

**PRESS RELEASE****Detego exhibiting at NRF2020 – showcasing latest AI and Smart Fitting Room solutions deployed by global retailers**

London, UK, 09/01/2020 — **Retail software specialist, Detego, will showcase its RFID-powered solutions at ‘Retail’s Big Show’ on 12-14 January in New York, USA. Visitors to retail’s leading trade show can explore Detego’s widely adopted solutions including real-time inventory management and pioneering Artificial Intelligence (AI) projects. NRF will also be the first opportunity to experience Detego’s newly implemented Smart Fitting Room application and AI-enabled Smart Shield feature, both of which have experienced recent success in retail stores.**

Detego’s cloud-hosted RFID software is employed by global retailers such as **adidas, Levi’s and BESTSELLER** to track and manage products from production to point of sale. The Detego platform delivers near-perfect stock accuracy, transparency and product availability for retailers, resulting in higher sales and a more frictionless shopping experience for consumers. Visitors to NRF will be able to experience live demonstrations of the software’s core features such as RFID stocktakes, refill and omnichannel reservations, as well as gain insight on best-practise and strategy for digital transformation.

Taking in-store experience to the next level, attendees of the show will be able to experience Detego’s **Smart Fitting Room** first-hand, which is now live in UK & US stores. The RFID-enabled Smart Fitting Room assists customers by automatically displaying additional product information, size availability and a ‘call-to-assist’ feature which includes having different sizes brought directly to the fitting room. These value-adding services are what continue to drive consumers to shop in-store and will be on display at hardware partner Pyramid Computer’s booth #5860.

For retailers looking to implement RFID for inventory management, Detego’s latest innovation of the AI-enabled **Smart Shield** has made implementation of the technology into stores easier and more cost-effective than ever. Smart Shield eliminates the need for physical shielding installations within the store by using machine learning algorithms to distinguish tag locations between the back room and the salesfloor. This previous barrier to RFID implementation is now a thing of the past and represents a huge milestone for the technology within retail. The feature has recently been used to great success with the large-scale rollout of fashion brand **Vero Moda** and will be demonstrated live at NRF by Detego’s Data Scientists at booth #4620.

## About Detego

Detego, a global retail software provider, was founded in 2011 and is headquartered in London, UK, with offices in Graz, Austria and Moscow, Russia. 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 omnichannel 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 1,750 stores. More information can be found at [www.detego.com](http://www.detego.com)

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