



Aurora

The next-generation sensor for shopper measurement.

Adaptable. Powerful. Elegant.

Aurora allows retailers to optimize the shopping experience by going beyond traditional traffic counting and conversion. From outside the store, to the entrance, and onto the shopper's mobile device, Aurora simplifies shopper behavior measurement with an all-in-one device built for the future of retail.

A powerful suite of in-store solutions.

Traffic counting and conversion

Staff exclusion

Display and window effectiveness

Shopper engagement

Store compliance and execution

Know your traffic.

Aurora leverages stereo vision and integrated on-board analytics to accurately collect and measure behavior. No servers needed. Aurora works seamlessly with RetailNext's cloud and on-premise solutions. Traffic data can be integrated with in-store POS feeds to provide key performance metrics — such as conversion rates — across all stores, in real-time.



Remove staff from metrics.

Automatically exclude store staff from traffic and key KPI metrics. Isolate employee paths to create complete interaction analysis of shoppers and sales associates.

Add texture to your traffic.

Go beyond basic traffic counting by leveraging data from Wi-Fi enabled smartphones. Get powerful insights such as visit duration, unique traffic, pass-by traffic, visit frequency, and new vs. repeat visit rate.



Engage with your shopper.

Leverage Aurora's built-in beacon capabilities to engage shoppers as they enter your store. No need for any additional beacon hardware.

Ensure store compliance.

Do it without setting foot inside the store. Ensure flawless execution of marketing campaigns, visual merchandising, and loss prevention procedures. Accessing live megapixel color video with up to 30 days of on-board recording.





Technical specifications

Size	1.60" H x 6.75" W x 2.85" D
Weight	9.2 ounces
Power Supply	IEEE 802.3af Power over Ethernet
Resolution	1.2 megapixel (1280 x 960) HD color
Storage	64 GB flash standard (30 days of video retention at VGA) Storage expandable via microSD card
Wireless	WiFi 802.11 a/b/g, Bluetooth 4.0
Communication	AES-256 encrypted
Certifications	FCC, SGS, CE

See more industry resources at www.retailnext.net/resources

RETAILNEXT AT A GLANCE

250+

customers globally

50+

countries

500+

new sites per month

\$100M+

invested in R&D

200%

YOY growth

2007

year founded