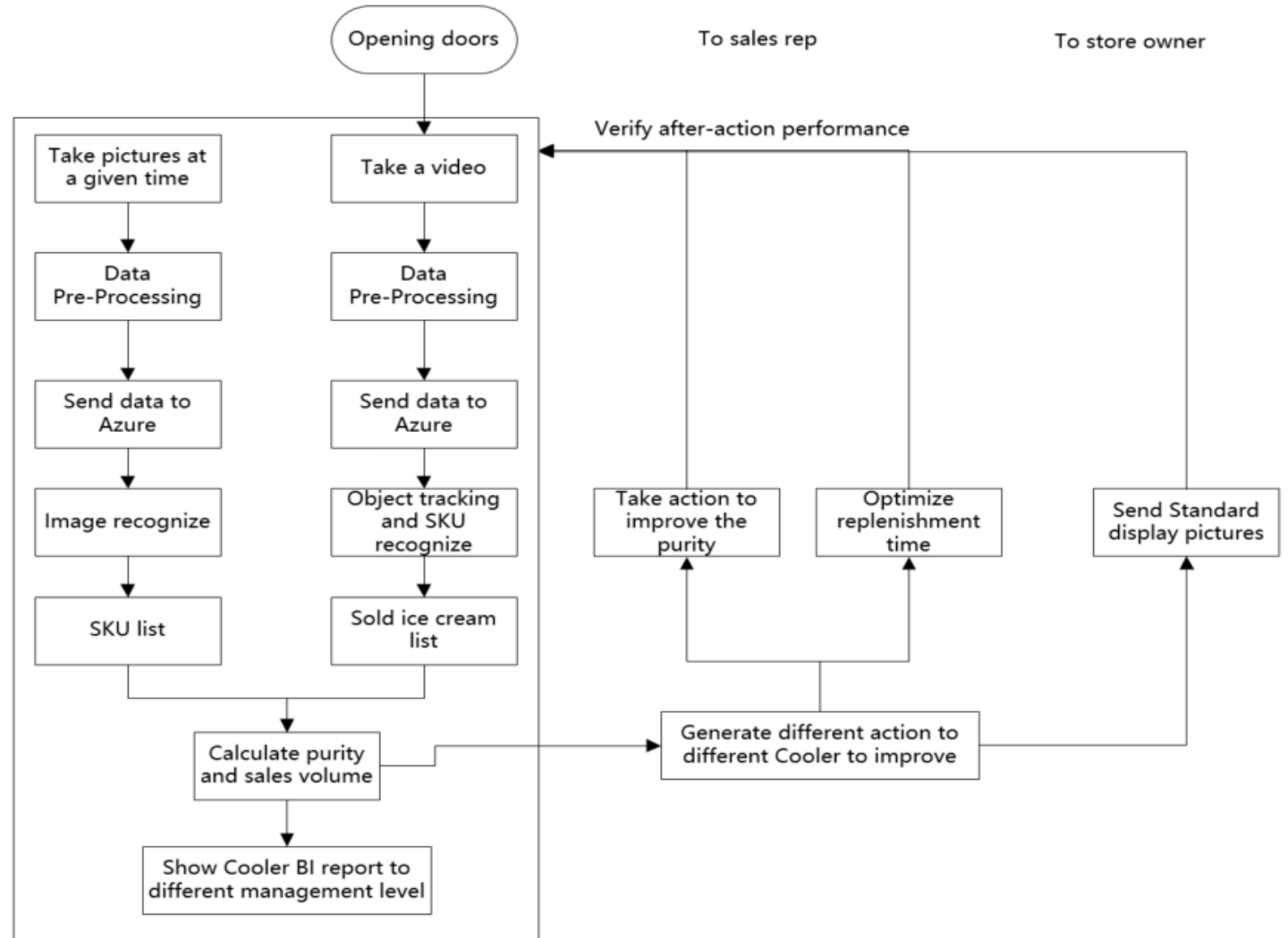