
Edgify
Edgify
INCREASE TURNOVER
REDUCE TIME AT TILL
REDUCE LOSS AT TILL
REDUCE FRICTION IN STORE
REDUCE USE OF PLASTIC

Using Edge AI & Computer Vision Software, Edgify can reliably and accurately identify non-barcoded items

Fruit & Vegetables

Bakery products

Fresh Produce

Accuracy in recognizing produce = 100%

Accuracy in Identifying different varieties of a produce = 100%

3 Main Use Cases

Lane PoS (Cashier)

Self Checkout (SCO)

PC Scale (F&V / Dairy)

Easily Deployed Software on Existing Hardware.
No New Infrastructure, Immediate Results.

What You Need is Edgify

Improved Shopping Experience

No need to hit the “look up item” and get frustrated when you can’t find what you are looking for.

Reduce Time at Checkout

Our system recognizes the produce in 0.006 seconds. Edgify reduces checkout time by over 75%.

Increase Adoption and Satisfaction

More use of SCO and Cashier-less solutions as computer vision makes it an easier process.

Reduce Errors at Checkout

100% accuracy over time reduces all intentional and unintentional errors at checkout.

and...

Battle Plastic!

By identifying all varieties of different fresh fruits and vegetables, there is no need for specialized wrapping or separate labelling for higher value produce.

How will life look like with Edgify?

Click here to See it Live

More Transactions in Less Time

Less Errors at checkout

No new complicated infrastructure costs

No Changes to your existing management and pricing software

Frictionless checkout = satisfied shoppers

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Behind the Scene

Day 1

- John wants to buy a banana
- Places banana on checkout
- John selects Bananas on screen

- The SCO uses the camera image and John's selection to train itself to recognize bananas
- This process happens with every checkout item.
- The checkout unit has a computer vision model it trained itself to recognize all produce purchased that day.

- This SCO unit then shares its knowledge (not the data) with all other Checkout units in the store.
- All SCO's share their knowledge as well.
- By the end of the day, all SCOs in the store have a collective computer vision capability to recognize all produce they saw throughout the day.

Day 2

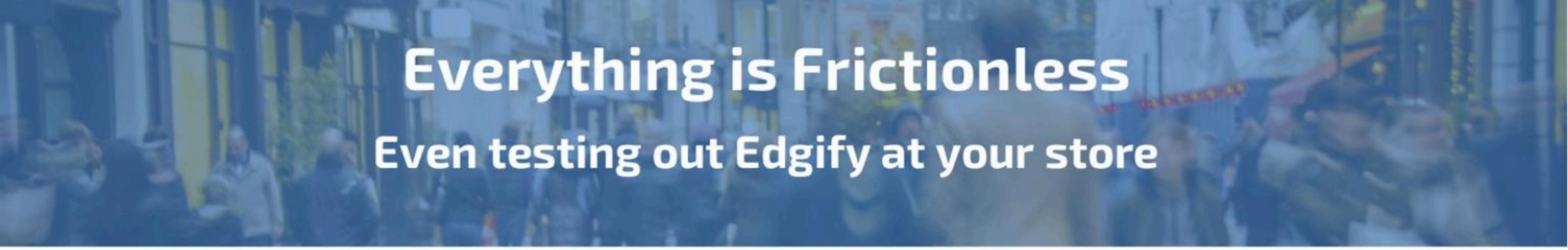
- Steve wants to buy a banana
- Places banana on checkout
- Checkout recognizes banana and adds it directly to the basket

Day 30

- After a month of regular shopping, all SCOs in the store can identify all Produce at 100% accuracy!
- Customers are satisfied
- Loss and time at till are reduced.

Day 31

- This one store then shares the recognition knowledge with all other stores.
- Because each store also trains itself, each stores ability to recognize fresh produce is increased exponentially



Everything is Frictionless

Even testing out Edgify at your store

Software Integration

- ❑ Can be done remotely
- ❑ Integrates with existing software
- ❑ No complicated processes

1 Day - 2 weeks

Dormant Phase

- ❑ No interference with the day to day
- ❑ The PoS learns and trains on your real produce
- ❑ You have full visibility into the accuracy of detection of each of your PoS

4-6 weeks

Active Phase

- ❑ Once the PoS has reached sufficient accuracy, we flip the switch, and the magic starts!
- ❑ Predictions are made automatically, and you can track the results on your dashboard

1 week

Results and KPIs

- ❑ We share the results.
- ❑ The rest is up to you.

