



SML RFID: CLARITY™ SOFTWARE

Reimagining the Customer Experience

Discover why Clarity™ is the most widely deployed Item-Level platform in the world



\$1 Billion

Increase in
Bottom-line Profits



\$1 Billion

Operational
Cost Savings

SML

RFID



clarity
Supply Chain



clarity
Experience

An Experience Customers Crave

Providing innovative customer experiences that will drive customer satisfaction and loyalty.

- Frictionless Experience
- Better Employee Efficiency
- Improved Customer Satisfaction



clarity
Experience

Enhanced Customer Experience Powered by RFID



POI Kiosks / Dressing Room

Inventory accuracy increased from 76% to 98%

- Insights to what products are in store
- Insights to what products are in dressing room
- Ability to convert sales previously lost due to lack of inventory



Assistance App

Boost staff productivity

- Easy for customer to ask for help with service or inventory
- Helps focus staff on tasks that directly benefit the customer
- Allows customers and staff to quickly look up items and stock levels



Price Checker

Time-saver that promotes up sales

- Offers customers a self-service option
- Facilitates compliance with local/federal pricing laws
- Opportunity for last-mile marketing (digital signage)



Self-Checkout

Enhanced speed of checkout – less waiting in line

- Higher conversion rates – customers find and buy what they need
- Fewer staff needed at checkout
- Reduces staff levels and re-focuses staff on other important tasks





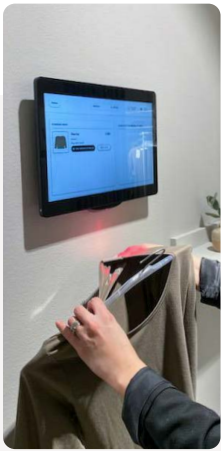
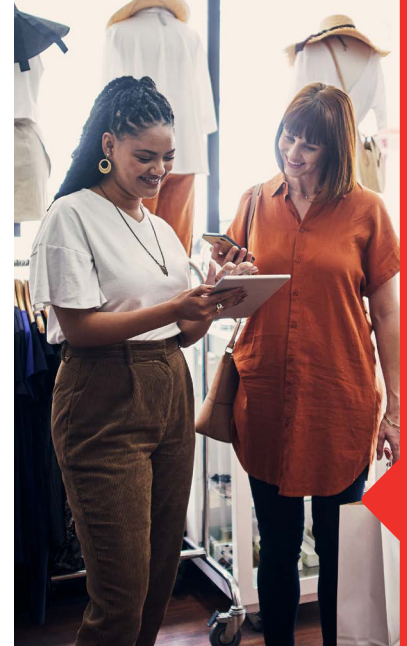
clarity
Experience

Clarity™ Experience Solution

To help retailers on their retail transformation journey, Clarity™ Experience has so many configurable features.

- Self-Checkout
- Returns Fraud
- Price Checker
- Circularity
- POI Kiosks
- Monitoring Alarms
- Returns
- Dressing Room Assistance
- Receive Notification for Staff
- Scan and Go
- BOPIS Pickup
- Exit Gates Assistance

