

# Digitize your cooler doors and avoid stock outs

## Cooler Screens





# Stock outs mean lost sales and lost customers

14%

of customers who encounter a stock out in supermarkets rarely return to buy again

1.9%

Average profit margin for supermarkets and some can be as low as 1%

89%

of women and 78% of men say they sometimes or always add additional items to their carts in store

# Digitize your cooler doors and avoid stock outs

Cooler Screens + Azure +  
IoT

Cooler Screens reimagines the consumer shopping experience, using digital signage and AI-based inventory checks to engage customers, reduce stock outs, and increase sales. Our custom-built doors with NVIDIA chips react to customers, tag and promote products, display brand ads, and identify product gaps, boosting cooler aisle revenue and customer satisfaction.

# Transform and digitize your cooler doors



## More sales

Capture sales lost to stock outs and drive new and additional sales using the advertising space on the door

## Higher satisfaction

Enhance the customer shopping experience by integrating digital sales tactics into your cooler and freezer aisles

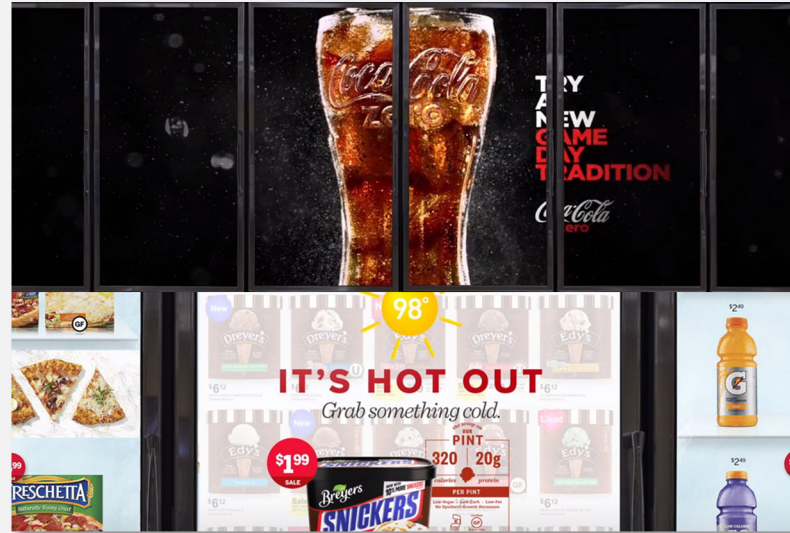
## New revenue

Turn your digital cooler screens into display ads powered by our fully managed advertising network

