



Retail & eCommerce

The Israeli Industry

Your Destination for Technology Innovation





ACCESSIBILITY

AR / VR / 3D

DATA & ANALYTICS

DIGITAL SIGNAGE

E-COMMERCE

INDOOR MAPPING

LAST-MILE

LOYALTY PROGRAMS

OFFLINE / ONLINE

PAYMENT

PRICING

SELF-CHECKOUT

SHELF MONITORING

Virtual Fitting





COMPANY	DESCRIPTION
SHELF MONITORING	
Invendiv https://invendiv.com/	Invendiv was established with the goal of introducing a new breed of vending machine technology. The company's Automated Retail Technology is designed to provide customers with an innovative, enjoyable, and exciting shopping experience while also saving time, maintenance, and retailer expense.
Trax Image Recognition https://traxretail.com/	Trax Image Recognition provides image-recognition technology and market data services for tier-one manufacturers. The company enables tighter in-store execution controls and the ability to unlock revenue opportunities at all points of sale. Trax's technology can be integrated as a plugin with existing merchandising or retail execution systems. The company's platform utilizes iOS, Android, and Windows smartphones and tablets to capture images of retail shelves. Analysis within the Trax cloud provides immediate, actionable mobile reports to sales reps and aggregated web reports to management teams.
Trigo https://www.trigoretail.com/	Trigo is a computer vision company reshaping the retail experience. Leveraging world-class AI and algorithmic experts, the company's advanced retail automation platform identifies customers' shopping items with exceptional levels of accuracy, creating an entirely seamless checkout process. Trigo works closely with retailers to convert their existing stores while maintaining their unique character and layout and leveraging their physical grocery scale to roll out next-generation offerings securely. Powered by its proprietary 3D engine, Trigo offers grocery retailers a range of





	<p>additional solutions called StoreOS™, including predictive inventory management, pricing optimization, security and fraud prevention, planogram compliance, and event-driven marketing. This layer quickly enables actionable insight that boosts the chain's efficiency. Trigo's fully GDPR compliant architecture implements machine learning and Artificial Intelligence without the need for facial recognition, nor does it capture biometric data or hold any direct identifiers of customers - whilst the system recognizes shoppers' movements while they are in the store, it does not know who they are at any stage. Please visit Trigo for more information.</p>
<p>Algoretail https://algoretail.co.il/</p>	<p>Algoretail is an AI-driven platform that connects the dots between the shelf, the workers, and the suppliers to optimize workflow and labor efficiency, reduce waste, and consequently increase profit. With Algoretail, retailers can keep their stores' shelves fully stocked with the right products, and the back store neat and organized.</p> <p>Algoretail can provide a 40% reduction in waste, 35% reduction in product returns, and 20% reduction in labor, with 99+% on-shelf availability and 25% more back store space.</p> <p>Algoretail generates an automated, transparent, and dynamic process from the moment a product enters the back store until it is purchased, enabling accurate ordering and advanced preparation, coordinating the back store with shelf placement, and automatically generating tasks for employees.</p>





<p>CYB-ORG https://cyb-org.com/</p>	<p>CYB-ORG is developing an end-to-end solution for full automation and control for retail organizations. The company is leveraging artificial intelligence, sensors, and image-recognition algorithms to support a variety of use-cases and processes in the retail lifecycle, including supply, sales, payments, billing, and security.</p>
<p>Retano Solutions https://retano.ai/</p>	<p>Retano is an Israeli retail-tech vendor. We have developed a full stack of ML-AI solutions for end-to-end process management. Retano solutions help retailers better balance product availability and inventory levels, increase sales, improve return on investment in inventory, store space and workforce. The Retano Retail Suite includes the following products:</p> <ul style="list-style-type: none">● Retano ERP - industry-specific Retail Merchandise System for retailers of any size and format.● Retano SCM - demand forecasting and automatic replenishment system based on ML models.● Retano Shelfspace - high-quality management of visual merchandising metrics and effective retail space planograms.● Retano Loyalty&CRM - processing system, retail CRM and effective personalized communication strategies powered by ML-AI & Big Data● Retano E-Commerce - efficient and easily scalable omnichannel platform for order fulfillment, from checkout on the site to receipt by the customer. It includes the Online Store, OMS, WMS and TMS modules. Retano solutions are chosen by retailers of all sizes, formats and maturity levels to improve their





	business processes and reach a next level of digital transformation.
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INDOOR MAPPING	
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Infuse-location http://infuse-location.com/	<p>Indoor location tracking of smartphones and mobile devices provides a powerful range of informational and monetization advantages for businesses, marketers and property operators. Since traditional GPS solutions do not work inside buildings, indoor positioning systems have relied on "Beacon" technology to generate triangulation signals.</p> <p>Infuse developed an advanced software-only (SDK) sensor-fusion technology for localization in indoor and other environments with no GPS reception.</p> <p>Infuse leverages built-in smartphone sensors, such as Wi-Fi, inertial and magnetic sensors, available in most mobile devices today, to generate highly accurate indoor location positioning data which scales with a large number of users and locations.</p>
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Navin https://nav-in.com/	<p>Navin platform-empower your visitors to find their destination Faster and more efficiently. Navin specializes in indoor & outdoor navigation and orientation services. Using unique technology, Navin enables its users to easily navigate the most complex buildings & campuses. Our platform provides a seamless end-to-end navigation experience that reduces inefficiencies, late arrivals, and the cost associated with late employees, customers and visitors. We Give users the tool to get to their destination on time with an interactive Mobile Navigation App, Smart Wayfinding Kiosks, and Web Maps of your institution.</p>
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<p>Oriient https://www.orient.me/</p>	<p>Oriient IndoorGPS provides accurate and scalable indoor positioning, without hardware: no Wi-Fi, no beacons!</p> <p>Oriient brings stores a convenient wayfinding experience for customers, with highly accurate navigation on their own smartphones, and enables retailers to improve their service and operations.</p> <p>In-store navigation leads to recovery of lost revenues due to unfound products, and creates a fun and engaging shopping experience that increases loyalty.</p> <p>At the same time - full visibility into the shopper journey helps to better understand traffic flow and creates novel ways of connecting with the shopper where it matters the most.</p>
<p>Deeyook https://www.deeyook.com/</p>	<p>Deeyook seeks to redefine location technology through its patented, wireless-based firmware solution. The firmware can be installed in any WIFI/4G/5G radio access technology and it works by measuring angles of wireless transmissions, a first of its kind in the world of wireless tracking technology.</p> <p>Deeyook's tracking capabilities are ultra-precise (giving a location within 10cm/4in), self-learning and ubiquitous. It can utilize the existing 1.7 billion wireless access points that exist globally from day one. It runs on low power and does not have to connect to a company's IT infrastructure to work, which means no data or personal info is shared. Deeyook's precision tracking capabilities can be used to track every box, asset or employee both indoors and outdoors without environmental interference.</p>

