

Press

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Osram underlines its digital expertise with innovative solution portfolio at dmexco 2017

Enhancing customer loyalty with beacon technology and retail analytics

Osram will present its portfolio of solutions for digitizing the customer journey at dmexco: The end-to-end solution "Einstone Smart Retail" enables in-store retailers to integrate location-based marketing activities across all sales channels. Retailers wanting to digitize their business and improve the customer experience with beacon technology will find Osram and its software partner beaconsmind in Hall 7, Booth B031.

The marketing sector will come together in Cologne from September 13 to 14, 2017 at the digital marketing exposition & conference (dmexco) to exchange views and information on the latest developments and technical innovations on the digital scene. The world's leading lighting and technology expert Osram will also be there for the first time to present a networked solution portfolio for location-based services.

In-store retailers will discover at the Osram booth how they can use beacons and in-store analytics to improve the customer experience. Attention will focus on the Einstone Smart Retail solution from Osram and beaconsmind. The joint solution combines Osram Einstone beacon technology, which is integrated in the lighting infrastructure and is operated with continuous power supply, with a digital customer loyalty program, location-based marketing and retail analytics.

The complete solution revolves around the Einstone Suite. The suite structures and links the data from all sales channels transparently in a web-based user interface. The existing pool of data is transformed by the suite into a usable instrument for sales and marketing activities. Osram and beaconsmind are thus providing in-store retailers with the best possible decision-making basis for their business operations: they gain a comprehensive

understanding of their end customers and can create appropriate incentives to buy. This increases the effectiveness of the campaigns and impresses end customers through personalized and individual product offerings along the entire customer journey. The technical functionalities of the Einstone Suite are progressively developed on an ongoing basis and adapted to market needs.

The core theme, the "Customer Journey", will likewise be examined in the framework of the BVDW Guided Tour, which is organized by Bundesverband Digitale Wirtschaft e.V, the German Digital Industry Association. Stefan Ki Bergler, Head of Business Development for Einstone, will make a keynote speech on how digitization along the customer journey can be implemented from Osram's perspective. The presentation takes place on September 13, 2017 at 11:25 o'clock at the Osram Booth B031 in Hall 7.



The Einstone Suite, the central element of the Einstone Smart Retail solution, allows in-store retailers to gain a complete picture of their customers.

Picture: Osram

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ABOUT OSRAM

OSRAM, based in Munich, is a globally leading lighting manufacturer with a history dating back about 100 years. The product portfolio includes high-tech applications based on semiconductor technology such as infrared or laser lighting. The products are used in highly diverse applications ranging from virtual reality, autonomous driving or mobile phones to smart and connected lighting solutions in buildings and cities. In automotive lighting, the company is the global market and technology leader. Based on continuing operations (excluding Ledvance), OSRAM had around 24,600 employees worldwide at the end of fiscal 2016 (September 30) and generated revenue of almost €3.8 billion in that fiscal year. The company is listed on the stock exchanges in Frankfurt and Munich (ISIN: DE000LED4000; WKN: LED400; trading symbol: OSR). Additional information can be found at www.osram.com.

ABOUT BEACONSMIND

beaconsmind is a full-service provider based in Zurich, Switzerland. The company helps in-store retailers digitalize their business models. As the first iBeacon full-service provider, the company uses iBeacon and beaconsmind technology to drive sales and customer loyalty in store-based retail. The startup's customers include companies from such sectors as industry, wholesale, catering, services and retail. For further information, please visit www.beaconsmind.com.