



Wearable Computer for Retail



Purpose-Built Computing Device Designed for the
Dynamic Work Environment of the Retail Floor

Today's Situation

Brick and mortar retailers continue to struggle with determining the “right device” which will enable all store employees to be connected to the company's information resources making them more productive and enabling them to provide great customer service. Recently, a variety of hand-held computing devices such as tablets and smart phones are being rolled out in retail to help execute broader omni-channel strategies. While a useful tool for certain roles within a retail operation, especially management or mobile PoS, these are not ubiquitous solutions for associates or the many unique employee functions within the store. Key considerations include:

- **Hand Held** – Tablets and smart phones are hand-held devices designed for the consumer mass market where the user is expected to get immersed in the device. Hand-held devices are also susceptible to being dropped, lost or stolen.
- **Customer Focus** – The business of selling means that the eyes need to consistently engage the customer and hands must be free to locate and display merchandise. Tablets and smart phones require the user's eyes focused on the device with the hands pressing screen touch points.
- **Integrated with IT Infrastructure** – While various individual devices may connect to the corporate IT infrastructure, there is no universal platform that connects the associates and tracks their actions while they are performing their jobs on the floor.
- **Expense** – Price points for most computing devices put them beyond the budgets for most retailers when looking to equip all in-store employees. This leaves groups of store employees untethered or disconnected from the retail information infrastructure.

The Theatro Solution

Recognizing the physical, use and cost limitations of today's general-purpose computers, Theatro created the first wearable computer with a suite of productivity apps for the retail environment. The purpose built solution is the perfect device for including all employees into the corporate information infrastructure.

- **Voice Activated**– Store employees utilize voice commands to use the device applications enabling them to be “heads-up and hands free” to focus on customers and tasks.
- **Wearable** – Designed for the busy sales floor and stockrooms, our wearable device clips on to a shirt, smock or uniform, weighs 1 ¼ oz., has a rechargeable battery, tactile buttons and supports our library of software applications.
- **WiFi Enabled** – The cloud SaaS service leverages the existing WiFi infrastructure to connect all employees to each other and to corporate resources seamlessly.
- **Cost effective**– The wearable device is included in the monthly SaaS subscription at a cost of pennies per employee hour with no additional maintenance, support or upgrade fees.