OFFLINE / ONLINE





<p>Brandi http://www.brandi.marketing/</p>	<p>Brandi transforms retailers' data into a media machine, creating new collaborations possibilities with its suppliers. Leveraging its unique IP technologies, Brandi increases retailers' sales & generates new income streams for their data. Our Results - 12% sales increase for targeted customers - New Media Income for Retailer = \$ 6 per shopper - Extra EBITDA per 1 mil. users = \$ 20 mil per year Easy Integration - Flexible API's connecting to both Legacy / State of the art Databases - Automatic self-sustaining systems, adaptable to retailer's needs - No internal resources nor expertise required from the retailer</p>
<p>ShopperAI https://shopperai.ai/</p>	<p>ShopperAI - your next generation of Shopper analytics, uses cutting-edge behavioral recognition technology powered by proven computer vision and AI algorithms to show you how your customers make decisions at the shelf. Unlike other research tools which are expensive, difficult to run frequently, and are subject to answer bias, ShopperAi is based on a continuous review of customer behavior in real store environments based on existing security cameras . With ShopperAI you can: Identify opportunities to increase revenue and profit; Track shoppers behavior at the shelf, product interactions, time to purchase, conversation rates and more; Experiment with variations in price, location, packaging and promotions to convert your shoppers and increase sales; And much more</p>
<p>Kahoona https://www.kahoona.io/</p>	<p>Kahoona is solving the increasing CAC and data scalability issues (a.k.a user cold-start problem), today and especially in a soon-to-be cookieless world. 85% of</p>





	<p>most B2C companies' website traffic remains “unauthenticated users”, and therefore unaddressable. Taking decisions only based on the 15% "known users" is causing an inherent bias, in every business decision taken by the company. Kahoona’s solution allows to reduce overall CAC and increase sales, with segmentation and activation on the 85% of the website’s traffic who remained “unauthenticated users”, with deep-behavioral based interoperable 1st party audience enrichment.</p>
<p>Deliverider https://www.deliverider.com</p>	<p>Deliverider provides a middle-mile logistics tool for large online retailers to help them extend their offerings and increase their bottom-line profitability at no additional costs. Using our platform e-commerce companies can offer third-party non-inventory items alongside their in-stock selection, in the same basket, and fulfill them together in the same delivery, without the need of holding them in stock. Our Tech allows for larger online baskets, increased profitability, a reduced carbon footprint, and ultimately happier customers.</p>
<p>DOV-E https://www.dov-e.com/</p>	<p>DOV-E Voice Technologies Ltd provides mobile-payment solutions to the retail POS, vending machine, and ecommerce markets with instant & secure wireless mobile connectivity using the "always on" audio interface.</p> <p>The company's patented technology uses audio to provide secure, quick, easy-to-use mobile payment and interactive mobile engagement on any platform in a "one click" coherent user experience on all payment fronts.</p>





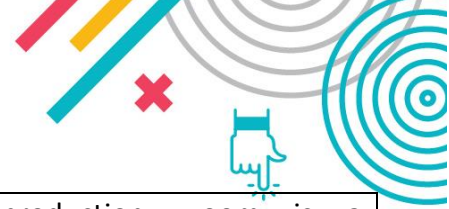
<p>Sodyo http://www.sodyo.com/</p>	<p>Sodyo allows brand owners and advertisers to offer smartphone interaction with small tags on any type of product packaging, including print, TV, and digital media. Sodyo instantly transforms any outdoor or indoor media platform into an interactive digital display, no matter how near or far.</p> <p>The company's patented Color Vertex Point (CVP) technology is based on colorful tags that can be printed or digitally displayed on any media and detected by smartphone cameras at distances ranging from 10 centimeters to more than 100 meters away. The small, colorful tags can be branded and do not take up a disproportionate amount of real estate from ads or TV screens.</p> <p>Sodyo tags are detectable by any smartphone camera, triggering instant offline-to-online interaction through billboards, street benches, posters, digital screens, in-store media, home and office TVs, PCs, magazines, and even product packaging.</p>
<p>Fetchy www.fetchy.net</p>	<p>Fetchy is a logistics as a service solution that with a three-click deployment, expose your eCommerce business with the best service providers to deliver your products to your clients. The best shipping rates, using an only pro courier like- DHL, UPS, FedEx, etc. Our system will match each delivery with the best route, relevant documentation regarding tax and customs, commercial invoices, schedule pickups, track, and advanced support .</p> <p>On top of that, you will be exposed to an extensive and reach warehouse networks with over 100 warehouses around the globe and will be able to move your stock dynamically, with no need of subscription fees, closing</p>





	<p>agreements or any management fees. We will help you predict where you expected to sell so you could move your stock closer to your demand in advance and supply your clients with same day shipment, turning international shipping domestic.</p>
AR / VR / 3D	
<p>Botika www.botika.io</p>	<p>Botika helps fashion brands and retailers diversify their visual content by automatically creating hyper realistic visuals. Our AI based computer vision solutions make it easy to personalize and optimize online shopping experiences, resulting in higher conversions rates and stronger brand affinity.</p>
<p>ByondXR http://www.byondxr.com/</p>	<p>ByondXR helps organizations use virtual reality (VR) to create their own interactive universe. Through its fast, easy, and intuitive web-based VR publishing platform, the company enables brands, media companies, and businesses to create customized, interactive VR experiences for their users.</p> <p>With Byond’s content management system (CMS) and authoring tools, businesses can easily create VR experiences which they can then publish across all VR devices.</p>
<p>Resonai http://www.resonai.com/</p>	<p>Resonai has developed technology for AR and VR that creates a visual cortex for machines, enabling them to understand objects, complex scenes, and context in real time.</p>
<p>YOOM https://www.yoom.com/</p>	<p>A deep tech ai company founded in israel. yoom’s engine brings real humans into the digital world with cutting-edge ai based capture technology.</p> <p>our mission is to streamline the creation of digital humans and augmented digital humans for gaming environments,</p>





