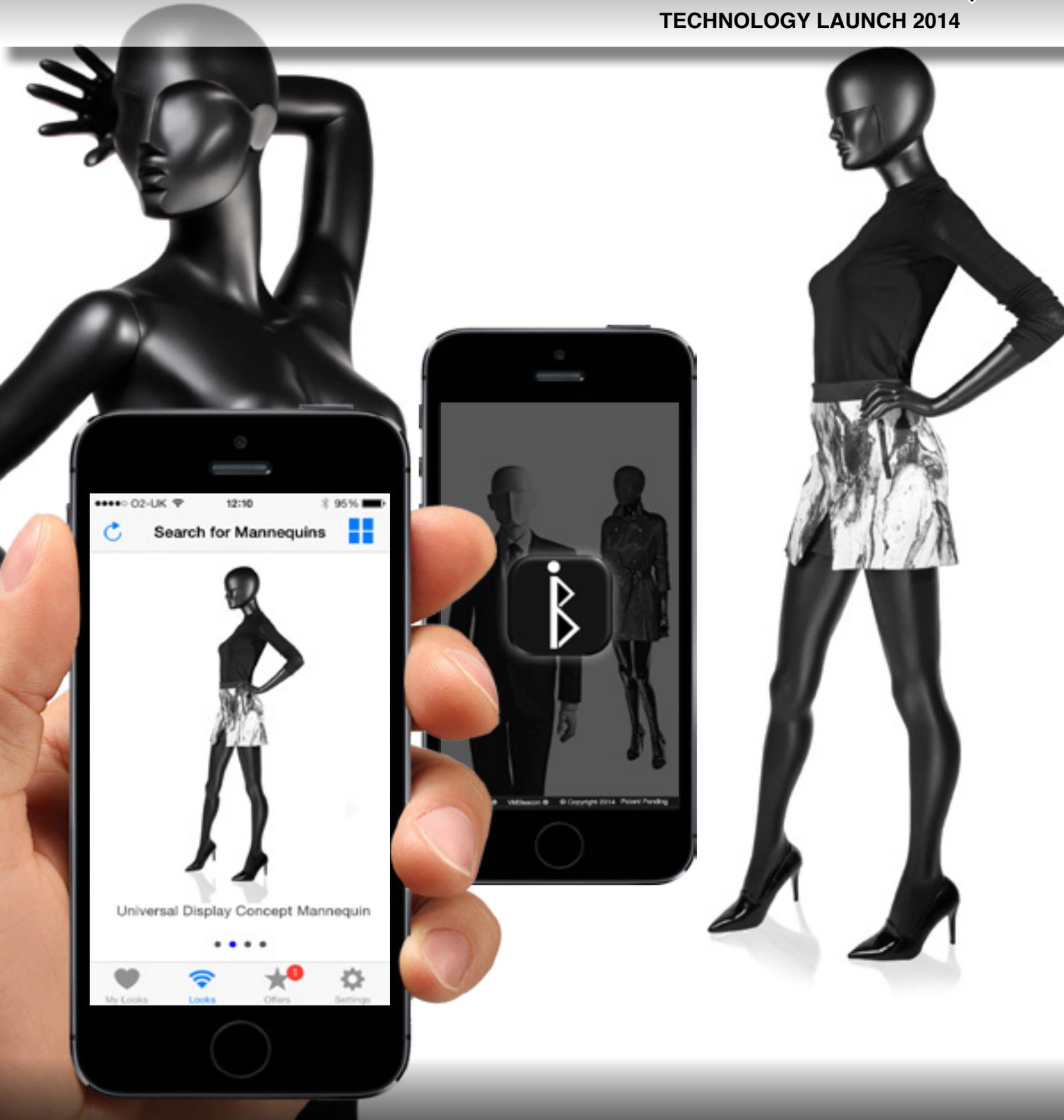


# UDQ

TECHNOLOGY LAUNCH 2014



# THE FUTURE OF RETAIL

# Welcome//////

Welcome to our VMBeacon launch newsletter and welcome to the 'Future of Retail'.

It's been a busy time here at Universal and Iconeme. After several months of development and secret testing we have officially launched the VMBeacon and Iconeme brand. Full details are within the newsletter. The invention has created much excitement from both consumers and retailers alike with pilots rolling out shortly. Nothing like this has ever been seen in the market before and it is sure to change the way that consumers engage with stores and windows bringing the virtual world and bricks and mortar together to allow the retailer a greater breadth of marketing strength.

If that wasn't enough to report, we are also working on a plethora of new product, including new mannequin ranges, stylised heads, decoratives and accessory items, which will be launched throughout the year. We will be sure to update you as we go.

We hope that you find the newsletter not only informative but enthralling and are as excited as we are with these new developments.

Until the next time.....

