

MILANO
PARIS
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SHANGHAI

eye see mannequin™

RESULTS AND ACTIONS

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almax®
MANNEQUINS & MORE

EYE SEE MANNEQUIN™ @ VOGUE FASHION'S NIGHT OUT

MILAN. SEPTEMBER 9TH, 2010

| During the Fashion's Night out Almax premiered the Eye See Mannequin. This project was developed between Almax and Politecnico di Milano (The Engineer and Design University of Milan)



EYE SEE MANNEQUIN™ : DON'T CALL IT A DUMMY

| Inside of the mannequin's pupil there is a camera which is connected to a face recognition software, able to collect statistical data of the person passing in front of the mannequin, such as:

- | age range
- | gender
- | ethnicity
- | dwell time

The statistical information captured by this complex biometrical facial analysis system is useful to develop targeted marketing strategies



EYE SEE MANNEQUIN™: WHAT ABOUT PRIVACY?

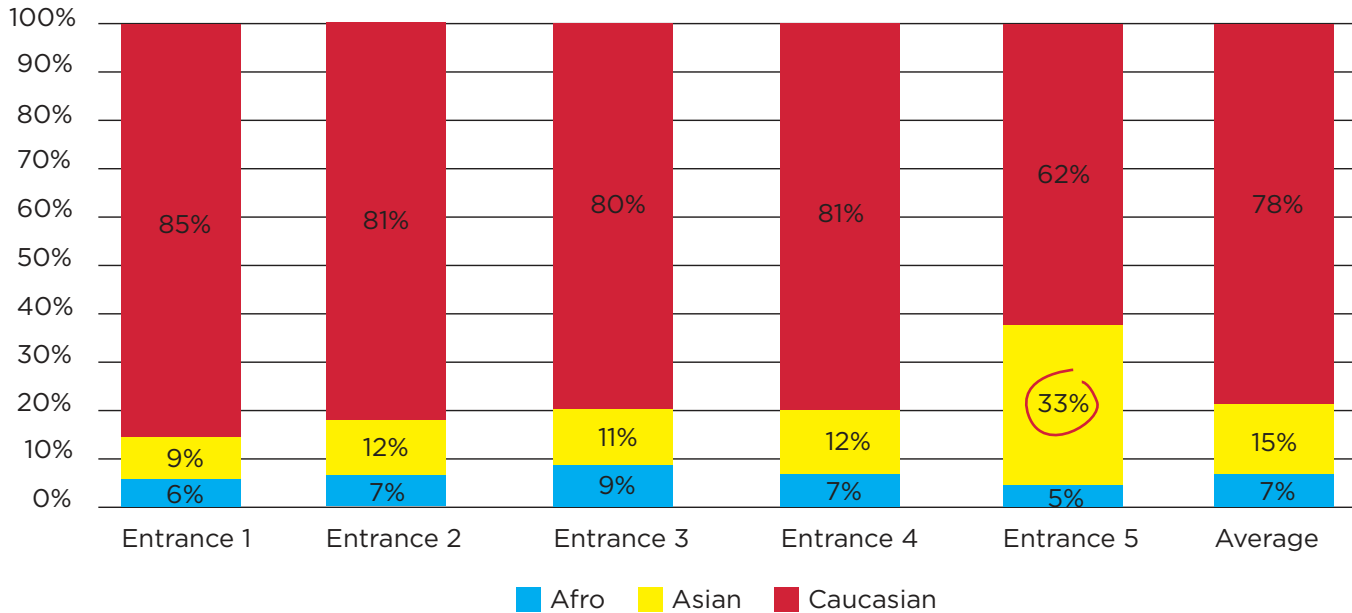
| Privacy concerns are a no-issue since the data collected is processed in *real-time*

The “cameras” installed inside the Eye See Mannequins for this reason are “blind” (i.e., they do not record) and so they do not store the images of the faces analyzed