	<p>metaverses and virtual production. yoom is a leading powerhouse of a i 3d reconstruction.</p>
<p>Techsee www.techsee.me</p>	<p>TechSee transforms the retail domain with its visual customer assistance solution powered by AI and Augmented Reality. TechSee’s cognitive visual platform applies deep learning computer vision AI which learns from every customer interaction, automating customer service processes over time. Using their smartphone cameras, customers transmit images and videos of their products to contact center agents or virtual assistants for an interactive experience with sales personalization, warranty verification, installation guidance, billing inquiries, product unboxing and augmented shopping.</p> <p>TechSee has delivered proven ROI across dozens of implementations in contact centers and field services of leading retail companies. These enterprises have experienced improvements in NFF returns and NPS customer satisfaction, helping them provide engaging and interactive customer service in line with the brand’s digital transformation.</p>
<p>Hexa https://www.hexa3d.io/</p>	<p>Hexa is an automated virtual-reality platform that makes it easy to create and scale 3D content, a costly and time-consuming process that previously had been reserved for professionals using complex software.</p> <p>In the online fashion industry, the product photography process is valued at \$15 per product page mainly due to the use of expensive models, styling, and the need for detailed images. This is an expensive proposition for retailers, many of which have more than 100,000 items on site and thousands being replaced on a weekly basis. Hexa addresses this by</p>





	<p>automatically converting low-cost 2D images into flexible 3D objects, thereby significantly lowering costs while enhancing the online shopping experience.</p>
<p>ARpalus https://www.arpalus.com/</p>	<p>Arpalus has the only true real-time computer-vision solution in the industry. Our unique technology that combines computer-vision and AR, allows us to reach unprecedented accuracy levels. We provide an app with an intuitive AR user interface to guide store employees with actionable insights. Our technology runs on edge devices with no need for an internet connection. Arpalus has a unique onboarding framework that allows us to add hundreds of products to our system within a few days. These capabilities unlock new use cases for CPGs and retailers and can potentially enable a more engaging shopping experience for consumers: smart shopping lists to guide you in stores, highlight specific products using the AR interface, mark products of interest (gluten-free, kosher, low fat, etc.) and provide personalized promotions.</p>
<p>Mixed.Place https://www.mixed.place/</p>	<p>Mixed Place develops XR, Mixed reality (AR,VR,MR) Infrastructure for retail & ad-tech (including multiple patents) to enable location-based, streaming shared experiences for retail & promotions.</p> <p>Our technology enables Mixed reality to be placed on accurate locations on earth that becomes part of reality forever for everyone.</p> <p>Our goal is to improve the world of retail with the leading mixed reality digital overlay infrastructure, both outdoors and indoors.</p>





	Many international clients already used our technology: NETFLIX, ADIDAS, TUBORG, MIGROS, DELHAIZE, McKensey group and many more.
Virtual Fitting	
Sizer http://sizer.me/	Proprietary fitting solution composed of a mobile app which utilizes advanced self-scanning computer vision technology to scan & generate shoppers' body measurements and a recommendation engine which uses deep learning algorithms to accurately determine shoppers' size recommendations. Sizer also provides plug-in solutions for the bespoke and made-to-measure companies' as-well as uniform vendors.
My Size http://mysizeid.com/	<p>MySize is a developer of proprietary, AI-driven solutions that inspire customer confidence and drive revenue growth by providing a superior consumer journey. MySizeID is a tested and proven "return-reducing solution" for online apparel retailers that can accurately match a shopper's personal measurements with the brand's size chart. MySizeID aggregates and analyzes data from multiple sources: brand size charts, data from inventory software, a proprietary anthropometric database, and most importantly, a user's own personalized size measurements, using Smartphone motion sensors, to create an accurate and unique user profile.</p> <p>Among the leading global apparel brands using MySizeID are Levi's, Speedo, US Polo, Boyish Jeans, and more. During a two-month pilot with Boyish Jeans, a sustainable women's denim line, MySizeID was deployed and made size recommendations to the brand's customers, resulting in a 31% reduction of returns. This successful</p>





pilot also increased user engagement dramatically, with over 75% of the size recommendations provided to guest users. These metrics indicate that when consumer confidence increases, average order value and shopping cart size also increase. The improved MySizeID customer experience not only increased sales, it also reduced operational costs related to returns for online retailers, further adding to the bottom line.

Infimé
<http://www.infime.tech/>

Infimé is developing a virtual try-on solution for intimate apparel and swimwear. Infimé's technology allows the retailer to rapidly model entire collections using advanced modeling algorithms. Integration into eCommerce sites can be done with zero integration and a single line of code.

The end customers click a try-on button for their favorite item, enter their body measurements, and get a visualization of the item on a 3D model. The system will recommend the correct size for that brand and additional items that customers with similar body types liked.

The Infimé virtual 3D try-on helps increase average cart value and lowers the rate of returns. The system uses machine learning to give the retailer valuable data about customers' body types and shopping habits.

The virtual 3D try-on is available online, in physical stores, and for VR.

PRICING

AcroCharge
<https://acrocharge.com/>

AcroCharge uses smart technology to disrupt the world of chargebacks. Friendly fraud is a painful, unsolved problem for online merchants.





	<p>Using our tech-powered solution, AcroCharge achieves the highest success rates in the industry, whilst 100% hands off for merchants. Our solution is custom-built for every customer and scalable for surges in chargeback volume. Working on a success fee model, means we only take commission from recovered funds.</p>
<p>EverC https://www.everc.com/</p>	<p>EverC is a pioneer in cyber intelligence. We harness advanced AI, machine learning, and unique web crawlers to illuminate the darkest corners of the internet. We give brands and marketplaces access to unparalleled visibility of seller and product level data to expose and eliminate e-commerce fraud. Our solution protects brands from counterfeit product listings, trademark violations, intellectual property infringements, and automatically prevents illegal seller activity.</p>
<p>Quicklizard https://www.quicklizard.com/</p>	<p>Quicklizard's AI-pricing optimization platform helps multichannel retailers automate and optimize their pricing and promotions. With Quicklizard – retailers know that their prices are always aligned with their business goals. The right price for every SKU. On every channel. All the time.</p>
<p>Wasteless https://wasteless.co/</p>	<p>Wasteless Ltd develops supply chain technology that uses radio frequency identification and a pricing algorithm to save money and reduce food waste. Wasteless enables retailers to identify and react to out-of-stock situations before they occur and automates pricing processes to ensure fast shelf turnover.</p>
DATA & ANALYTICS	
<p>Heila systems https://heilasystems.com/</p>	<p>Established by veterans of the retail and tech industries, Heila has developed a retail chain management platform that has delivered exceptional</p>