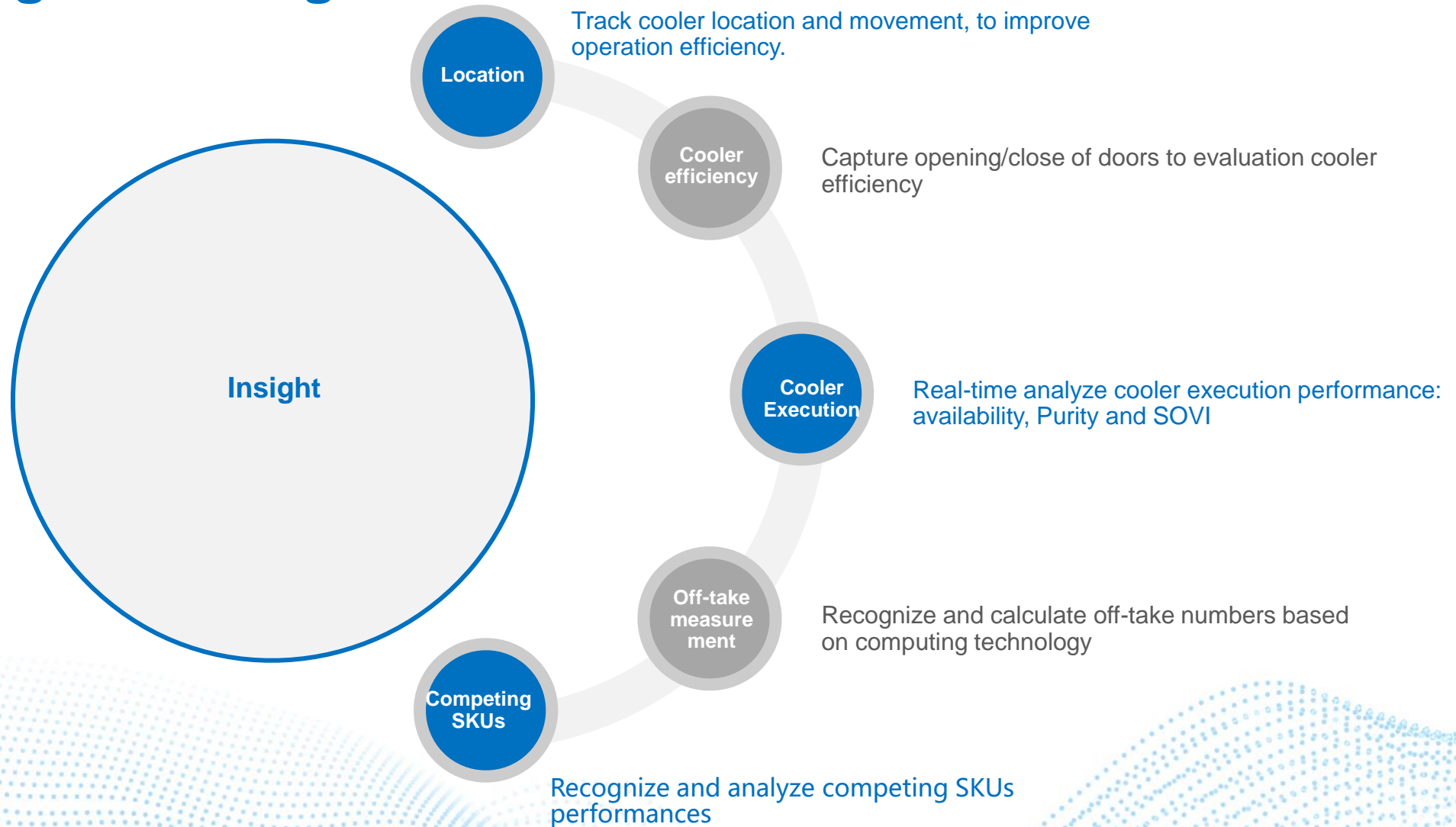- ✓ Empower your client to win more