*Jonathan*



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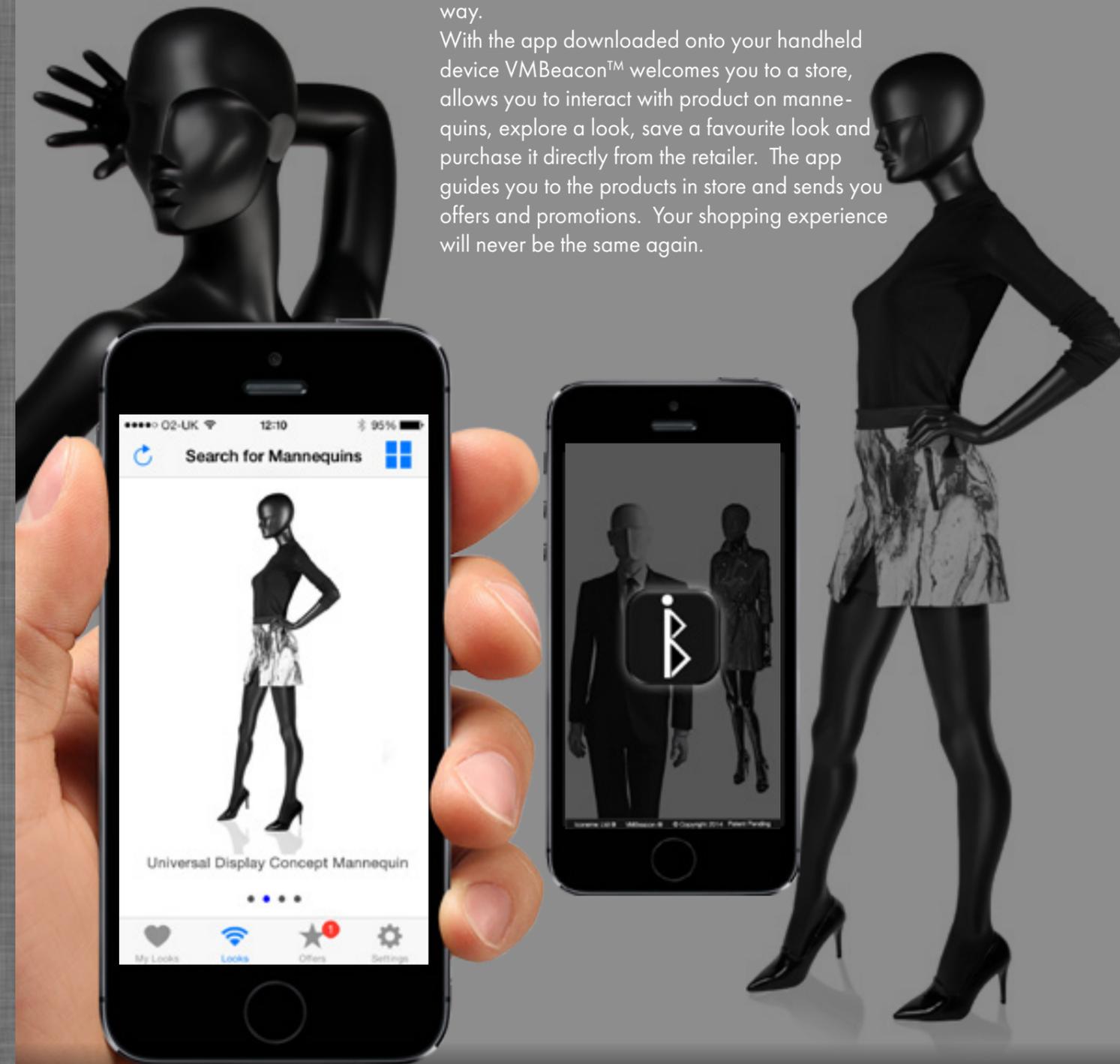
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# Welcome to the Future

The future of Retail is here!  
Visit us on stand F5 at the VM & Display Show for a demonstration of the VMBeacon™.

VMBeacon™ bridges the gap between the store and the virtual world in a unique and innovative way.

With the app downloaded onto your handheld device VMBeacon™ welcomes you to a store, allows you to interact with product on mannequins, explore a look, save a favourite look and purchase it directly from the retailer. The app guides you to the products in store and sends you offers and promotions. Your shopping experience will never be the same again.



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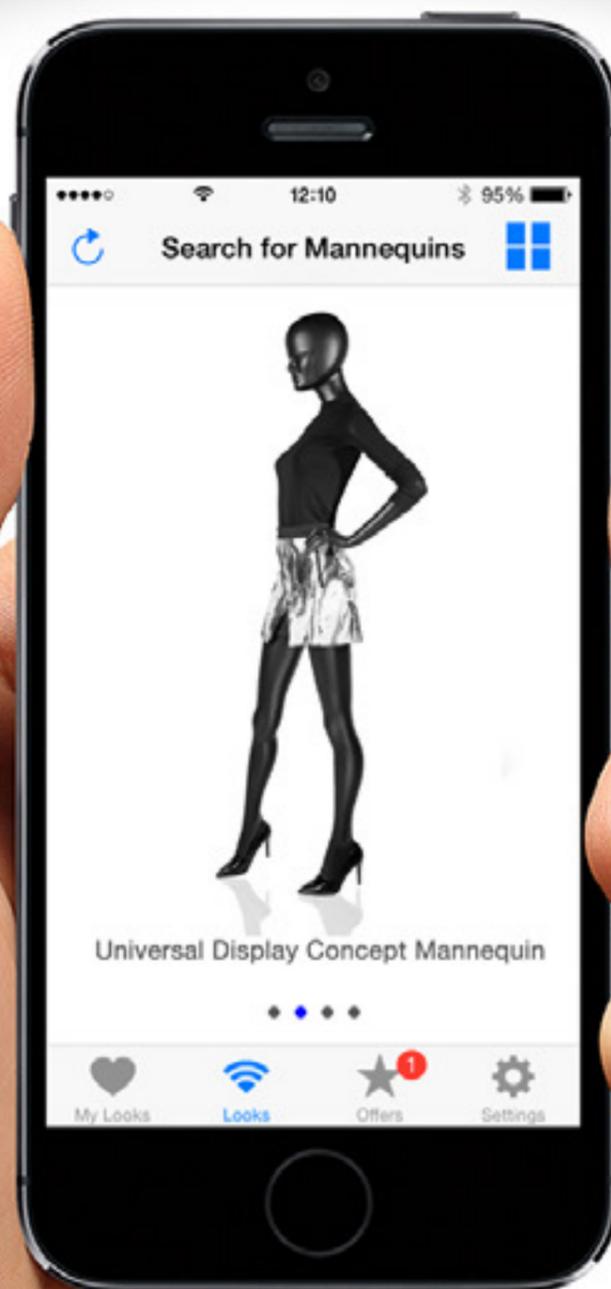
[www.iconeme.com](http://www.iconeme.com)



**Iconeme**, a new technology and design company, is today launching VMBeacon, a product which enables store mannequins to transmit information to shoppers about the clothes on display. This is the first time that beacon technology has been designed specifically for visual merchandising, enabling retailers to communicate with customers via their smartphones as they browse items on display in shop windows and in store.