	<p>results for Domino's Israel. Heila offers an omni-channel sales system and a unified operating platform. We provide a single point of responsibility, covering the chain's core business processes and workflows. Heila also serves as a single source of truth by gathering comprehensive and robust real-time business data from its operational modules and generating insights and calls to action. The platform aligns policies, standards, and performance metrics across the entire chain, ensures compliance and creates a common language and culture for all stakeholders.</p>
<p>Onebeat https://1beat.com/</p>	<p>Onebeat is a retail-tech company that applies AI to optimize inventory within the season. Onebeat uses short-term predictions to translate demand trends into day-to-day actions for the retailer. Using Onebeat, retailers see an increase in full-price sell-through while using fewer inventories.</p> <p>Onebeat's short term prediction algorithms transform forecast limitations into revenue opportunities by reducing inventory, boosting availability, improving sell-through, and increasing overall sales. By breaking the product into basic attributes, Onebeat adjusts the amount of inventory and variety of products for each store and each channel on a daily basis.</p>
<p>Endor https://www.endor.com/</p>	<p>Endor is a predictive intelligence platform that automates the process of answering predictive business questions. The platform allows business users to ask any predictive question and receive high-quality results in minutes instead of months.</p>





	<p>Social physics is a new science that uses big data to build a predictive, computational theory of human behavior. Endor uses its proprietary technology to convert the concepts of social physics into a powerful engine able to explain and predict human behavior.</p> <p>The company was named a cool vendor in “Cool Vendors in Analytics, 2017” by the Gartner Research Group.</p>
<p>Feelter http://www.feelter.com/</p>	<p>Feelter is a simple plug-in designed for the eCommerce market that directs social media content to the user’s site in order to increase conversion rates. Feelter enables its users to provide their customers with relevant, user-generated images and videos to shorten the customer decision cycle and increase sales.</p> <p>Feelter collects, centralizes, and analyzes a wide range of data on social networks, from short phrases and mentions to photos, videos, reviews, and recommendations. Feelter’s algorithm helps make the most of social network media content without the customer ever leaving the website.</p>
<p>Placer https://www.placer.io/</p>	<p>Placer provides retailers with actionable, location-based insights into their audience and competition. The company provides instant access to location insights derived from the foot traffic of millions of consumers, delivering visibility into offline behavior. Placer helps shed light on churn, trade areas, untapped audiences, out-of-store behavior, and competitive benchmarking.</p> <p>The Placer mobile SDK collects data in the background with minimal effect on user experience or battery consumption. Placer analyzes user behavior with patent-pending location data-mining algorithms to quickly deliver accurate insights. Content and ads personalized</p>





	with Placer's rich profiles can offer users an engaging experience.
Revuze http://revuze.it/	Today's retail customer experience is truly omni-channel. With Revuze, you can closely monitor customer sentiment regarding any channel or touch point – enabling agile response to market demands about your product mix, tighter campaign effectiveness monitoring, and more.
Barilliance https://www.barilliance.com/	Barilliance helps ecommerce sites of any size increase sales and conversion rates by providing visitors with a personalized omni-channel shopping experience. The company's ecommerce personalization suite includes cross-channel personalized product recommendations, behavior-triggered emails, and real-time onsite personalization. The applications operate from a single, easy-to-use control panel, with the software-as-a-service (SaaS) delivery and zero-integration technology enabling online retailers to reap the benefits of personalization technology without upfront investment.
KonnecTo http://www.konnecTo.io	KonnecTo provides visibility into the earliest stages of your competitors' consumer journey and the journey of consumers who visited your website but ended up dropping out and landing somewhere else. This is done using consent-based data to map all the real-time trigger points and patterns in the path to purchase and providing actionable recommendations on how to disrupt these journeys using the same marketing channels you use today (like SEA, Content, UX, Display, Social Media, Audiences, etc).





	<p>Consumer brands like MassMutual, eToro, Coca-Cola, Mercedes, BAT, and others use Konnecto from planning to execution around the following goals:</p> <ul style="list-style-type: none">• Increase online conversions• Launching new products within an existing market, or into a new market• Improve current marketing investments and ROI <p>The platform requires no integrations with your data or platforms from the start, however, integration options are available as required.</p>
<p>Anagog https://www.anagog.com/</p>	<p>Anagog is the world's first Edge-AI Mobile Engagement Platform that works from within the phone without dependency on cloud communication, and a leader in context-rich personalization.</p> <p>We help mobile application owners deliver on the promise of a hyper-personalized mobile engagement experience, by solving the ever-growing battle between the need to offer relevant experiences to users, and meeting their demand for privacy, while offering the widest range of personalization.</p> <p>We do that by, for the first time ever, keeping user's personal data on the phone, running Edge-AI locally on the device, instead of AI in the cloud; In addition, we're offering the richest 1st-party data personalization available, from both online data and by understanding what users are doing in the 'real-world' using their mobile device's location and activity.</p> <p>Anagog is recognized by analysts as a world leader in Edge-AI technology, alongside giants such as IBM and</p>





	<p>Microsoft, with the strength of 25 patents, \$40M in funding, and is trusted by leading F-500 brands such as Volkswagen, Mercedes, Allstate, and Generali to lead the future of customer experience.</p>
<p>Placense https://www.placense.com/</p>	<p>placense helps businesses understand the connection between people's behavior and physical locations.</p> <p>We do so by turning data from apps into aggregated & anonymous real-time insights.</p> <p>We provide metrics such as customer visits, visit duration, visit frequencies, customer journey paths, gender, age groups, income levels, modes of transport, and other related demographic characteristics.</p>
<p>Dialogue http://nowdialogue.com/</p>	<p>Dialogue's machine learning & NLP powered solution generates messages automatically, based on sales performance and user behavior in the online store. Like the sales rep in the physical store, the system is able to identify users' patterns and match different messages about a product to different users' based on their interest and ultimately increase probability of a sale.</p>
<p>Voyantis https://voyantis.ai/</p>	<p>Voyantis turns LTV prediction into an engineering-free, end-to-end, UA optimization solution, delivering over 200% ROAS uplift to their partners. Voyantis uses machine learning to predict each user's future LTV, conversion, engagement and virality. Based on these predictions they provide an end-to-end solution for UA optimization. Using Voyantis, you have a new signal to optimize on - the true value of your users. So you can leverage the new Facebook & Snap conversions API and Google Server-side tagging and create real-time, long term LTV lookalikes for each user. It comes with a very effective Campaign ROI Predictive Dashboard.</p>