How it works
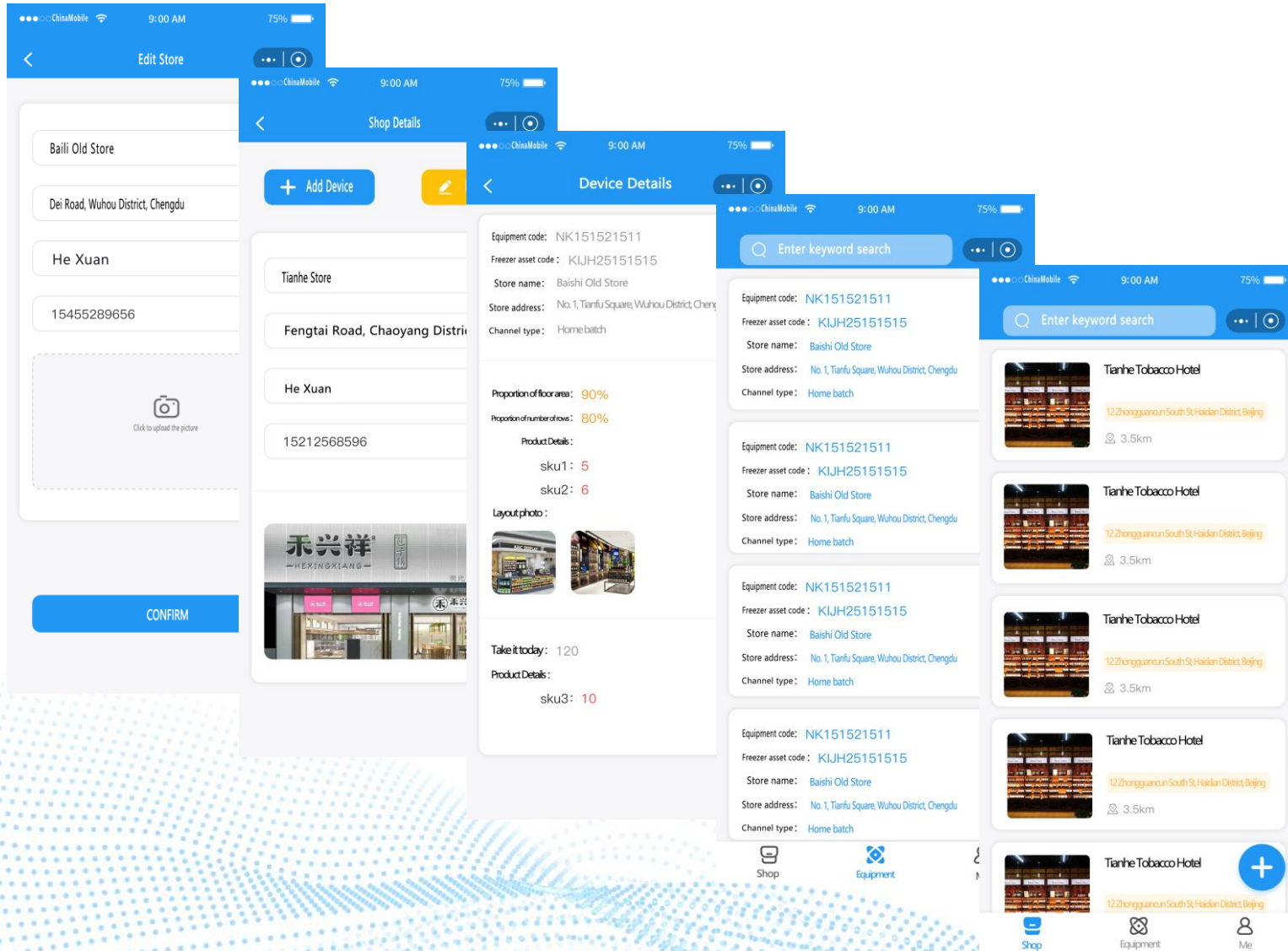based on image recognition technology, with a 95%+ accuracy