A **VMBeacon** device is installed directly into each mannequin or visual merchandising product and transmits information that has been programmed by the retailer via a secure web-portal. When a customer with an enabled smartphone app is within a 100m range of the VMBeacon, they will receive an automatic alert about the content they can access. This includes details about the clothes and accessories displayed, such as price and links to purchase the items directly from the retailer's website, or where they can be found within the store. The customer can also see more detailed photos and descriptions of the products plus save looks for later, share with friends and access additional offers and rewards.

**The technology** allows retailers to engage customers with a new digital experience when shopping in, or passing by, a store. Even if an outlet is closed, the VMBeacon operates 24 hours a day, meaning the shop window becomes a constant interactive selling point. The retailer is in complete control and can choose what information is made available, and also has access to analytic reports to gain customer insight and help increase sales. Reporting can include shopper details, such as age and gender, their location, what outfit was viewed and whether a purchase was made online. Shoppers have the ability to choose which of their details are made available, via their own privacy settings.



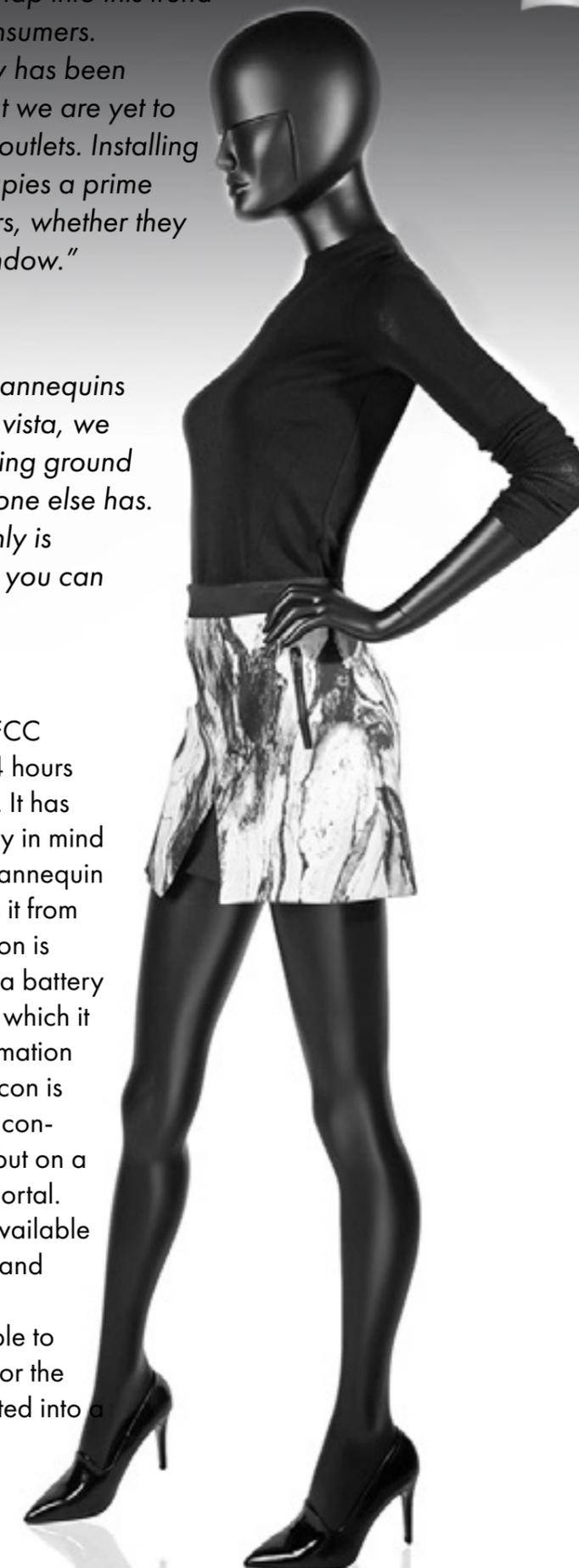
#### **Jonathan Berlin**

*"The technology we have developed aims to tap into this trend and offers real value to both retailers and consumers. The Internet of Things and beacon technology has been gaining momentum over the last few years but we are yet to see its practical and widespread use in retail outlets. Installing this technology in mannequins ensures it occupies a prime location and an ideal focus-point for shoppers, whether they are in the store itself or just passing by the window."*

#### **Adrian Coe**

*"It was imperative that mannequins move on from their static vista, we wanted to create something ground breaking, something no one else has. A mannequin that not only is aesthetically pleasing but you can interact with."*

**The VMBeacon** is CE & FCC approved and transmits 24 hours a day, seven days a week. It has been designed with security in mind and is housed within the mannequin or store display, protecting it from damage or theft. The beacon is maintenance free and has a battery life of up three years, after which it can be replaced. The information transmitted via the VMBeacon is also 100% safe, as it's not contained on the device itself but on a cloud-based secure web portal. The Iconeme app will be available to download for both iOS and Android in the near future. Customers will either be able to use the Iconeme app itself or the technology can be integrated into a retailer's existing app.



