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technology  
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Lenovo

Lenovo Retail Solutions

# Pricing Solutions that drive Better Outcomes

Increase your customer engagement and satisfaction with  
Dynamic Pricing & ESL solution

The retail industry is undergoing an active recovery phase in the post-pandemic era. However, retailers are facing significant variables such as global economics, labor shortages, changing consumer behaviors, and inflation.

Our solution offers you maximum flexibility, convenience, and adaptability in the current retail landscape. It enhances operational capabilities and delivers a personalized shopping experience that sets you apart. We empower you to navigate uncertainties, seize opportunities, and add the business values.

**Our Award-Winning  
design has achieved a  
lot of accomplishments:**

- iF Design Award 2021
- Good Design Award 2020
- IDEA Design Award

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## Hardware Features:

- Up to 15-year battery life
- Water resistance – IP68
- Fast Upgrade-60,000 upgrades can be finished in one hour
- Sleek Design- thinnest in the market, comes with 4 display colors (black, white, red and yellow)



## Software Features:

- Access Points: Options to integrate with other brands or use our self-built solution.
- Firmware: effortlessly upgrade to the latest version
- Management platform: high availability, auto scale, load balancing.
- API customization: enable the data integration among various devices and backend systems.





## Use Case Scenarios



### Customer Engagement

Customers can conveniently scan the product QR code on the ESL using their membership apps to access product information or add items to their online cart for easier payment process.



### Omnichannel Delivery- buy online pick up in-store

According to McKinsey, some of the retailers report 200 YoY growth in the store-based pickup offerings, and speed is the key. Our solutions, equipped with the Route Optimizer and Item Finder features, can significantly enhance retailers order picking and packing processes. This not only ensures efficient operations but also delivers an excellent customer experience, thereby creating new revenue streams.



### Inventory Management

Store staff can utilize the handheld/NFC remote control to activate the Out Of Stock tag, review the Out Of Stock list, and conduct replenishment in a single operation, reducing the operational time and efforts.



### Shelf Display

Retailers can seamlessly centralize the shelf display remotely. The support staff in the back office or headquarters can effortlessly update the ESL in batches or individually. Meanwhile, store staff can adjust the shelf display according to the planogram, ensuring accurate and consistent product placement.



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## Lenovo Retail Solutions

Are you ready to jumpstart your digital transformation journey with Lenovo Retail Solutions?

# The vision is yours, get there with Lenovo.

Learn more on how:  
[www.lenovo.com/retail](http://www.lenovo.com/retail)

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