SELF-CHECKOUT





<p>Flow https://www.shopandflow.com/</p>	<p>Flow is focused on changing the way consumers make purchases in the physical world by moving the checkout directly to the users shopping cart or basket. The companys solution uses machine vision to identify each item placed into or removed from the cart, eliminating unnecessary effort and reducing checkout time to zero. Flows solution includes a large touchscreen on the cart, which offers personalized content such as suggestions and promotions based on past behavior and the products selected, store navigation, supplementary product information, and more. In addition, because Flows solution can be added to existing shopping carts, no major changes to the store are required.</p>
<p>Pickey www.hand.vision</p>	<p>Pickey revolutionizes online orders picking in logistic centers and groceries using Hand Vision technology. We use a smart wearable (wristband) consisting of a camera directed from the wrist to the palm, supported by computer vision and AI to capture and identify all actions made by the user’s hand. By using our Hand Vision technology, we increase efficiency and accuracy of logistic centers and groceries pickers: free hands picking, single action to scan and pick an item, identifying all actions, no missing items questions. The entire concept of Hand Vision is presented here: https://www.youtube.com/watch?v=cdmQUg1vn2E</p>
<p>Kanduai https://www.kanduai.com/</p>	<p>Powered by our edge optimized ML training and inference engine we provide state of the art Edge AI computer vision solutions to retailers worldwide without any need for servers, GPU or cloud processing. Our applications include:</p>





	<ul style="list-style-type: none">• Automatic produce recognition for POS, self-checkout machines and self-service scales• Self-checkout scan avoidance and ticket switching detection• Convenience stores frictionless self-checkout. <p>We provide unmatched accuracy without a need for extra hardware. The underlying Technological Innovation is our ability to run neural networks with fraction of the calculations typically required.</p> <p>We are using this unfair advantage to provide our clients with state of the art deep learning solutions without a need to invest in buying hardware.</p> <p>Our edge computing is agnostic to the processing unit or the specific camera which means our client can be up and running with their existing infrastructure with no extra capex investments.</p>
<p>Chainlane https://www.chainlane.io/</p>	<p>Chainlane’s supply chain intelligence platform helps companies see more and sell more. Our cloud-based solution allows for accurate inventory management, data-driven insights, and operational efficiency through greater visibility and control across the entire supply chain.</p> <p>We are easily deployed, highly customizable, and combine online, offline, & in-store data to enhance and streamline workflows in different verticals such as retail, logistics, manufacturing, food & beverage and more.</p> <p>With Chainlane, companies have proven to increase sales, reduce costs, and improve customer experience as well as allow for greater innovation and adoption of changing market trends.</p>





<p>Shopic http://www.shopic.co/</p>	<p>Shopic is the ultimate app for shopping. It eliminates the need to wait in line for checkout, while making the entire shopping experience easier and fun.</p> <p>Shopic enables customers to quickly and efficiently check out their purchases from their mobile device.</p> <p>Shopic also updates users on sales, discounts, and coupons.</p>
<p>Supersmart https://supersmart.me/</p>	<p>Supersmart has developed a statistical engine designed to track the parameters of products, consumers, and shopping baskets over time. Supersmart’s deep-learning algorithms are constantly applied to help deconstruct the shopping cart through analysis of its components.</p>
<p>PAYMENT</p>	
<p>FUGU https://fugu-it.com/</p>	<p>FUGU is a post-payment solution that tracks online payments after checkout, recording information revealed by the customer during the delivery process. FUGU is designed to build trust between online merchants and their customers while fulfilling more transactions, increasing conversions, reducing false positives, and fighting chargebacks.</p>
<p>Zotapay https://zotapay.com/</p>	<p>Zotapay is a pioneering gateway technology hub, serving as a one-stop shop for payments around the globe. Zotapay equips online businesses with tailor-made products and services across various industries and markets. Zotapay is connected to over 500 financial establishments worldwide, centralizing the wide range of global and local payment methods available in the market under one gateway.</p> <p>Zotapay is acknowledged today as one of the sole companies being able to process, park, and remit funds in and out of the most difficult regions around the world.</p>





	<p>Our business model of 'One application One Integration' reflects our range of abilities in the payment world, constantly evolving our partner's accessibility to the most attractive and unique payments and accounting solutions.</p>
<p>Sensepass https://sensepass.com/</p>	<p>SensePass is the developer of SensePay, an enterprise-grade payment technology designed to execute seamless payments through secured IoT communications. The company's proprietary technology provides merchants with multiple tools for accepting mobile payments at either the POS or their eCommerce websites using secured IoT technology, which can be agnostically connected to the merchant's existing checkout.</p>
<p>Jifiti https://www.jifiti.com/</p>	<p>Jifiti is a technical facilitator in the BNPL/point-of-sale financing space. We help merchants grow their business by enabling them to offer top tier bank's consumer financing programs, at the merchants point of sale (online, in-store, and call center). We do this with zero-integration for the merchant.</p> <p>Our multi lender solution is white-labeled, omni-channel, backed by the most competitive banks in the US, UK & EU (such as: Barclays, Citizens Bank, Credit Agricole, Caixa Bank, Hitachi & Buy Way). The bank's cost of capital is much less than the fintechs, giving more competitive rates to the merchants. Using a multi-lender approach yields greater approval rates & leads to higher AOV's.</p> <p>Because we are not lenders, our platform costs the merchant nothing at all. We get paid by the banks, only on a financed amount. Some of our global merchants, like IKEA, BJ's, etc found our merchant dashboard with</p>





	<p>real-time reporting, and analytics gave them the transparency and control they were always desiring. Getting a quote, to see what a consumer finance program from a top bank would look like is completely risk free and commitment free. Plus, we can work with the merchant's existing bank or one from our global network.</p>
<p>Splitit https://www.splitit.com/</p>	<p>Splitit enables ecommerce and brick & mortar merchants to offer interest-free, monthly installment payments to their customers at the point of sale. The additional payment option translates into increased conversion rates, higher average tickets, increased customer satisfaction, and fewer obstacles to making purchases. ISOs and agents benefit from improved merchant acquisition and retention, increased credit-card volume, and increased revenue via a share of Splitit fees.</p> <p>Customers do not have to apply for a new credit line or qualify for a new credit card. Rather, Splitit works on their existing cards so they continue to enjoy their regular benefits, such as points, cash-back, and mileage.</p>
<p>Sunbit http://sunbit.com/</p>	<p>Sunbit has developed a payment solution designed to eliminate financial waste while providing the best possible experience for retailers and customers. Sunbit uses its proprietary technology to enable retailers to quickly and easily split a purchase into multiple payments, increasing sales and extending the customer's buying power so that retailers can earn more while their customers pay less.</p>
<p>Riskified www.riskified.com</p>	<p>Riskified empowers businesses to realize the full potential of eCommerce by making it safe, accessible,</p>