# THE FUTURE OF RETAIL



## VMBeacon APP

Your ios smart-phone with the VMBeacon app lets you scan and discover visual merchandising equipment.

If you have downloaded the app you will receive an alert when a VMBeacon is within range, whilst walking past your favourite stores.

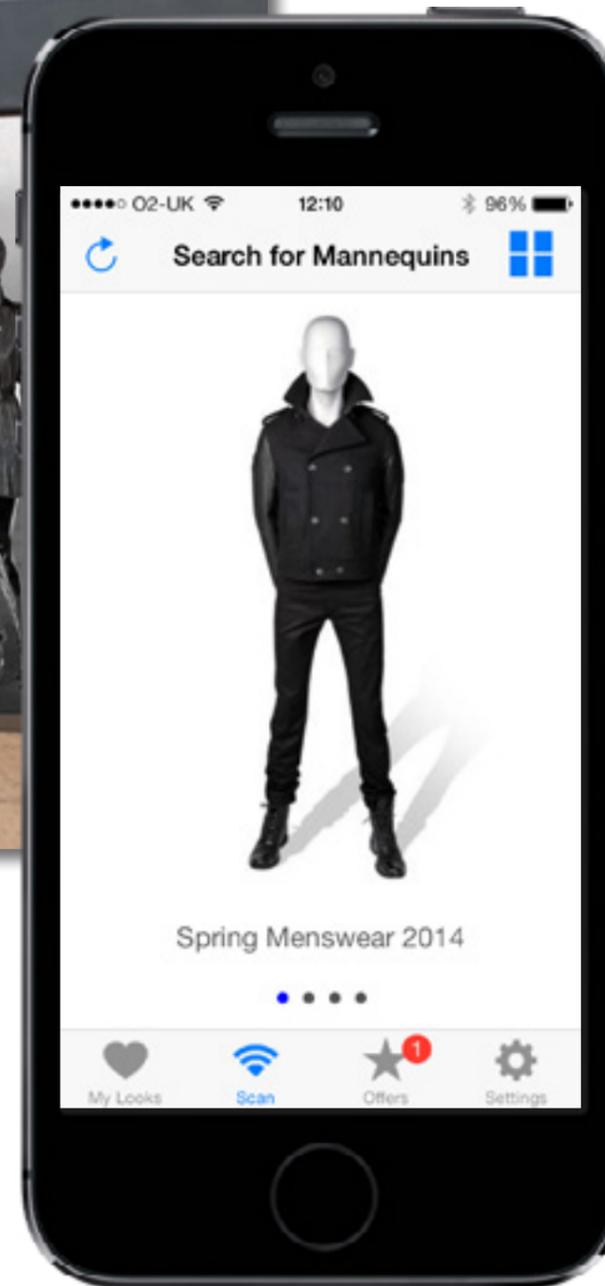
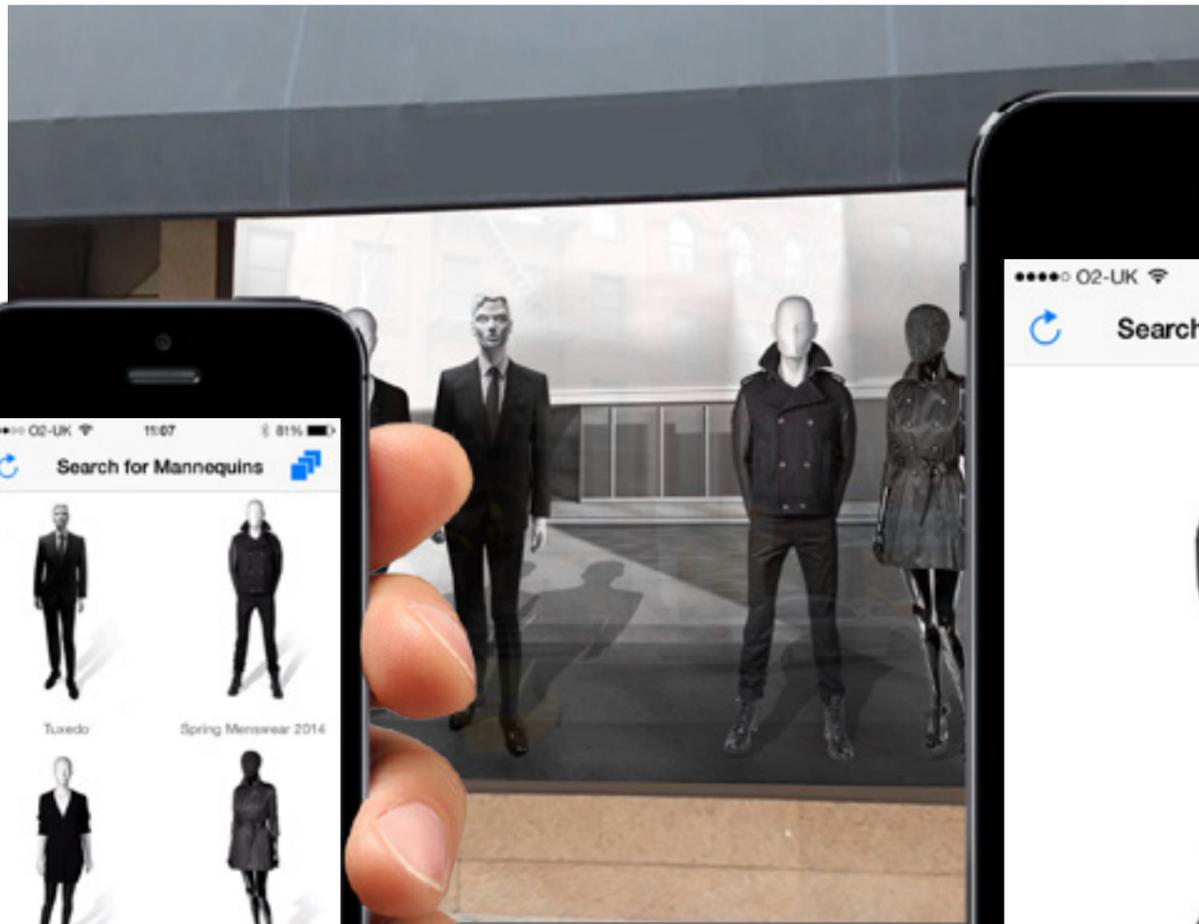
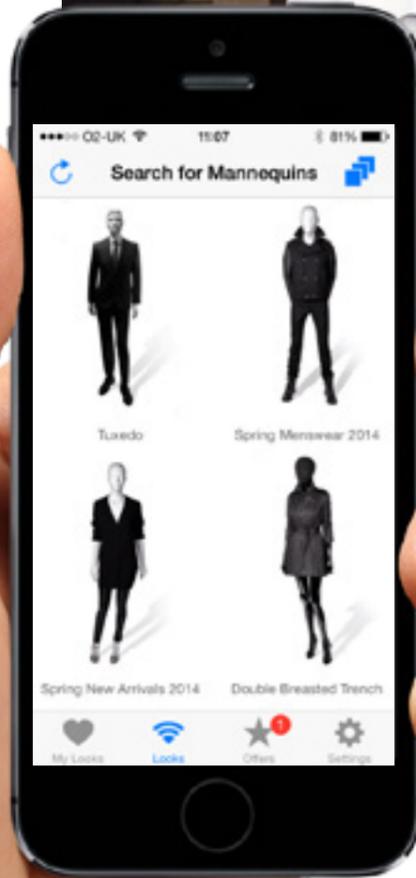
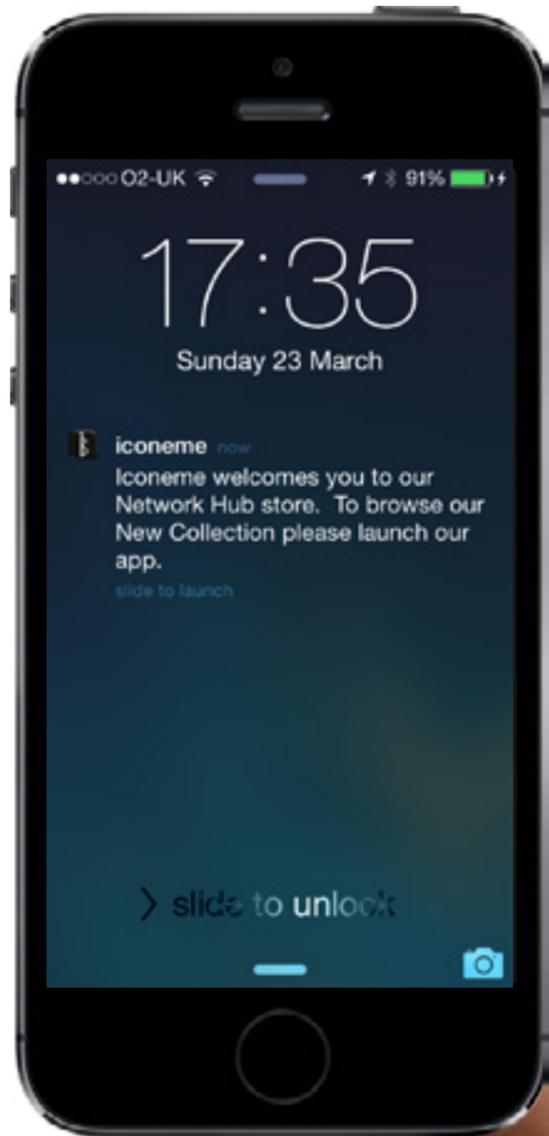
Having been sent an alert, you can now discover what all the mannequins in the windows or within the store are wearing. The VM-beacon app displays the mannequins in grid or image flow format. Find a look you like? Select the mannequin and explore it, see more detailed photos of the garments, read a description of the apparel and see the price. You can now purchase the item from the retailers website, share the look with a friend or just find where the item is located within the store. If you find something you like but are not sure whether you want to purchase now, no problem, the app lets you save the look so you decide later.

