Faceting Edge News

February 8, 2012 Winter 2012

A Smart View™ Into Your Business



Northern Apex Corporation has created the Smart View™, an exciting add-on device to our Gem- Where™ RFID (radio frequency identification) inventory solutions. The Smart View™ is an RFID enabled counter pad that can be used to track various sales associate and customer activities. Either in stand-alone mode or when connected to your POS system software, the Smart View™ can track everything from items shown to customers to sales associate activities and in-store trends.

Using Smart View™ is easy! Each sales associate has an RFID enabled employee badge. Once they swipe their badge over the counter pad, they can begin showing jewelry. The Smart View™ will track every RFID enabled piece of jewelry placed on the pad, link it to the sales associate and allow management to pull tracking reports. When attached to a touch screen tablet PC, the Smart View™ can act as an interactive sales tool, displaying similar pieces in style and cost to the current piece they are looking at. The tablet PC can also display details about the piece being shown, in-store promotions, prices and much more! RFID enabled customer loyalty cards can be issued to further enhance the experience through reward points, unique discounts, promotions and personalized on-screen messages.



Touchscreen gives your customer an interactive sales experience.



WiFi allows you to carry it around the sales floor and still interact with your POS software.



Sleek design makes it look like just another counter pad, but it can do so much more!

Gem-where™ Testimonial -

"I can easily say it is about 100 times faster to do inventory of our entire show room and vaults than it was before we purchased Gem-Where™."

"RFID in Jewelry" Tip -

Using the correct RFID frequency is very important, since most jewelry is composed of metal, which can cause tag read interference. After years of research and testing in jewelry stores, 900 MHz high frequency passive tags and readers have the most successful jewelry tag read rate. For the best results, be sure you purchase a 900 MHz system.

WEBINAR:

If you would like to learn more about Gem-Where™ and Smart View™, please join us for a webinar on Wednesday, February 29th at 1pm EST. There are only 20 open spots, so RSVP early! To register please call 260.637.2739 x106 or email ahoffman@gemwhere.com.

Gem-Where™ - Growing with our partners...

If you are thinking about adding RFID to your current store operations, please consider using one of our POS partners:

- Jewelry Computer System
- Incom
- WinJewel
- Sarotech
- Jewelry Shopkeeper by Compulink
- Logic Mate

We are always looking to add additional POS partners. If you do not see your current POS provider below, be sure to let us know and we will work with your vendor directly to integrate Gem-Where™ into your current database.

Gem-Where™

NORTHERN APEX RFID

Please contact Kyle Moore for more information about Gem-Where™:
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