	<p>and frictionless. We have built a next-generation platform that allows online merchants to create trusted relationships with their consumers. Leveraging machine learning that benefits from a global merchant network, our platform identifies the individual behind each online interaction, helping merchants—our customers—eliminate risk and uncertainty from their business. We drive higher sales and reduce fraud and other operating costs for our merchants and provide superior consumer experiences, as compared to our merchant’s performance prior to onboarding us.</p>
<p>ChargeAfter http://www.chargeafter.com/</p>	<p>ChargeAfter provides a complete solution for point-of-sale financing. The company's technology enables merchants to offer their consumers instant, seamless financing from multiple lenders upon checkout. ChargeAfter enables merchants to manage all transactions via a single platform. Its global network of lenders provides shoppers with cheaper, instant, personalized financing options at checkout, increasing conversion, average order value, and customer loyalty.</p>
<p>Kenbi https://www.kenbi.io/</p>	<p>Kenbi solves one of the most burning pain points for merchants and card issuers in eCommerce - high rate of declined transactions.</p> <p>We offer to save these declined transactions by participating in the risk taken by issuers.</p> <p>Kenbi is connected to issuers through a real-time API, updating them whether to approve a transaction (that is about to be declined), utilizing the merchant's willingness to participate in the cost of risk.</p>





	<p>Adoption of our solution by merchants, only requires a business consent. No integration or any other effort involved!</p>
<p>Transmit Security https://www.transmitsecurity.com/</p>	<p>Transmit Security creates frictionless identity experiences for customers and workforces across all channels. The company's user-centric solutions, which include an app-less biometric authenticator, are proven to ensure an effortless and passwordless experience, effectively reducing all forms of identity attrition and saving enterprises substantial costs.</p> <p>Transmit Security was named the second-most promising Israeli startup for 2021 by Calcalist. In 2020, Deloitte recognized Transmit Security as the fifth-fastest growing company in North America. Today, the company's technology is used by millions of end users worldwide, spanning all industries and platforms.</p>

DIGITAL SIGNAGE

<p>Eyefeelit http://www.eyefeelit.com/main/</p>	<p>Eyefeelit specializes with creating unforgettable innovative customer experience</p> <p>Our goal is to enable physical stores to stay current and relevant in the digital world by creating an Unique and high end interactive shopping experience.</p> <p>The advanced platform we developed will help retail chains integrate into the emerging online world and connect e-commerce to the sales floor through interactive screens.</p> <p>Eyefeelit's platform enables salespeople to reach customers through interactive screens of various sizes(from iPad to 2 *2 meters) Visual information and life-size products on all models in each of the categories</p>
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	<p>offered for sale, especially essential if they are not currently on display</p> <p>Eyefeelit allows Brick and Mortar Stores to continue presenting a wide range of products and at the same time significantly reduce their physical area without harming revenue and moreover even increase it by significantly improving the user experience and conversion rate.</p> <p>Our complete solution , custom-sized interactive screens with the most relevant content for the customer audience, is designed to allow the customer to get all the information needed to make a decision, compare products, be impressed by the life-size product,and complete the in-store purchase process with the help and guidance of the salesperson.</p>
<p>Novisign https://www.novisign.com/</p>	<p>With over 20,000 global digital signage installations across five continents, NoviSign has a proven track record of successfully deploying dynamic visual communication solutions. Some of NoviSign clients include Disney, Ikea, Dole, Home Depot, NASA, Nokia, Ferrari, Papa John’s Pizza and more. From training to total support, NoviSign makes it easier for you to design, deploy and manage a complete digital signage solution. From our intuitive “drag-and-drop” web-based design Studio, to RFID Integrations, to fun and engaging digital signage polls, social media wall and games, NoviSign’s digital signage software is scalable, cloud-based and easy to use. NoviSign Digital Signage is sold as Software as a Service (SaaS) that enables the easy management of dynamic digital signage campaigns, from the cloud to IP-based digital signs anywhere in the world. From any PC,</p>





	<p>you can broadcast targeted messages to any number of signs, at an unlimited number of locations in real-time.</p>
<p>Parsempo https://parsempo.com/</p>	<p>Parsempo is an AI-powered platform that can convert any screen in the public and business domain into a smart, real-time engagement and performance measurement asset for its owners.</p> <p>Parsempo's platform enables digital signage and digital out-of-home display owners to manage their screens, create engaging experiences, measure performance, and generate passive revenue.</p>
E-COMMERCE	
<p>Belle https://belle-ai.com/</p>	<p>Belle offers an online clothing shopping platform. The company developed an algorithm using machine learning that learns about costumers and their taste in clothes in order to provide them with personalized clothing recommendations.</p> <p>To use the platform, the user first needs to register and describe themselves (eye color, body size, interests, etc.). Then users can view the platform's suggestions for clothes and accessories and order them online.</p>
<p>Blings.io https://blings.io/</p>	<p>Video use has skyrocketed, yet companies are unable to leverage this popular medium to create a clear communication channel with their users. The main reason for this, is that the MP4 video technology is outdated, representing a closed box of generic information distributed to the masses, lacking the ability to customize the messaging to specific needs.</p> <p>Blings.io have developed the next-generation of video technology - a new "front-end" video format, revolutionizing the way information can be communicated!! The patented technology uses the</p>





	<p>computation power of the edge device to create the video, replacing the costly and now irrelevant servers used to render MP4 files. This means that while the video looks like a regular mp4 video, it acts like a webpage. The technology is already trusted by brands like McDonalds, Mercedes, Este-Lauder and more. The main benefits of this breakthrough are that videos can now be personalized, based on specific user data, weigh up to 400kb and be completely interactive. Moreover, dynamic information can now be displayed in real time, and integration is seamless and secure ensuring the data never leaves the clients' servers.</p>
<p>Buywith https://www.buywith.com/index.html</p>	<p>buywith is a livestream shopping platform operating in the live commerce space, connecting creators with brands for a frictionless live stream shopping experience. Using a simple omni-channel link, any shopper can join the live events and enjoy a fun social shopping experience inside the brand's website alongside their favorite creators, influencers and other shoppers in the community. buywith's platform enables brands to engage and convert in today's creator economy with minimal integration and full access to the coveted Gen Z and Millenials shoppers. Today, some of Fortune 500 leading brands are already enjoying buywith's platform and the added value of being a key player in the social commerce industry.</p>
<p>GetFabric https://getfabric.com/</p>	<p>Fabric is a logistics platform that aims to make on-demand eCommerce possible, profitable, and sustainable for retailers while powering retailers' unique offerings. The company builds multi-tenant and private</p>