The VMBeacon can also send you via the app offers and rewards relating to that specific location.

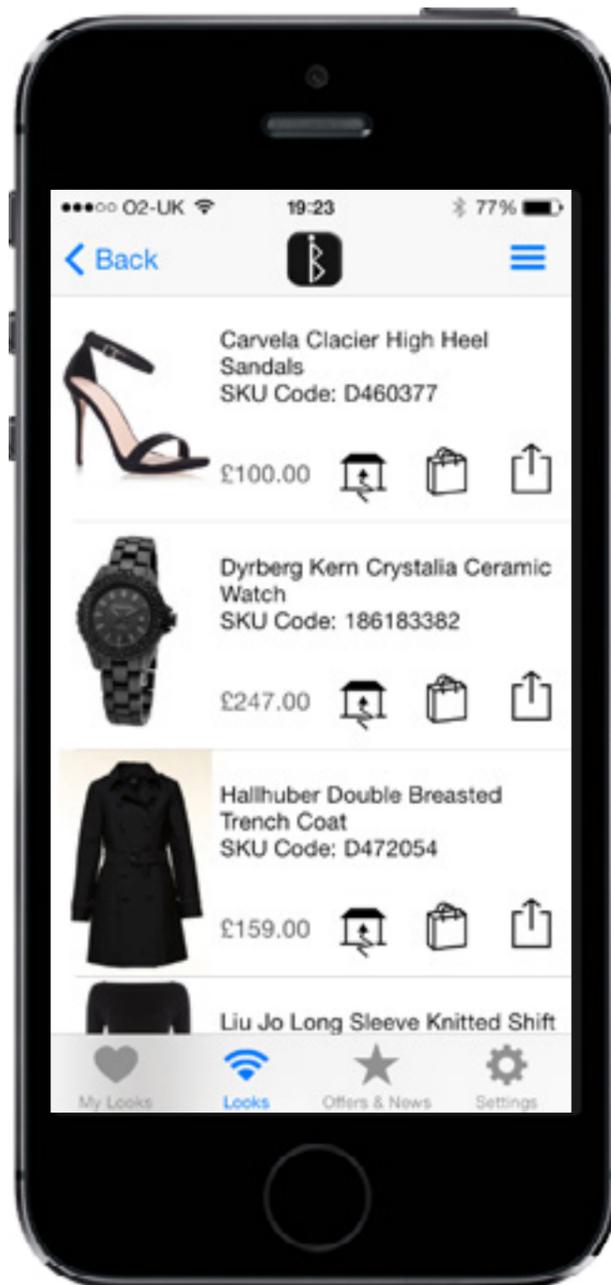
The VMBeacon app can be administered by a retailer via a web portal or Iconeme can integrate the app within a retailers own app.

Universal Display's extensive range of Mannequins and visual merchandising equipment are exclusively enabled with the VM Beacon.

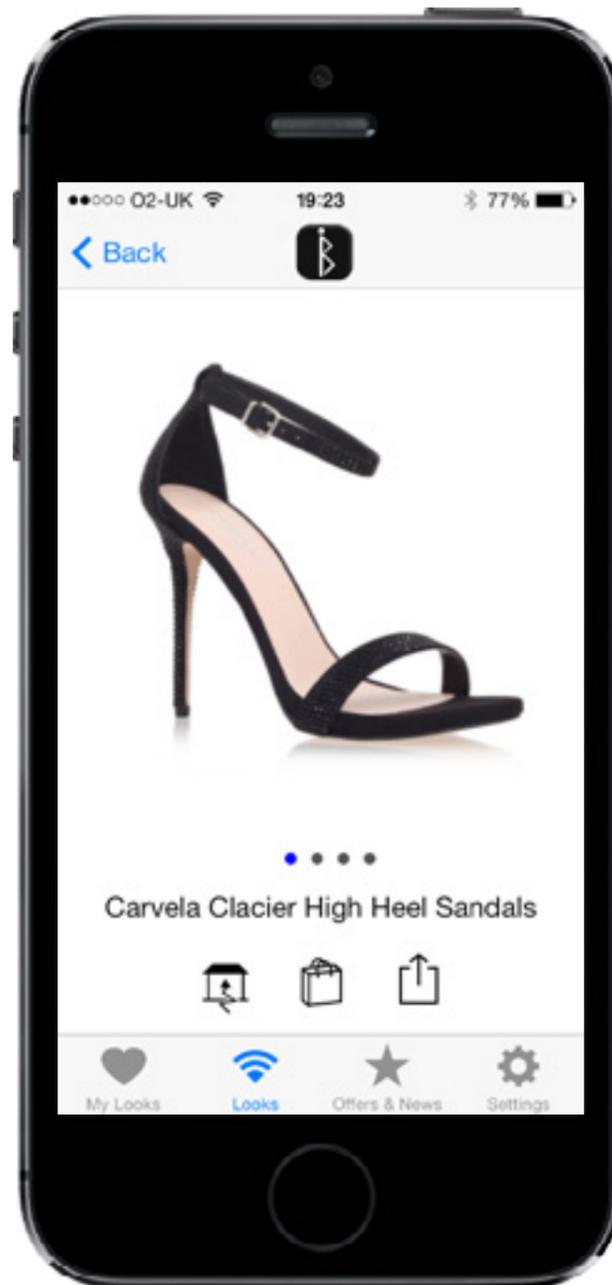
The VMBeacon is integrated into the mannequin, making it secure and tamper proof. Situated within the mannequin the VMBeacon occupies a prominent position within the retail environment, whether in the window or on the shop floor.