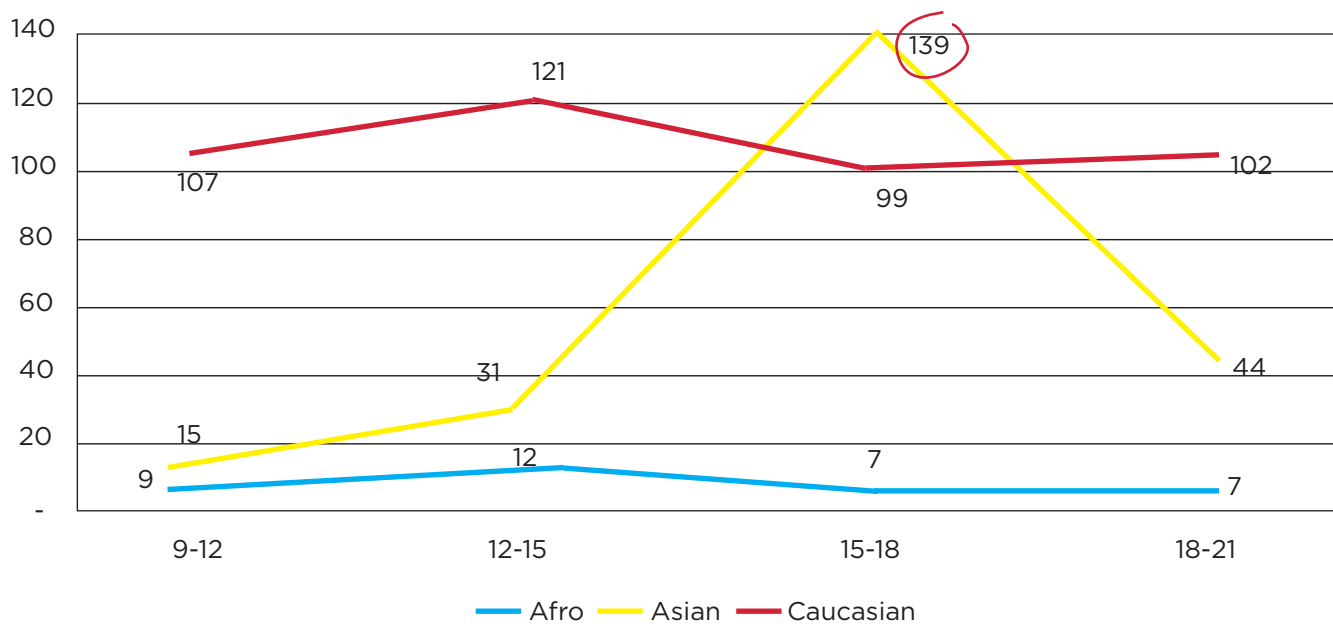
CASE HISTORY: STORY#1 _ENTRANCES AND ETHNICITY

| This graph shows the distribution of people entering from different entrances of Store 1 in relation to their ethnicity. As shown from Entrance 5, there is 33% of Asian consumer traffic, versus 15% from all other entrances. More details can be further extracted, such as the time of entry and departure



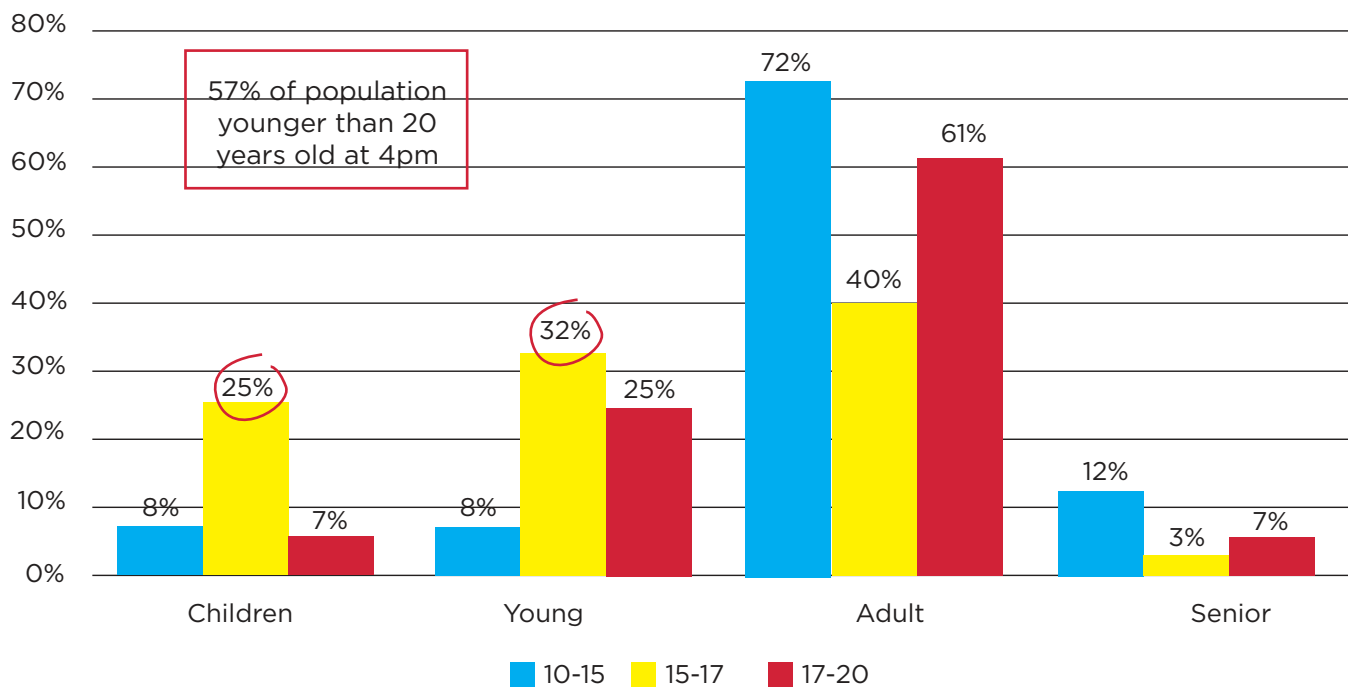
CASE HISTORY: STORY#1 _ANALYSIS OF ENTRANCE 5