1 Hour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#startyourtransformation
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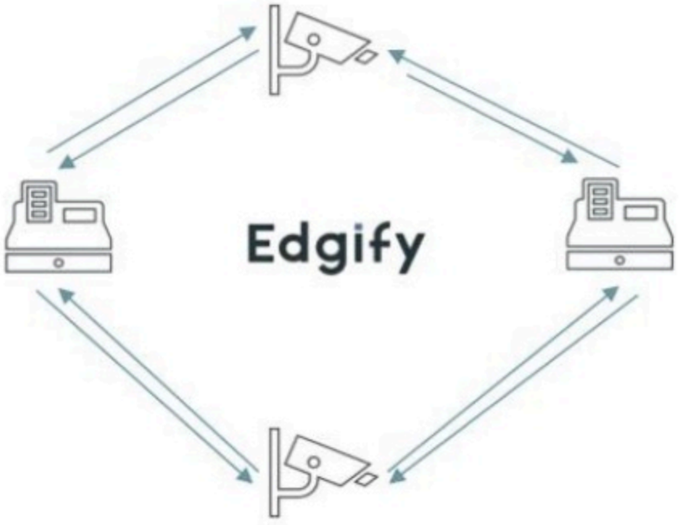
APPENDIX

IT'S A NEW WAY OF THINKING ABOUT AI

Vs.



- In order to have a computer vision model at the store, you need to collect millions of data points and transfer them to the cloud
- A computer vision solution trained in a lab on the cloud doesn't account for different lighting and angles in each store
- Every time you want to introduce a new produce you need to train a new model
- Produce from one store doesn't look exactly like the produce in a separate store.
- Produce on day one on the shelf doesn't always look like produce on day 5
- To maintain high accuracy of detection you need to continuously send images to the cloud for retraining

- No need to collect images and send them to the cloud
- Continuously train every time a purchase is made, locally on the device, so that it is best suited for the lighting conditions of that store.
- New produce can be introduced seamlessly as its ongoingly trained on the actual machine
- The computer vision is trained everyday, so it learns the different stages of the produce from day 1 to day 5 on the shelf
- Allows to keep an accuracy of 99.9% without ever loosing a % .

Edgify CHANGES EVERYTHING

	From this		To this
ACCURACY	**65% average accuracy** in detecting products at PoS (Market Standard)	→	**99.98% accuracy** using the Edgify Framework
TIME AT TILL	Cashiers looking for the right code / customers looking for the right produce on screen	→	Product immediately shows up on screen and reduces up to 75% of time spent at till
LOSS / SHRINKAGE	Accidental or intentional errors occur all the time	→	At 99% accuracy detection, errors are reduced drastically
ENVIRONMENTAL	Wrapping individual produce for barcode and differentiation capabilities	→	No wrapping required; camera can identify all different types of produce – including organic
AI COSTS	Millions of dollars in AI and infrastructure maintenance and expertise	→	By letting your own PoS do the training there is no need to spend on AI expertise and server rooms
DATA PRIVACY	Moving data around and having data leave the store is a high risk for privacy concerns	→	Not transferring **any** data to the cloud or out of the store means no privacy concerns, ever.
COVID-19	Capacity limits and fear of contact	→	**Transaction rate** - increase to speed up the time spent in store. **Minimal touch** - no need to look up the barecodeless item, the machine finds it immediately.

#happybusiness

OUR UNIQUE IP

The Edgify Edge Training Loop

A software-based training loop that utilises minimal processing power to turn any edge device into a DL training machine. Without affecting the device.

The Edgify Collaborative Controller.

Knows how to collect only the models trained on each edge device, regardless of batch size or classes, and can combine all these models into one ultimately optimised model, and then share it back to the rest of the edge devices. The collaborative controller can be one of the edge devices.

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OUR GROUNDBREAKING FRAMEWORK

Distributed yet collaborative training

By training the model directly on the edge, and allowing these models to be combined seamlessly, Edgify has created the ultimate solution to distributed learning. Our framework is the only true alternative to centralised learning and has the potential to change the balance of power in the battle for the cloud!

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