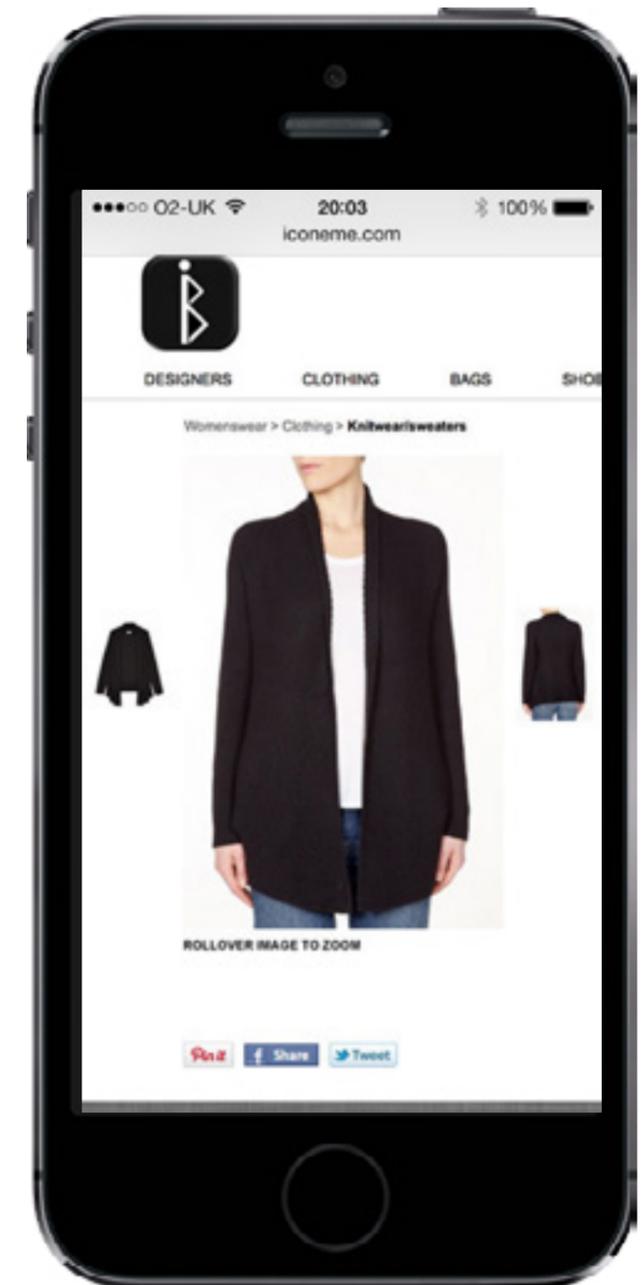
Walking past a Store Window, you see a Mannequin wearing an amazing outfit, you're in a hurry and there is no time to stop and browse. Your Smartphone with the VMbeacon app alerts you to the fact that a beacon is present and the mannequin is displayed on your phone. You can now save the look, share with a friend or if you really love it purchase it from the retailer.



Explore The Look in Detail.  
Purchase, Buy Or Share



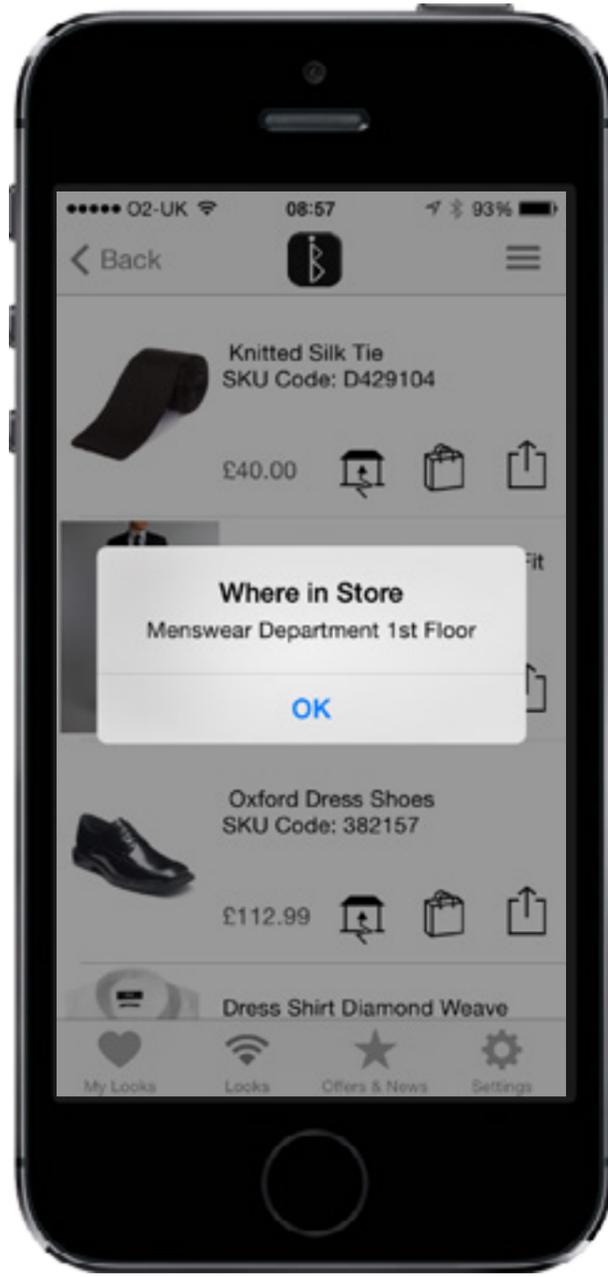
Drill Down & Examine The  
Apparel.  
Purchase, Buy Or Share



