hangtag = +

A typical shopping experience

To buy an product…

Department store	Look for a perfect product	Hmm… Looks expensive…
Take a picture of price tag	Type the product code one-by-one	Searching…
Gotcha! Found cheaper one	Double check the sameness	ActiveX… Will buy it when I get back home

A one-step solution

super
-easy

shopping
experience

our worst nightmare…

“paying more for the same product”

44%

our worst nightmare...

"paying more for the same"

"showrooming"

Showrooming

Online

Analytics

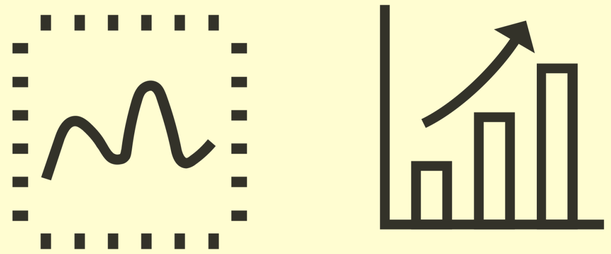
Coupon

Recommendation

Offline

What we need

Omni-channel approach

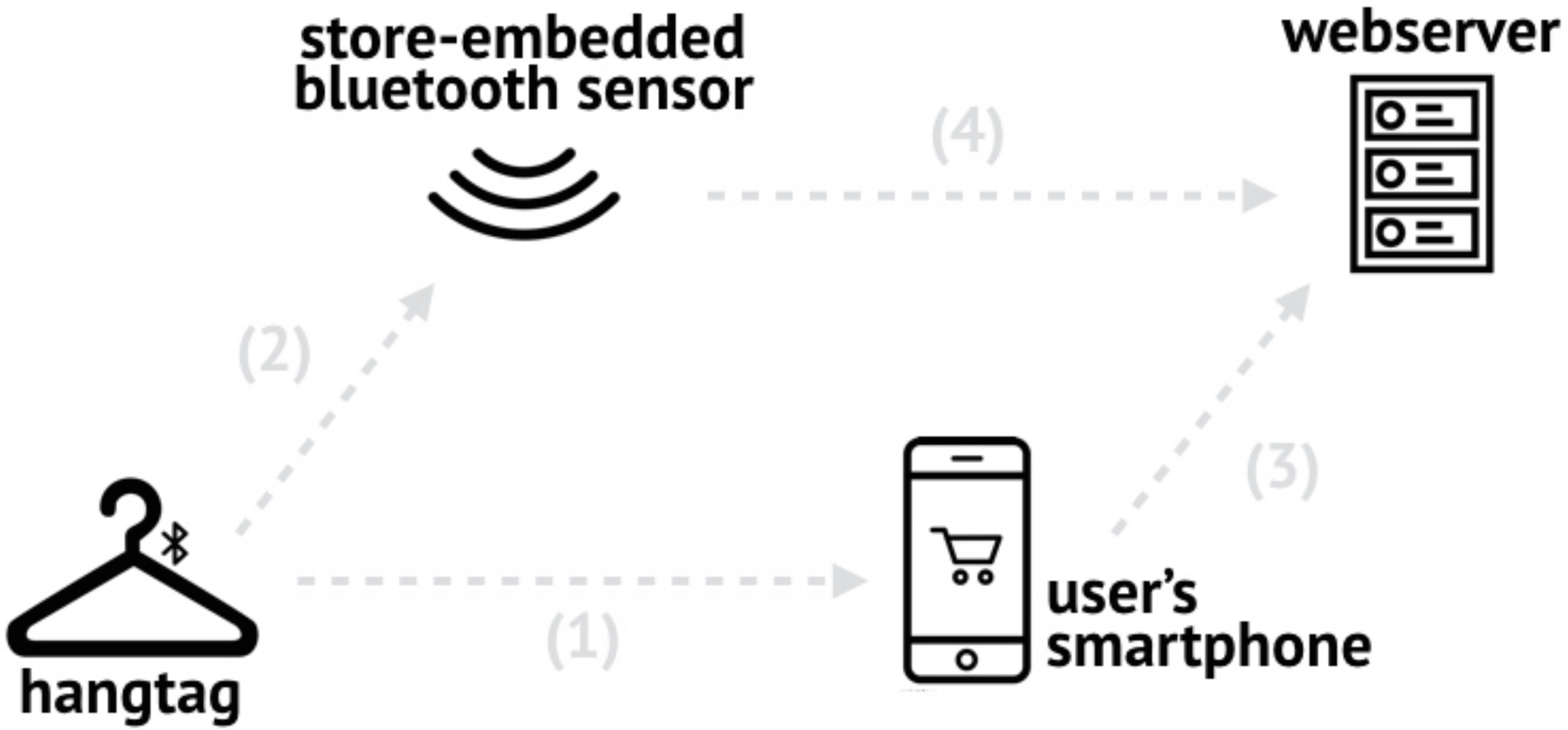


real-world analytics

+

hanger **beacon**

Satisfy both stakeholders!