| From the data collected, it is evident that most of the Asian traffic enters the shop between 3 pm and 6pm. Why so? The store manager discovered that every day at 5pm a tourist bus makes a stop nearby Entrance 5. This explains these numbers and confirms the validity of the statistics



CASE HISTORY: STORY#2 _AGE OF THE CLIENTS

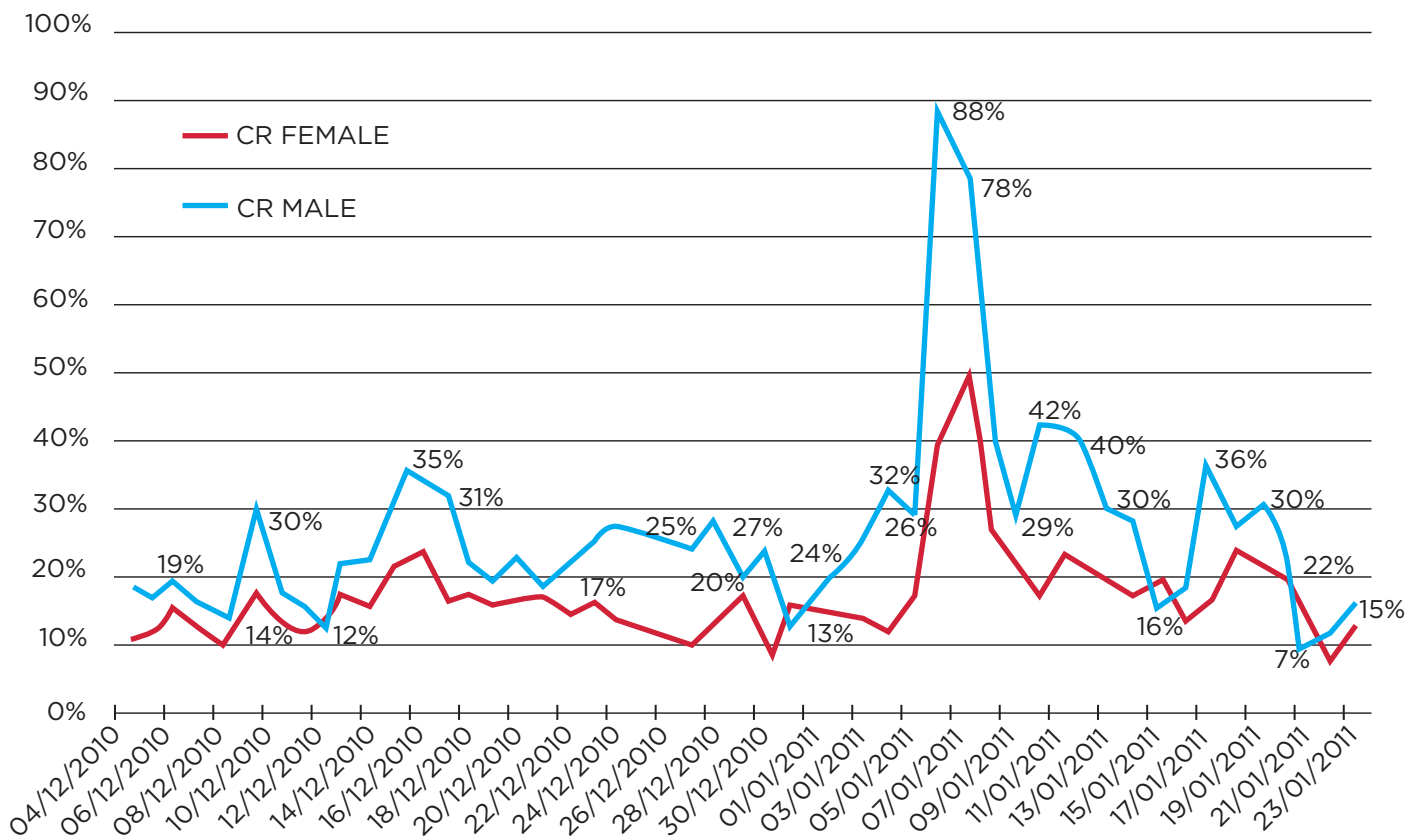
| This graph shows the demographic in terms of the “age” of people who entered store 2. The store manager noticed that the people entering were young, especially between 3pm and 5pm. Surprisingly there was no line for children. The store manager realized there was a school next to the store, which explains the spike in young traffic during these hours.