	<p>networks of automated micro-fulfillment centers that position automation physically close to end customers. Fabric's purpose-built proprietary solution enables cloud-like elasticity for retailers, providing them with flexibility to build a custom solution based on their unique inventory level, desired reach, and operating and capital expense requirements, expanding and flexing as their needs change.</p>
<p>ReturnGO https://returngo.ai/</p>	<p>ReturnGO is an Israeli technology company tackling the ecommerce industry challenges on returns, and is building an AI driven return management platform that puts Merchant profitability at the forefront. ReturnGO improves Merchants' bottom line by positively impacting customer retention, average order value, and reverse logistics costs. Online product returns are a significant industry challenge, with refunds in particular negatively impacting merchants' profitability. The ReturnGO return management platform, through proprietary AI algorithms and the ReturnGO Return Recommendation Engine, encourages customers to exchange a product or get store credit instead of asking for refunds. The result is higher customer lifetime value and improved financial performance.</p>
<p>Otailo /https://otailo.com</p>	<p>OtailO is a smart end-to-end management solution for post-purchase returns. OtailO uses circular economy paradigms to enable the optimal route for every return, thereby reducing logistics costs, carbon emissions, and packaging while upgrading the consumer journey.</p>
<p>Namogoo https://www.namogoo.com/</p>	<p>Namogoo is the world's first Digital Journey Continuity platform, helping unstoppable brands shape their customer journeys to fit each and every shopper's needs. Namogoo's platform autonomously adapts to each customer visit in real-time, lifting conversion rates</p>





	<p>and revenue, while maintaining eCommerce retailers' margins and bolstering brand equity. Namogoo is available on all major eCommerce platforms, including Shopify, BigCommerce, Salesforce Commerce Cloud and Magento - serving hundreds of global brands of all sizes. Namogoo has been ranked by Dun & Bradstreet as one of the top 3 Israeli startups to work for in both 2019 and 2020.</p>
<p>Selectika https://www.selectika.com/</p>	<p>Selectika is a visual AI and Personalization system for eCommerce websites. We enable our Artificial intelligence search engine to learn the semantics and expectations of the shoppers that really matters: the ones impersonating your brand. Selectika makes their shopping experiences enjoyable and perfectly pertinent at all time. Selectika has the ability to define the unspeakable attitude and look with your shopper's words recreating the atmosphere of what your brand has developed. How do we do it? First we define the uniqueness of the brand, then we use image recognition processing in order to have deep attribute on every product catalogue (sleeve, neckline, fitted, length, fabric, etc.) combine this with shopper's preferences, in order to help shoppers to connect with products they love.</p>
<p>Syte.ai https://www.syte.ai/</p>	<p>Syte.ai facilitates a streamlined shopping process for customers by using visual search. The company helps retailers add a "camera" to their mobile website and/or application.</p> <p>After indexing their product feed, camera implementation takes less than 24 hours. Customers can then upload images of interest and receive suggestions</p>





	for similar products to purchase from the business's website.
Squadded https://www.squadded.co/	Drive more shoppers to your store and increase conversion with Squadded - your unified social commerce platform. In a single platform, quickly turn your customers into brand ambassadors to boost referrals, create affiliates programs to reward your creators, allow them to have live shopping sessions on your site, and leverage their social media content with personalized storefronts. With Squadded, you maximize revenue by putting your customers at the heart of your experience. Build affiliates programs to boost UGC collection from customers and creators. Automatically generate ambassadors personalized storefronts to increase traffic. Display ambassadors UGC in multiple widgets in your site for social proof. Built-in live video shopping parties on your site with collaborative wishlists. Instantly track performance of your creators, reward them and optimize campaigns.
Tangiblee http://tangiblee.com/	Tangiblee is a product-imaging solution that reveals sizing with context and scale. The technology makes online shopping more immersive, tactile, and successful by re-using existing images and enabling users to experience products virtually before purchasing them. The solution pulls data from clients' websites, processes images, and then creates a custom widget that appears as a Tangiblee button on their product pages.
Webeyez https://www.webeyez.com/	Webeyez offers a platform that harnesses real-time data and machine learning to analyze how users experience websites in order to detect where companies are losing business due to tech issues.





	<p>The company's algorithms correlate drops in business performance with tech issues and identify funnels created by visitor behavior. Webeyez customers receive detailed reports and visualizations on tech issues affecting their businesses and what needs to be done to fix them.</p>
<p>WiseSense http://www.wisesense.com/</p>	<p>Empowered by an innovative patented WiseTag & Smart Release active technology, the solution supports: Automatic real-time inventory, Omni-shopping, Self-checkout & Mobile payments.</p> <p>With WiseSense's Patented Technology empowered by Real-time information platform, Retailers can:</p> <ul style="list-style-type: none"> • Increase sales by up-to 15% • Save on e-commerce returns cost up to 13% • Reduce loss by up to 2.43% of revenue <p>And these while improving shopper convenience in an enhanced in-store customer journey, higher loyalty and increased profitability.</p>
<p>Yotpo http://yotpo.com/</p>	<p>Yotpo is a customer content marketing platform that generates content, including reviews, social Q&A, and rich media, which it uses to drive traffic and increase conversions.</p> <p>Yotpo's mission is to help businesses maximize the potential of their user-generated content and redefine the way they market themselves via customer content marketing.</p>
<p>LOYALTY PROGRAMS</p>	
<p>Howazit http://www.howazit.com/</p>	<p>Howazit helps organizations improve customer experience constantly.</p> <p>Using our Holistic Customer Engagement Platform companies are able to manage and digitally transform all</p>