store-embedded
bluetooth sensor
webserver
(4)
(2)
(3)
(1)
hangtag
user's
smartphone

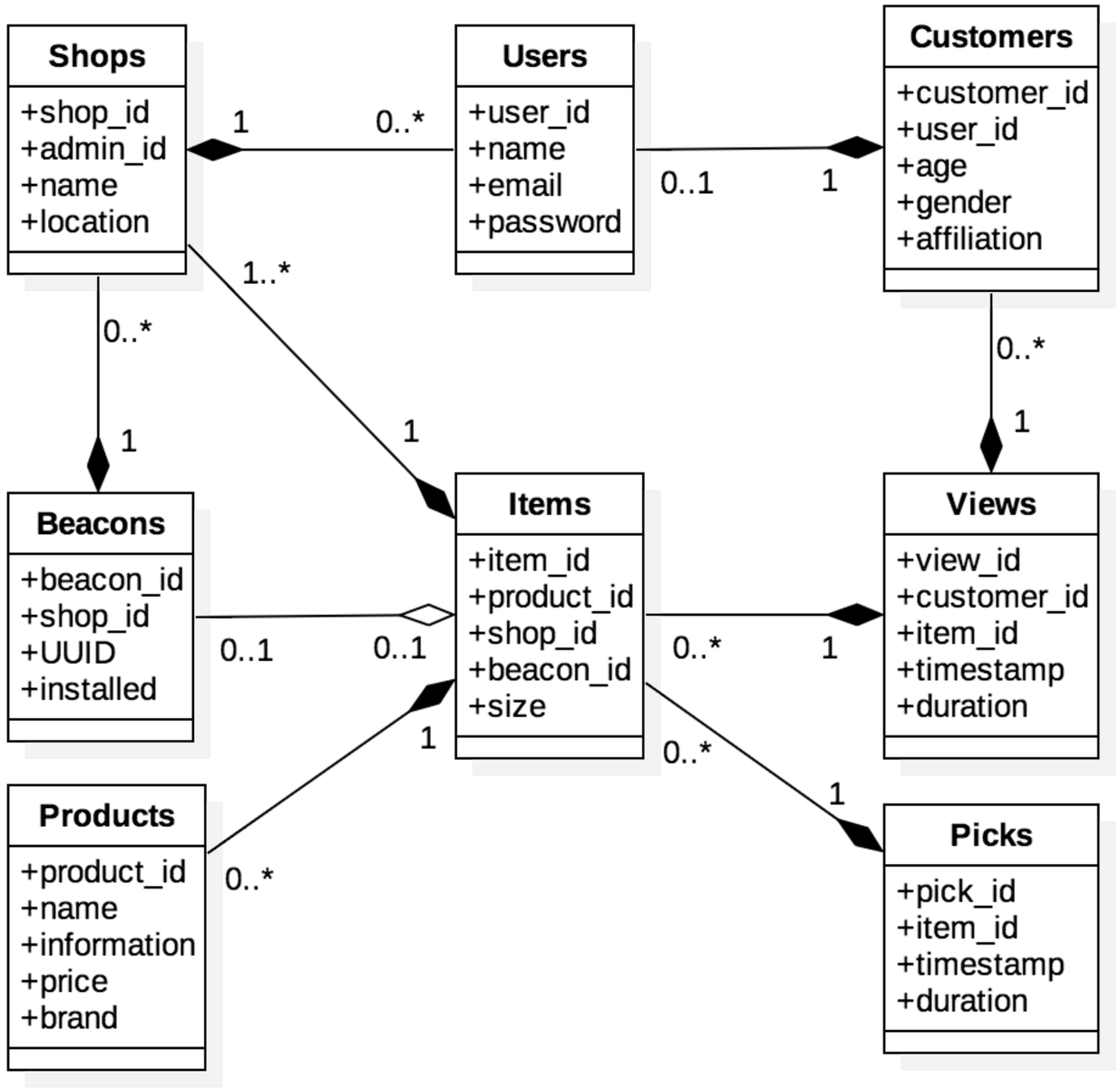
2. Real-time item view

3. Analytics Report

1. Effortless Notification

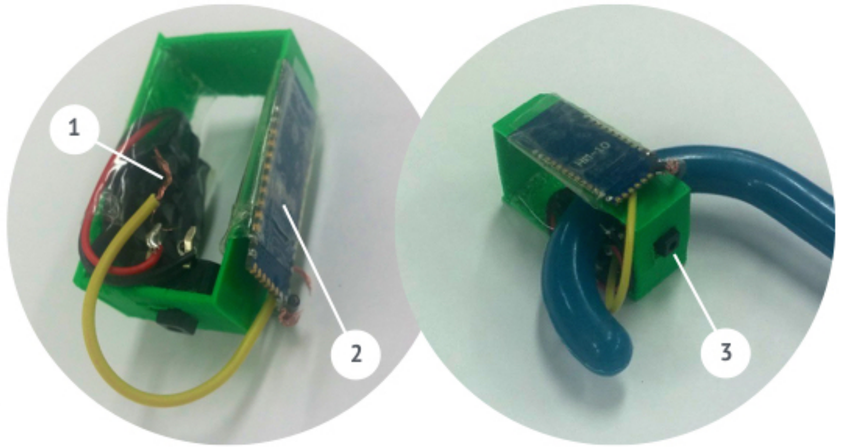
