PPDS to Empower Omnichannel Strategies for Retail Businesses with Navori Labs Software

PPDS' will integrate Navori Labs' marketing analytics and content display software within new Intelligent Signage Solution for Retail

LAUSANNE, SWITZERLAND, September 28, 2021 – Digital signage software pioneer Navori Labs today announced that PPDS, the exclusive global provider of Philips Professional Displays and Solutions, will integrate Navori's Aquaji marketing analytics and QL digital signage software CMS within its new Intelligent Signage Solution for Retail. The bundled solution includes hardware and software from several leading digital signage industry innovators, providing systems integrators and retailers with a quick-deployment solution aimed at enhancing the customer experience inside brick-and-mortar stores.

PPDS separately announced the Intelligent Signage Solution for Retail as a revolutionary AI-powered digital signage solution that combines Philips digital signage with intelligent context-aware software and camera technologies. The solution leverages Aquaji's computer vision software platform to analyze video feeds from embedded or IP-based cameras positioned around stores. The use of Aquaji will at once help retailers' omnichannel strategies to new heights, and create targeted shopping experiences that complete customers experience online.

Other Aquaji benefits for Intelligent Signage Solution for Retail customers include measuring customer counts, gathering demographic data, and determining length of stay, wait times and attention spans associated with the customer journey. Retailers can make proactive decisions on based on the gathered business intelligence, including in-store merchandising and staffing decisions based on peak hour demands, shopper behavioral patterns and more.

Navori's QL CMS will simplify how users manage, schedule and target dynamic, high-quality digital signage content as part of the overall PPDS solution. Navori QL digital signage software is a proven enterprise-level solution that powers some of the world's largest digital out-of-home networks. Paired within Aquaji within PPDS' Intelligent Signage Solution for Retail, businesses can effectively target the right content for audiences using QL's context-aware digital signage automation, and make adjustments based on programmed scenarios and live camera feeds.

"Aquaji helps businesses understand consumer habits and profiles, create new opportunities for growth and profitability through stronger visitor engagement, while our QL software can empower retailers to quickly and easily create, schedule and target compelling and dynamic content based on detailed business intelligence," said Jerome Moeri, CEO, Navori Labs. "We are excited to work

with PPDS and their other collaborators at Advantech and Intel to brick-and-mortar retailers enhance targeted shopping experiences for their customers."

About PPDS

PPDS is a trading name of TP Vision Europe B.V. ("TP Vision") and MMD-Monitors & Displays Nederland B.V. ("MMD"), registered in the Netherlands, with their head offices in Amsterdam. TP Vision and MMD are wholly owned subsidiaries of TPV Technology Limited ("TPV"), the world's largest manufacturer of monitors and a leading provider of display solutions.

PPDS exclusively markets and sells Philips-branded professional displays, covering professional TVs, signage and LED solutions, worldwide under trademark license by Koninklijke Philips N.V.

By combining the Philips brand promise with TPV's manufacturing expertise in displays, PPDS employs a competitive and focused approach to bring innovative products to market – from its 10" touchscreen through to unlimited LED displays. Designing solutions that make a positive impact, both for resellers and for end-customers – at the right time and in the right places.

About Navori Labs
Navori Labs is a Swiss global software innovator producing technology for digital communication and AI driven marketing analytics. Navori Labs is an enterprise committed to providing the most reliable, interoperable, and user-friendly software application available in the industry. An exclusive leader in the global digital signage industry with nearly 25 years of experience, Navori has built a reputation as an industry innovator strengthened by a skilled engineering team, and continued investment in research and development initiatives. Navori has also continued to invest in global growth, with local and regional resources available worldwide. Navori's flagship QL digital signage engine is built with everyone in mind and has been standardized for use in many of the largest digital signage networks around the world. The company's engineering approach balances efficient design and operation with exceptional performance for answering integrators and end-users' expectations. Visit www.navori.com for more information.

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