	<p>their customer engagements, throughout the customer journey. Howazit is simple, intuitive, and user-friendly, which radically improves consumer satisfaction, online reputations, and brand loyalty while reducing operational costs.</p>
<p>Sagarmatha http://www.sag121.com/</p>	<p>Sagarmatha develops and markets data-centric solutions designed to influence the path to purchase and streamline retail marketing decision-making. The company's behavioral-targeting tools reach tens of millions of consumers each week, helping major retailers worldwide grow their share of customer revenue by keeping offers in sync with actual customer purchase patterns.</p> <p>Sagarmatha empowers retailers, telecom operators, and credit card companies to unlock the value hidden in their data warehouses through the use of its highly advanced data-mining engine.</p> <p>Sagarmatha also offers a fully automated personalization solution that analyzes historical transaction data in hundreds of dimensions simultaneously, drills down to the level of the individual customer, and creates an optimized set of offers that best fits the needs, tastes, and preferences of the customer while still meeting the client's defined business goals.</p>
<p>Weezmo http://weezmo.com/</p>	<p>Weezmo is a physical market intelligence platform, with unique technology that connects in-store and online consumer behavior.</p> <p>Weezmo connects to any retailer's POS without integration or changes to the existing software and allows retailers to connect and engage in-store consumers online. Using Deep Learning and Big Data</p>





	<p>technologies, Weezmo enables retailers to identify their customers and know their holistic buying habits across all businesses (online AND offline). Our customers use Weezmo to increase marketing effectiveness, strategic decision and discover trends that increase sales and consumer retention quickly and efficiently</p>
<p>Fuga-tech https://fuga.tech/</p>	<p>FUGA automatically generates an abundance of high-quality, personalized marketing material. FUGA generates amazing ads, banners, circulars & coupons, with optimized content for targeted customers at the right channel. FUGA maximizes customer reach and organizational productivity & creativity.</p> <p>FUGA’s intelligent automation addresses the growing demand for promotional material optimized for multiple channels (Facebook, Instagram, twitter, circulars, etc.) as well as for localized & personalized content. FUGA works with native InDesign templates, enabling the reuse of existing materials as well as endless flexibility. FUGA Connects to any Database or DAM.</p> <p>FUGA has amazing AI based unique features such as “virtual composition” allowing synthetic composition of multiple single images. Its intelligent resizing & adjustment eliminates any need for human interaction (e.g. verifying text will not cover a model's face etc.). FUGA enables automatic creation of ANY complex circular & digital channel ad.</p>
<p>Pairzon https://pairzon.com/</p>	<p>Pairzon is a leading AI technology solution for retailers which connects in-store consumer to its online identity Enable retailers boost sales, retention and customer engagement dramatically.</p>





	<p>By Using artificial intelligence (AI) and machine learning (ML), Pairzon assists marketers with tailoring messaging for individual customers to create a one-on-one communication approach. These personalized experiences are completely unique for each and every customer that interacts with you.</p>
LAST-MILE	
<p>Bringg https://www.bringg.com/</p>	<p>Bringg Ltd. is a customer-centric logistics solution that enables companies to match Amazon's logistical excellence by streamlining the delivery of goods and services. Bringg's open SaaS platform is simple to use and includes web-based applications for management and dispatch, mobile apps for drivers and service people, and a branded mobile experience for customers. The company's highly scalable platform can be configured to fit specific customer needs and provides a set of APIs and SDKs to integrate it across all existing systems.</p>
<p>Bringoz Technologies http://www.bringoz.com/</p>	<p>Managing today's transportation, logistics and mobility challenges while providing superior customer experience and still maintaining efficiency creates new complexities. Bringoz is a SaaS, cloud-based, platform for businesses to build, scale and optimize their logistics operations. Bringoz is for businesses of all sizes, Enterprise to Mid-Market, enabling users to build and maintain a delivery and distribution operation. Using Bringoz Platform, our customers are able to reduce OPEX, generate revenue and achieve efficiency while providing customer-centric services. Bringoz Platform is a collaborative tool, synchronizing between the numerous parties involved in the logistics operations, creating a balanced, cost-effective and productive eco-system.</p>
<p>1Mrobotics https://www.1mrobotics.com/</p>	<p>Last-mile delivery is a highly challenging space, where any retailer/operator is pushing to deliver at maximal efficiency, and in the shortest time windows possible. The idea of 'Dark stores' serves as a new class of</p>





	<p>infrastructure, essential for direct-to-consumer retail and quick-commerce. But it has one major problem: huge operating costs, which makes it unscalable.</p> <p>1MRobotics develops next-generation robotic dark stores designed specifically to meet the need for rapid delivery (addressing quick expansion and optimal unit economics).</p>
<p>Sendi.io https://sendi.io/</p>	<p>Sendi.io is a delivery management solution for restaurants, delivery companies, aggregators, and virtually any business that performs deliveries.</p> <p>Sendi.io is one of the leading delivery management apps in Israel supporting 100,000+ deliveries every month:</p> <p>What can you do with Sendi?</p> <ul style="list-style-type: none">- Manage and control deliveries- Track your couriers- Automatically dispatch and pair a courier with an order- Allow client reviews- Provide predictive ETAs for clients
ACCESSIBILITY	
<p>Right-Hear www.right-hear.com</p>	<p>RightHear turns public spaces into accessible environments for people with orientation challenges, including the blind and visually impaired.</p> <p>We are currently working with over 250 paying customers, which are mostly HUGE brands like McDonald's, Azrieli, Shufersal, Aroma, etc' in Israel and abroad.</p> <p>RightHear has proudly generated over \$1M in revenue in the past 3 years and was awarded as The Best Bootstrapped Startup of 2020 by Geektime.</p>
<p>iRomaScents http://www.iromascents.com/</p>	<p>iRomaScents enhances the experience of watching movies (in cinema theatres), as well as TV & video (at</p>





	<p>home), by adding scents to the viewed media. The device is synchronized with the projected movie/video, in a way that the matching scents are whiffed in correlation with the events appearing on the screen. iRomaScents is for individual use, which enables flexibility in the movie theatres. Apart from scented movies, the device enables also scented commercials, which brings the field of advertisement to a new era.</p> <p>Another application (of the same device) is targeted to retail market. Buyers have the ability to use an AI Wizard, which directs them through a set of questions, ended with an optimal recommendation of the most suitable product, and then smell it before making a decision about the purchase.</p> <p>iRomaScents can also be used in education, museums, directories and many sites, where scents can enhance and contribute to everyday life.</p> <p>The iRomaScents looks like a decorative table-mount compact loudspeaker, which can be linked to any computer/smart TV via USB/Bluetooth communication and watching the movies while feeling like being in the movie scenes, due to smelling the events as they occur.</p>
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