Technology Stack

Database Schema

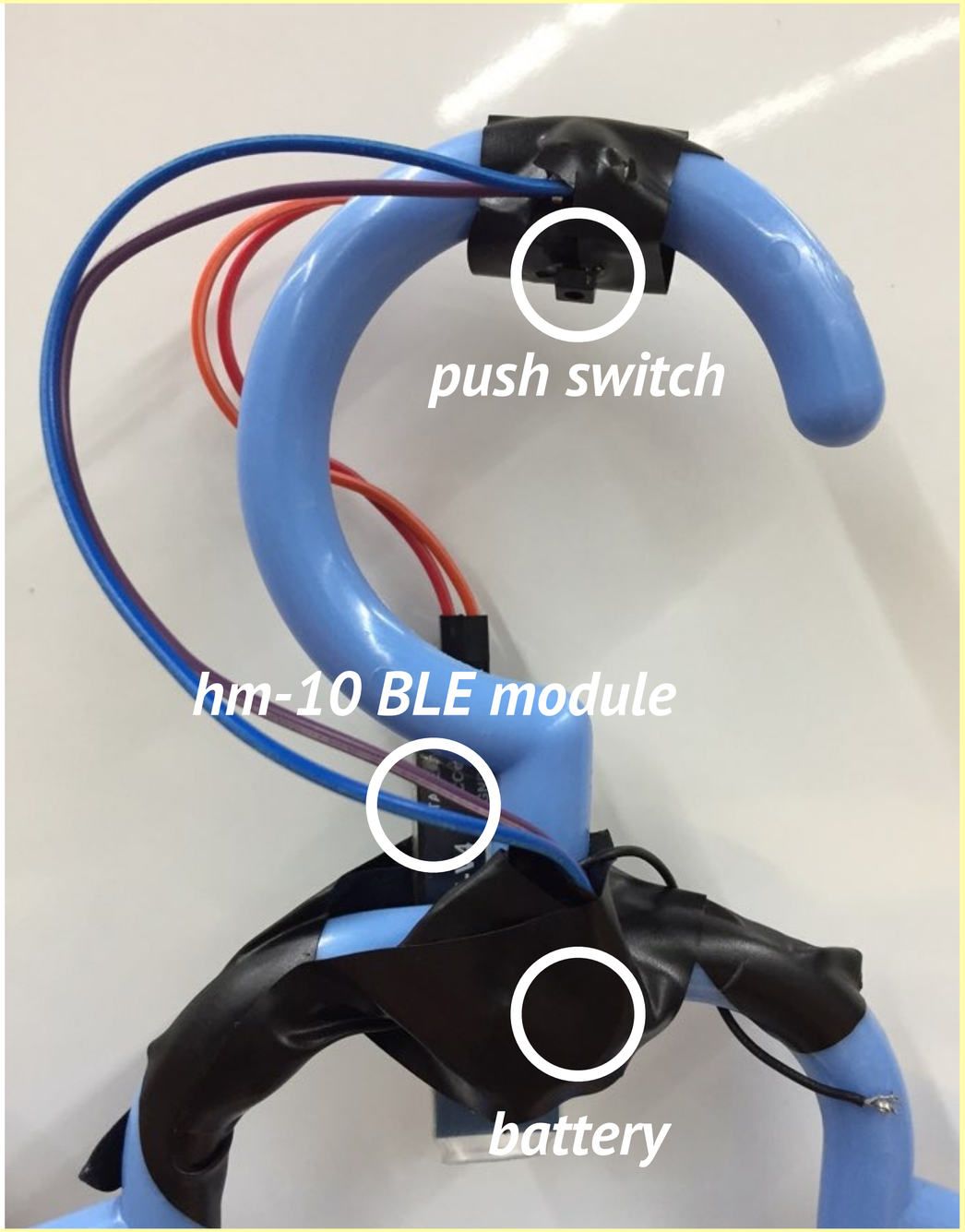


Prototype

1 — battery
2 — hm-10
3 — switch



hangtag prototype



Working environment

Questions?

We will prepare for a demo!