

Intelligent Environments for Buildings

Enable your lighting with indoor GPS technology to communicate with shoppers and deliver data-driven, location-based services.

How It Works:

Modules in GE's LED fixtures will transmit a code in the light called Visible Light Communication and, along with Bluetooth® Low Energy, talk directly to smartphones, while sensors and video provide valuable analytic data. Contextual information is delivered through apps that can help shoppers make better purchasing decisions.

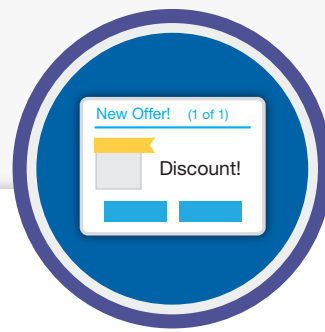


Potential Intelligent Benefits:



Navigation

Shoppers can easily find everything on their lists, resulting in higher cart rings and more enjoyable shopping experiences.



Promotion

Retailers can send shoppers a greeting, promote personalized offers and highlight certain products based on shopper data or location in the store.



Optimization

Stores can have floor plans that maximize shopper traffic, identify POP performance, react to trends and alert Customer Service to open more registers when needed.



Education

Shoppers will be able to compare product brands, read reviews, talk with a virtual assistant and even order items online that aren't available in-store.