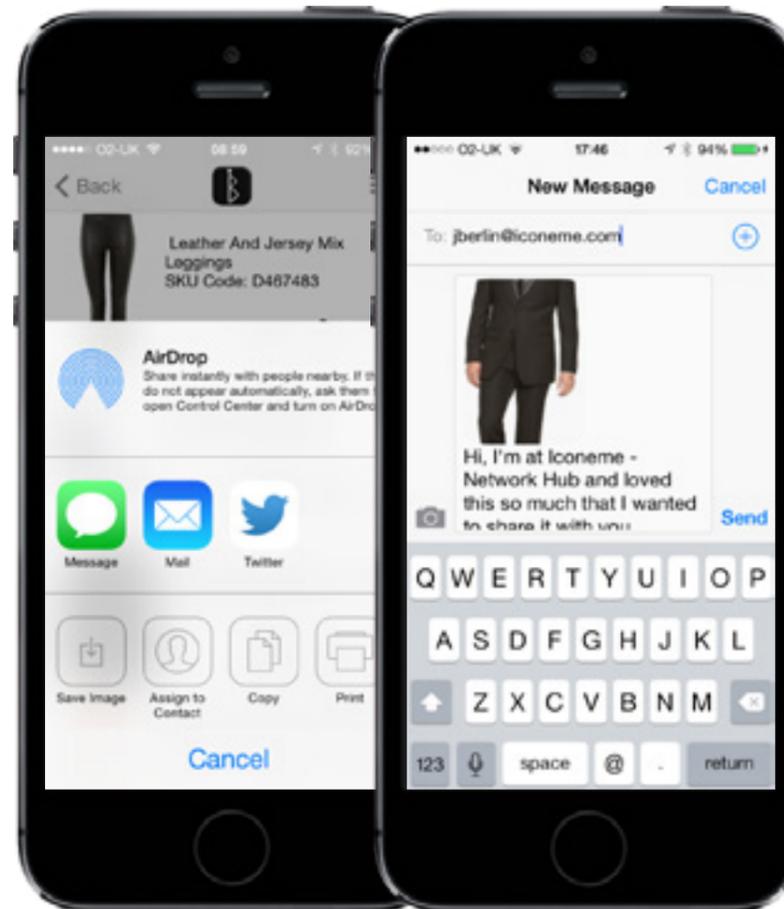
Purchase the item from  
the Retailers Website.



Save those favourite looks for a later day!



Love the look but don't know where to find it, no problem the app will tell you where you can find the clothing in store.



Want to share a look, you can share it with your friends or relatives and get their advice.



The VMBeacon allows retailers to give you their offers and rewards.

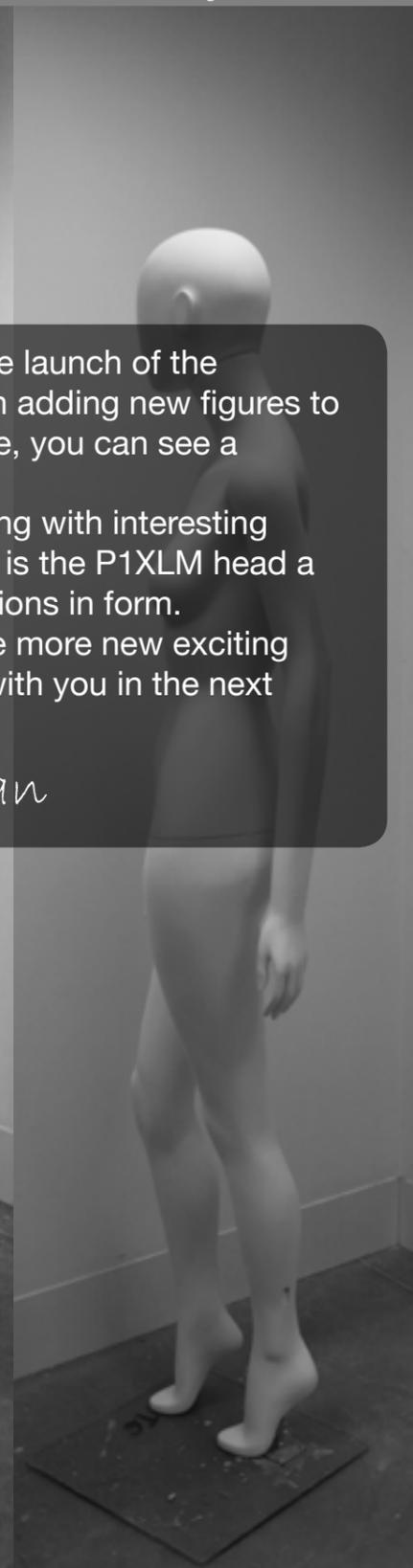


CONCEPT The New Range Previews At The VM & Display  
Show Business Design Centre Islington London  
29th April - 1st May 2014

**CONCEPT**

# Atelier

*A View from our Sculpting Studio*



Its been very busy with the launch of the VMBeacon. We have been adding new figures to the elegant Concept range, you can see a picture of the CP3 here. We have again been playing with interesting visual concepts, opposite is the P1XLM head a result of our experimentations in form. We have developing some more new exciting heads that we will share with you in the next edition.

*Adrian*

# P1XLM



# WHAT'S ON

**SPRING 2014 : LONDON**

**Henri Matisse Cut-Outs**  
Tate Modern

**Smiljan Radic**  
Serpentine Pavilion 26th June - 19th October 2014

**Pangaea: New Art from Africa and Latin America**  
Saatchi Gallery Wed 2nd April- Sun 31st Aug 2014

**Richard Deacon**  
Tate Britain Until Sun 27th April

# Important

2014

**Milan's International Furniture Fair**  
8 until 13 April 2014

**100 Percent Design 17th - 20th September**

**La Biennale Venice 9th May - 22nd November**  
2015

**I.C.F.F**  
**International Contemporary Furniture Fair**  
17th-20th May 2014

**Clerkenwell Design Week**  
20-22 May

**VM & Display Show**  
29th April - 1st May 2014

by  
Saatchi & Saatchi

# WHAT'S ON

SPRING 2014 : NEW YORK

**"Ai Weiwei: According to What?"**  
Brooklyn Museum 18th April- 10th August.

**Frieze New York 2014**  
9th -12th May

**Whitney Biennial**  
Until 25th May

**Korakrit Arunanondchai**  
MOMA PS1 Until 25th May

AN EXPLOSION OF  
DESIGNS & IDEAS



The Visual Merchandising and Display Show is a magical explosion of light and colour tailor-made to dazzle and inspire. Don't miss your chance for early registration today.

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