

PRESS RELEASE

First fully integrated in-store merchandise visibility solution with fixed reader infrastructure in fashion retail

G-STAR RAW franchisee Denimwall sets course for future with real-time data analytics enabled by technology and services from Detego, Impinj and RIoT Insight

Graz, Austria, January 8th, 2016 — Detego, the leader in business intelligence for fashion retailers and its partner RIoT Insight, an independent solution provider of innovative, practical, complete and integrated best in class RFID and IoT solutions announced today that they have realized the first fully integrated end-to-end solution with fixed RFID reader infrastructure in fashion retail at a New York City G-STAR RAW store owned by Denimwall Inc.

Impinj's hands-free ceiling reader system combined with Detego's software products for real-time analytics and item level visibility and RIoT's BYOD mobile apps are seamlessly integrated with Denimwall's existing retail system to deliver Denimwall complete transparency of their in-store business in real-time enabling exceptional customer experience by product availability.

G-Star RAW is a designer clothing company with 400 stores globally. North American G-Star franchisee Denimwall Inc., owner of the Union Square store and six other locations, was looking for a true hassle-free end-to-end solution for article visibility to establish a high level of stock accuracy in the store in order to offer best in class product availability and the best possible shopping experience for their customers and to prepare for omni-channel retail.

The integrated RAIN RFID solution uses the Impinj platform including ItemSense software and xArray gateways for "hands-free" infrastructure, and delivers item-level visibility and in-store analytics with Detego InStore and RIoT mobile apps. It allows Denimwall Inc. to automatically collect data about their merchandise, providing accurate inventory information and real-time transparency – all hands-free, without human intervention. Based on perpetual inventory feeds, out-of-stock situations are automatically detected and mitigated by means of an optimized replenishment process leading to a consistently high on-floor availability. The real-time, item-level transparency also enables Denimwall Inc. to better fulfill orders for click & collect. Manual administrative processes are reduced to a minimum, giving the sales personnel the time to engage with the customer in order to provide an improved customer experience.

Based on RIoT's deep fashion retail and retail systems experience coupled with Detego's proven software suite for business intelligence which is on the edge of technological advances also in terms of hands-free infrastructure, the solution was deployed in a very short time frame. The fast implementation and deployment was underpinned by a lean and agile approach to immediately realize the aimed business benefits for Denimwall Inc.

"Our primary objective was to significantly increase inventory accuracy to enable an exceptional in-store omni-channel customer experience", stated Craig Leonard, Denimwall CEO. "Our goal was to automatically achieve 98%+ item level accuracy and we are achieving that and more. The increased accuracy has also other major benefits including significantly improving our on-shelf product availability by empowering our brand ambassadors with a BYOD smartphone app advising them in real-time of items needing replenishment; alerting them to potential theft, enabling

them to scan an item and pull up live in-store availability and more. Another impressive benefit has been significantly faster POS checkout”, said Leonard.

Shayni Rae, Denimwall, Director Store Operations added, “With the Detego, Impinj, RIoT system, we have the ability to remotely monitor sales floor replenishment time and loss prevention performance across our network of stores.”

“The benefits of the store pilot have exceeded our expectations and we are now looking to expand it to our other locations”, concluded Craig Leonard.

RIoT, Detego and Impinj will be hosting store tours of the live system for interested retailers during this year’s NRF Big Show Jan 17-19 in NYC, NY. If you would like to join the G-Star store tour please contact Detego: events@detego.com

characters: 4257

About Detego

Enso Detego GmbH, an innovative software provider, was founded in 2011 and is headquartered in Graz, Austria. The company develops and distributes a suite of software products throughout Europe that provide real-time analysis and article transparency for fashion retailers. Detego Suite 4.1 is comprised of Detego InStore for the oversight of merchandise on the sales floor and in the stockroom, Detego InWarehouse for item level inventory transparency in the central distribution center, and the data analysis product Detego InReports. Detego InStore prevents out-of-stock situations, and in combination with Detego InReports, ensures optimal merchandise presentation and article availability on the sales floor. Detego InReports analyses crucial KPIs, such as inventory status and availability in individual locations along with merchandise aging structure (i.e. dwell time on the sales floor), making it possible for store managers and merchandise planners as well as upper management to evaluate stores on the basis of real-time data (checkout, customer flow, customer behaviour) and to initiate appropriate measures. The use of the Detego product portfolio supports the omni-channel and digital strategies of fashion retailers, enabling them to actively manage stores while providing their customers with a consistently good shopping experience over all channels. Detego’s software is complimented by managed services, including software-as-a-service (SaaS), along with attractive financing models. Detego’s customers include international fashion brands, retailers and department stores. Detego is already being used in over 1,500 stores.

More information can be found at www.detego.com

About Impinj

Impinj is a leading provider of RAIN RFID solutions. Impinj delivers Item Intelligence™ data -- a physical item’s unique identity, location and authenticity -- to the digital world, which the company believes is the essence of the Internet of Things. Its platform connects billions of everyday items such as apparel, medical supplies, automobile parts, drivers’ licenses, food and luggage to applications such as inventory management, patient safety, asset tracking and item authentication, delivering real-time information to businesses about items they create, manage, transport and sell.

For more information, visit www.impinj.com

About RIoT Insight

RIoT Insight is an independent solution provider of complete integrated best of class RFID and IoT solutions for mid-sized fashion retailers without large IT organizations. RIoT's unmatched agility, impartiality, fashion retail experience, knowledge of retail systems and field experience with RFID and IoT solutions make it a preferred technology partner and innovation catalyst for retailers and technology providers alike.

More information can be found at www.riotinsight.com.

Social Media: [Xing](#), [Twitter](#), [LinkedIn](#), [Google+](#) oder [YouTube](#):

<https://www.xing.com/companies/ensodetegogmbh>

https://twitter.com/detego_rfid

https://www.linkedin.com/company/enso-detego?trk=top_nav_home

<https://plus.google.com/+Detego/posts>

https://www.youtube.com/channel/UC38zjertxIBg_wUoTd_ek6g/feed

Press contact:

Enso Detego GmbH

Hans-Resel-Gasse 17a

A-8020 Graz

Iris Hauk

Tel. +43 316 711 111 702

i.hauk@detego.com

Marlin PR for Detego in the UK:

detego@marlinpr.com

0207 932 5580