An eagle-eye Smart Cooler

Integrated Insights

Insight

Location
Track cooler location and movement, to improve operation efficiency.

Cooler efficiency
Capture opening/close of doors to evaluation cooler efficiency

Cooler Execution
Real-time analyze cooler execution performance: availability, Purity and SOVI

Off-take measurement
Recognize and calculate off-take numbers based on computing technology

Competing SKUs
Recognize and analyze competing SKUs performances

On the Apps

Dashboard

Microsoft PowerBI

Category Dynamics-PBI
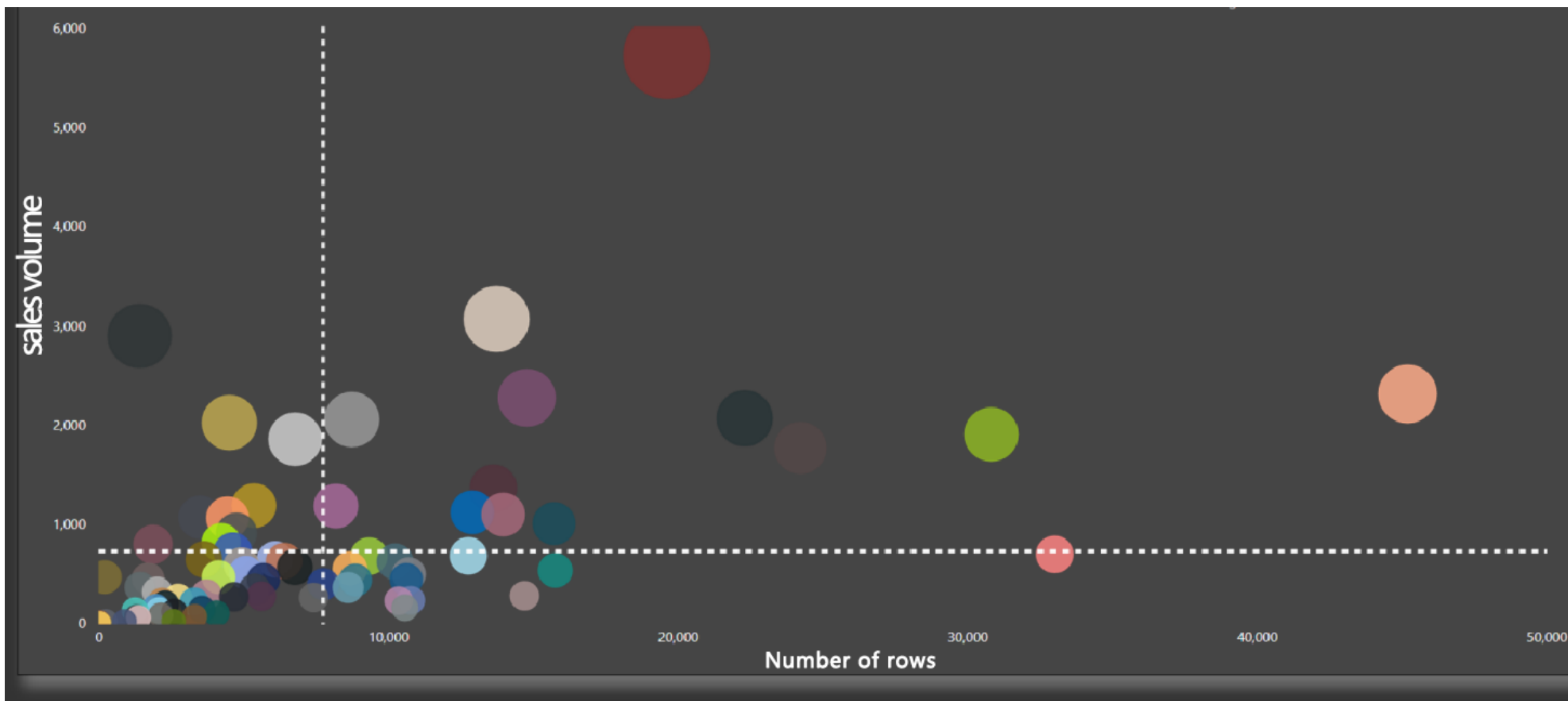
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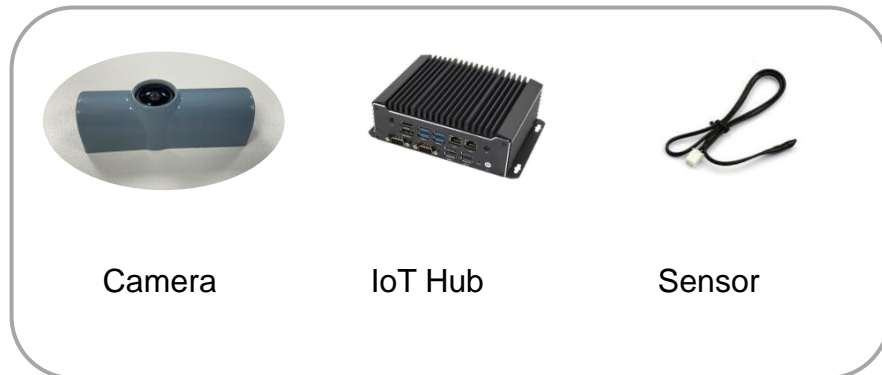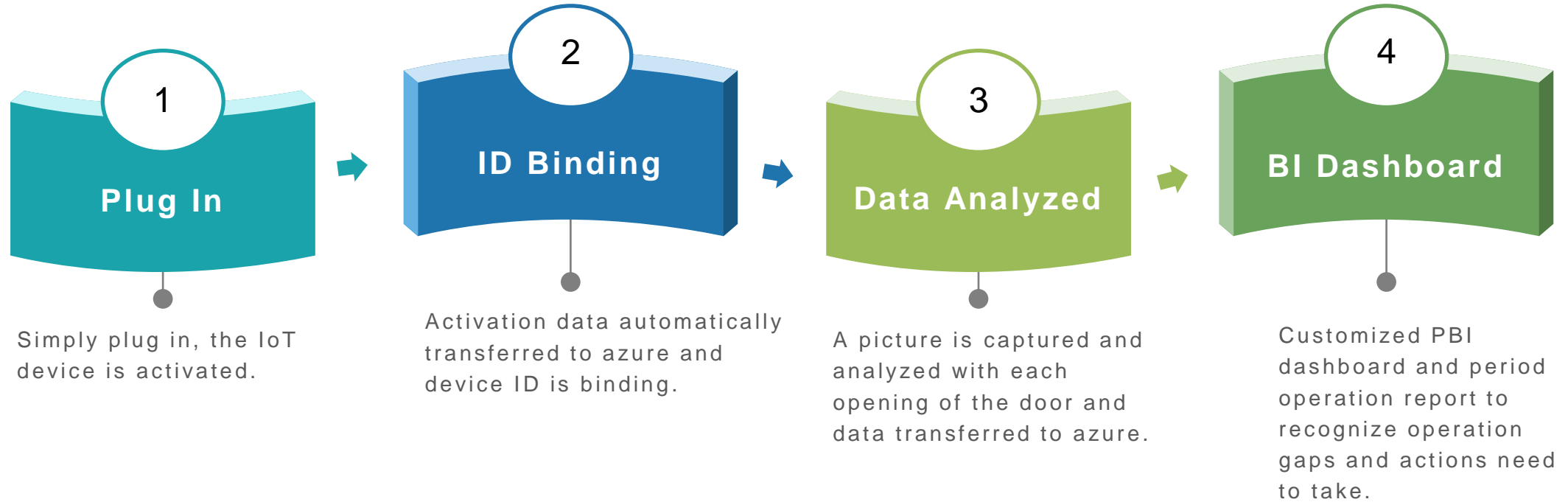# 03 IoT Devices and Installation

