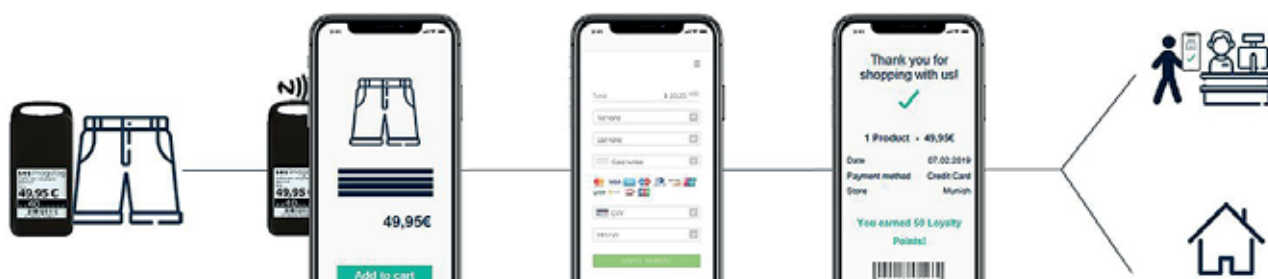# SCAN & GO

e-shelf-labels

What is SCAN & GO?

Scan & Go **is a mobile payment system** that allows customers to pay directly at the shelf. In cooperation with our partners SES-imagotag and shopreme, we offer a solution for an optimal shopping experience - without long waiting lines at the checkout. Via NFC or barcode, the customer can scan the electronic labels at the shelf or on the products and pay for the purchase within the application. Since the payment and scanning processes are digitized and handled via the buyer's smartphone, additional digital services can be added, such as loyalty programs or targeted e-coupons.

APPLICATION FIELDS

For convenience products Scan & Go creates an ideal shopping experience (especially for shopping fewer products) and reduces queues at the checkout. Thanks to mobile payment, Scan & Go can be used equally well in pop-up or unmanned stores.

A special digital label is used in the clothing sector: the fashionTAG, on which all stocked items and sizes can be displayed thanks to real-time inventory management. Customer complaints are minimized through real-time pricing.

White label	Native SDKs	Mobile payment	Re-scanning	Offline scanning	ERP integration	Recom-mandations	Digital vouchers
Digital invoice	All barcodes	Products sold by weight	Age restriction	Analysis-dashboard	Indoor navigation	Web support	NFC scanning

Higher customer loyalty due to integrated discounts and vouchers

Scan & Go is the entry into the flexible design of your online payment platform. The mobile payment solution can be supplemented by various customer loyalty programs. Use the mobile application to inform your customers about discount and voucher campaigns.

QR Codes as a mobile payment solution

The use of bar and QR codes is particularly widespread. It holds the information about the product and the link to the corresponding shop page. QR codes make mobile payment accessible to anyone with a smartphone, due to the ability to read barcodes independently of the operating system via the camera or a QR Code reader app.

NFC as a mobile payment solution

NFC (Near Field Communication) is also often used as a mobile payment solution. This represents a secure and contactless technology that is also used in modern smartphones.

By using Scan & Go, the customer holds his smartphone against the NFC-enabled digital price tag. The product is shown on the display of the smartphone and can be paid directly.