

PRESS RELEASE**Detego showcases innovative technologies for Fashion Retail in Future City Langenfeld**

London/Graz, June 11th, 2018 — Detego, market leader in real-time business intelligence for the fashion retail industry, showcases its innovative retail products at Whitebox - a digital experience space for various innovative in-store applications - in Future City Langenfeld. Retailers are introduced to new in-store technologies, test them and exchange their experiences with retail experts. With its innovative and beneficial in-store products, Detego perfectly fits into the concept of the Whitebox where the Detego InStore Lean Edition as well as the Chatbot Detega are showcased.

The Detego InStore Lean Edition meets the demand of the fashion retail industry for a quick-start solution into the digital store. With brick-and-mortar retail being under increasing pressure, innovative technologies play a significant role in regaining its former strength: Customer service that makes the difference - based on extremely high on-shelf availability and data accuracy in terms of inventory. This is possible through fast and accurate stocktakes and automated replenishment processes, bringing long-term benefits to fashion retailers and most importantly, delivers quick results. At Whitebox, fashion retailers have the opportunity to assess the Detego InStore Lean Edition, which is already successfully in use in over a thousand fashion stores.

In addition, visitors can find out more about the Chatbot Detega, the consumer engagement tool that helps increase sales. On request, Detega starts a dialogue on the customers' smartphone immediately after entering the store, thus elegantly bridging possible waiting times. Consumers are already used to these services thanks to online shopping. The virtual sales assistant gives product recommendations, triggers cross-selling potential and increases retention time in the store. These are all features retailers will need in the future to make sure to keep their customers.

Frank Rehme, initiator of the Whitebox, Future City Langenfeld, wants to present visitors with a selection of innovative in-store systems and to give, in particular smaller retailers, the chance to digitalise their stores easily: "We are delighted to have Detego as a partner as their solutions bring much needed value to retailers quickly without much implementation time. Next to a clear vision for the future of retail, practical as well as result-oriented application of digital technologies are very important to us."

More information: <https://futurecitylangenfeld.de/whitebox/>

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About Detego

Detego, a European retail software provider, was founded in 2011 and is headquartered in London, UK, with offices in Graz, Austria and sales representatives throughout Europe. The company develops and distributes a suite of software products that provide real-time analysis and article transparency which help prevent out-of-stock situations and ensure optimal product availability for fashion retailers. The use of the Detego product portfolio supports the omni-channel and digital strategies of many fashion retailers, enabling them to actively manage stores while providing customers with a consistently good shopping experience across all channels. Detego's software is complimented by managed services and 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

Detego in Social Media: Xing, LinkedIn or YouTube:

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

<https://www.linkedin.com/company/detego-ltd>

https://www.youtube.com/watch?v=ejB_F8FEoWU

<https://www.youtube.com/watch?v=qWz9fA7RUyc&t=11s>

<https://www.youtube.com/watch?v=Olpf2BWAikw>

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