Customer Study

Mengniu is the second largest dairy company in China. By using Eagle-eye smart coolers, they have dramatically reduced on-field audit time by 40 mins. The following figures are taken in actual stores.

IoT Devices

Integrated with new cooler within the cooler workshop

1 **Plug In**

2 **ID Binding**

3 **Data Analyzed**

4 **BI Dashboard**

Simply plug in, the IoT device is activated.

Activation data automatically transferred to azure and device ID is binding.

A picture is captured and analyzed with each opening of the door and data transferred to azure.

Customized PBI dashboard and period operation report to recognize operation gaps and actions need to take.
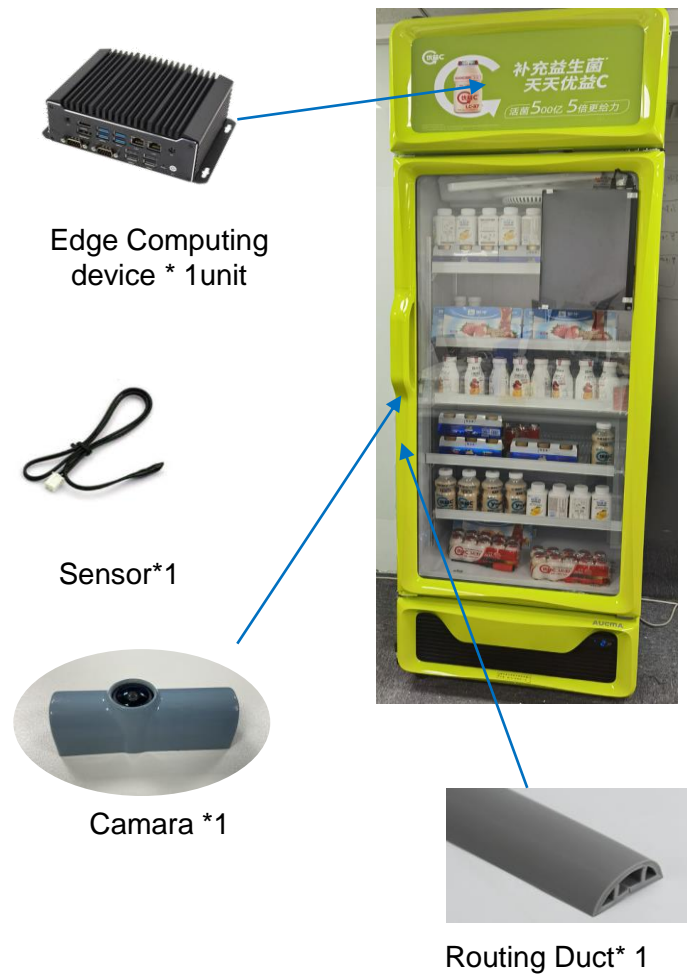
Camera IoT Hub Sensor

The eagle eye IoT device could be easily integrated with brand coolers, including vertical coolers and horizontal coolers. The devices could be integrated in the cooler workshop, and all what the customer need to do is just plug in the power and the device is activated.

IoT Devices

Integrated with existing coolers on field

Edge Computing device * 1unit

Sensor*1

Camara *1

Routing Duct* 1

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