CASE HISTORY: STORY#3 _CONVERSION RATE

| This graph shows the conversion rate (Receipts / Number of Entrances) registered in Store between beginning of December 2010 and end of January 2011.

The conversion rate is high for men (in general) compared to women. It is very high on January 6th and January 7th, which were the first two days of a relevant sale geared towards men



IMPROVEMENTS OF SALES AS A RESULT OF ANALYSIS

| In store 1, the shop manager placed two Asian sales assistants at entrance 5 from 4pm till 8pm



| Sales increased 12% in value and 22% as a number of receipts in the days following this action after 6pm

| In store 2, the shop manager decided it was worth inserting a kids line, that was previously not present



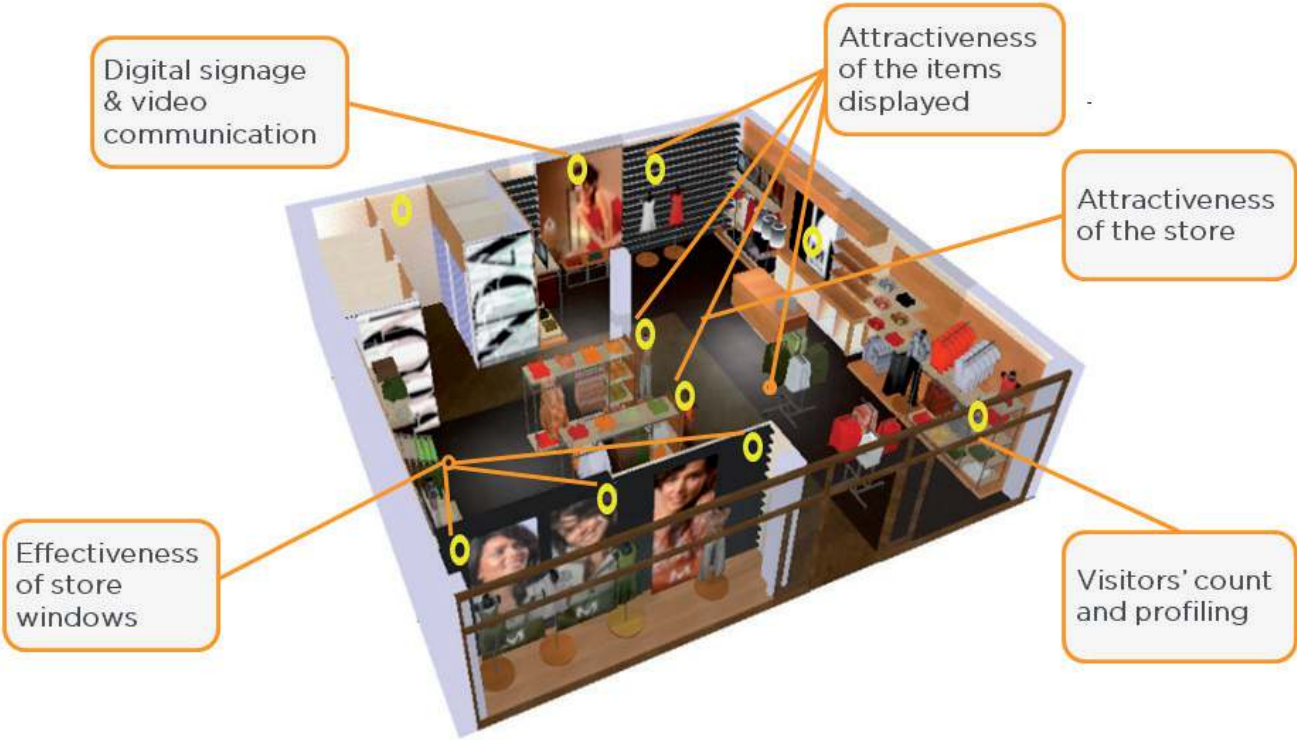
| Sales from the kids line now account to 11% of total sales of the shop. As an added bonus, this created a positive effect for women-wear sales; since they accompany their children and end up purchasing something for themselves as well



| In store 3 the data collected gave important information on the conversion rate during the "sales season". It showed that men are "cherry pickers" as they get into the store and purchase what they want/need, whilst women were more of a challenge to capture

| This gives the opportunity to better understand the behavior of clients inside the stores during the year. Special promotions can be implemented to create traffic and be converted to increased sales

BIOMETRICAL FACIAL ANALYSIS SYSTEM



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