Shopperception Presents "The Future of Retail Analytics" Together with PrimeSense™, at CES 2013

3D sensors arm retailers with weapons of mass interaction

New York – 06 December, 2012. Shopperception, shopper behavior analytics for the retail industry, announced today it will join PrimeSense, the leader in Natural Interaction® and 3D sensing solutions, during International Consumer Electronics Show (CES) 2013 in Las Vegas, January 8-11.

Shopperception uses the PrimeSense 3D sensor to track user movements within an indoor environment and translate these motions into application inputs. No wearable equipment or human aid is required, making the solution practical for customer observation within stores.

Shopperception has developed software that uses the PrimeSense 3D sensor in market-research studies inside the point of purchase. It creates reports on how events in front of the shelf are related to the brand's most important questions like hot activity zones in shelves, traffic flow analysis and even how much time it takes shoppers to pick up products.

"We are in the beginning of a new era, where retailers and brands will be able to understand the shopper as never before. Shopperception is in the unique position to be the leader of 3D real-time shopper recognition" said Ariel Di Stefano, CEO, Shopperception.

During the event, Shopperception will present The Future of Retail Analytics: Digitalizing real life interactions by creating events at product level in real-time. Visitors will be able to interact with the tool live at a special set up within the PrimeSense suite, at the Renaissance Hotel, second floor Capital room, with prearranged meetings. Ariel Di Stefano, Shopperception CEO, Raul Verano, CTO and Alfonso Perez, COO will be monitoring the activation, as well as answering questions regarding the applications.

About Shopperception

Shopperception's patent pending technology brings a complete new unbiased approach to shopper observation and analysis. The company developed a software solution that allows them to use 3D cameras to track shopper's activity and position as well as contact with the products inside the store. After analyzing the shoppers' activities in the store, the software creates valuable reports. This technology can also react in real time to shopper behavior at the POS creating an exciting new space for shopper-brand interaction. Shopperception is a young startup with a passion for innovation with offices in Argentina and US. For more information, please visit: www.shopperception.com or follow us at @shopperception

About PrimeSense

PrimeSense™ is the leader in Natural Interaction® and 3D sensing, enabling devices to "see" environments and allowing Natural Interaction between people and devices in a simple and intuitive way. PrimeSense offers affordable solutions for consumer and commercial markets including: home computing, interactive entertainment, consumer electronics, robotics, industrial, digital signage, healthcare and more. PrimeSense products include the PS1080 System on Chip, PrimeSense 3D sensor, NITE™ middleware, and cross-platform enabling software to make application development easy and intuitive. PrimeSense is a privately held company headquartered in Tel Aviv, Israel, with offices in North America, Japan, Singapore, Korea, China and Taiwan. For more information, please visit wwwprimesense.com and follow PrimeSense on Twitter @goprimesense.

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