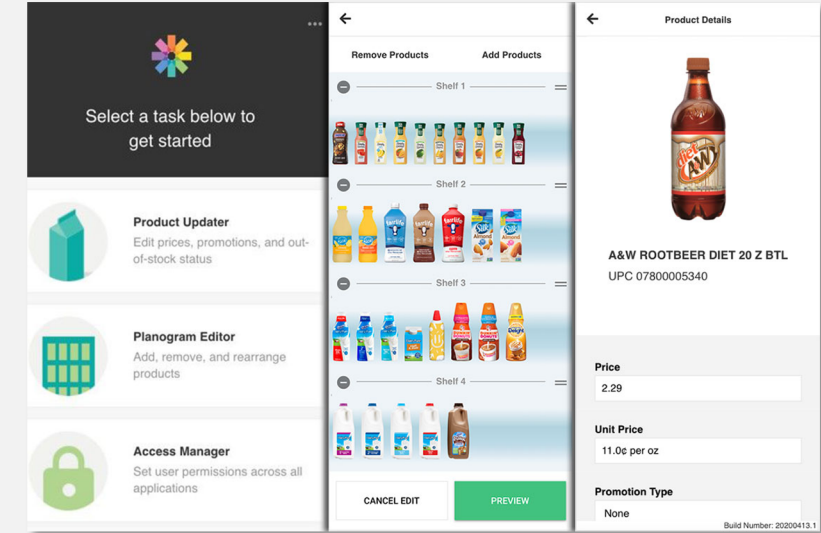




Promote products visually and add tags for pricing, sales, nutrition, and more



Leverage one or more doors to deliver engaging ads from our managed network



Use our app to update products, edit planograms, and manage your system

# Transform and digitize your cooler doors

# Solution built on Microsoft Azure

Aggregate, analyze and react in real-time



Integration to  
upload solution  
telemetry



Storage to scale  
solutions without  
latency



Visualization to  
surface solution  
insights



Analytics to  
predict and  
plan



Security to  
protect  
solution data

# Richard Ashworth, President of Operations, Walgreens



*Walgreens is committed to exploring digital innovation that can deliver new and different experiences for our customers, and Cooler Screens has developed a technology that transforms how customers shop the cooler aisle. The expansion of the pilot allows us to bring an innovative solution to our stores that brings the power of digital technology to physical retail.*



# Start improving your operation with IoT



Contact us to discuss how we can help:

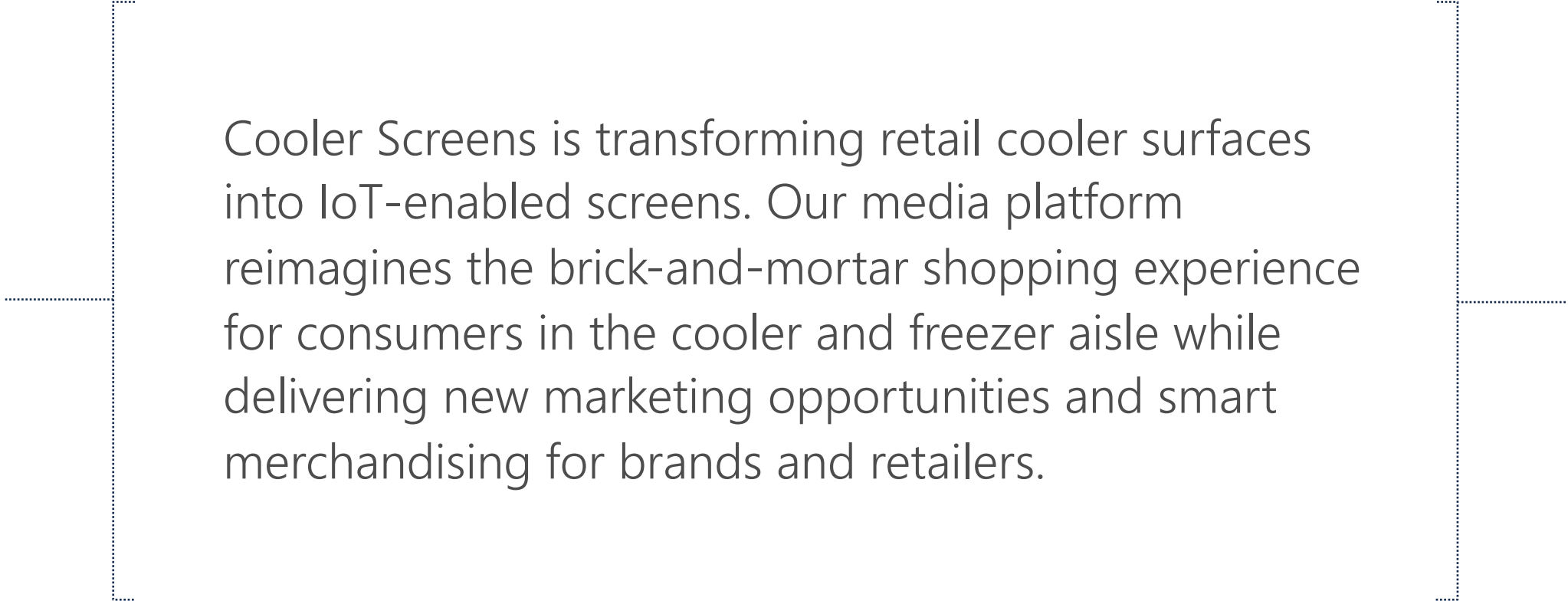
[info@coolerscreens.com](mailto:info@coolerscreens.com)

Learn more about our IoT and Azure solution:

<https://www.coolerscreens.com>



# About Cooler Screens



Cooler Screens is transforming retail cooler surfaces into IoT-enabled screens. Our media platform reimagines the brick-and-mortar shopping experience for consumers in the cooler and freezer aisle while delivering new marketing opportunities and smart merchandising for brands and retailers.