...and so many more features. This is Clarity™ Experience



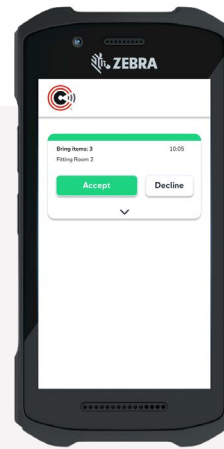
POI Kiosk/ Dressing Room

Speedy product and inventory level lookup



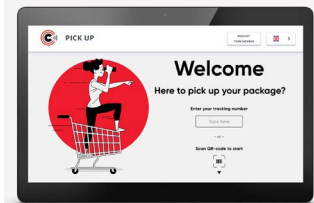
Self-Checkout

Frictionless and time saving



Assistance App

Call for assistance and request items



BOPIS Pickup

Quick and easy pickup for online orders

e-commerce



Order
Verify

ERP
WMS

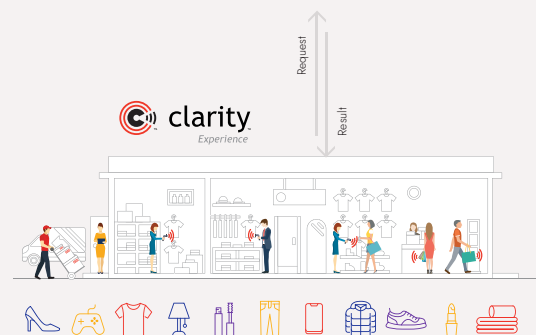
OMS
POS

Request
Result

clarity
Core

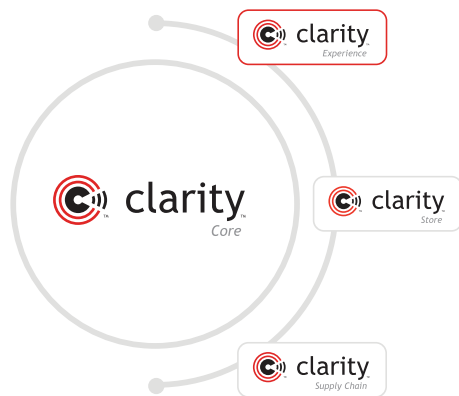
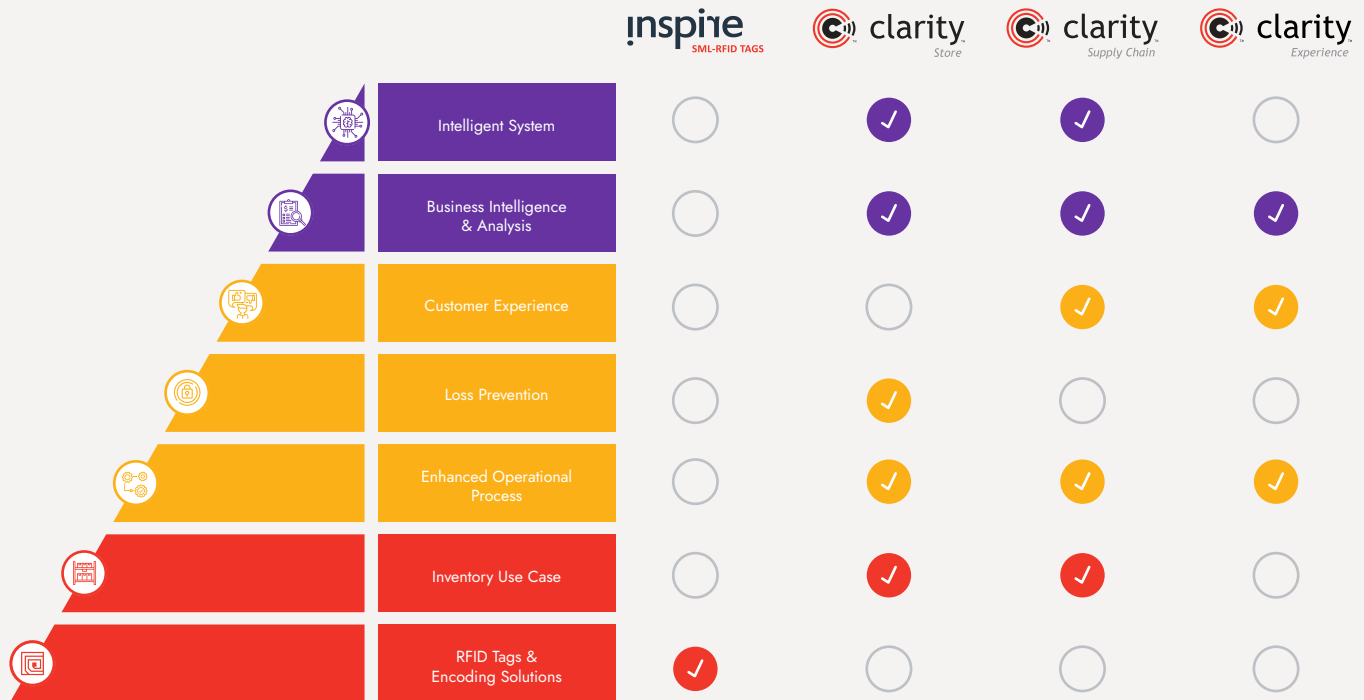
Clarity™ Solution Topology

Clarity™ Core is where reliable integrations with retailer systems reside. It also performs all the item-level event management tasks that are critical for real-time store operations. Lastly, Clarity™ Core is where device-level interaction resides. Clarity™ supports a variety of handhelds and numerous fixed readers.



Item-Level RFID has Compelling ROIs

Clarity™ utilizes cutting-edge technology and architecture to create an end-to-end item-level inventory management solution that delivers maximum value with the scalability, integrability, and extensibility to grow and adapt with the needs of the enterprise to enable the use cases of today and tomorrow.



Contact Us

Let us help you make the business case for your organization.

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Trusted by Leading-Edge Retailers and Brand Owners Around the World

With a global footprint and a full-service RFID technology solution, SML is trusted by the preeminent retailers and brand owners. SML has a proven track record of successful RFID deployment with many of the world's largest retailers.