



# Aurora

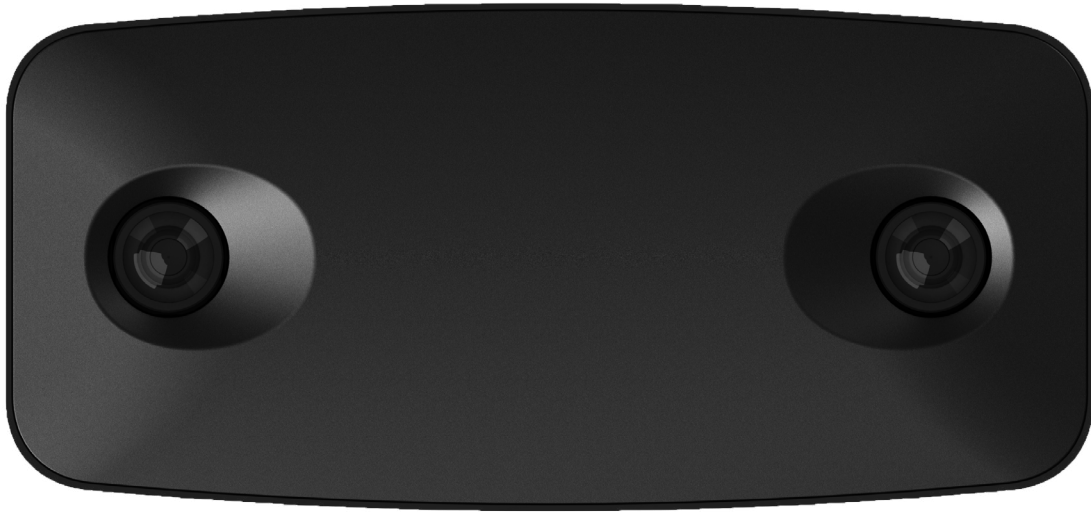
Powering the retail revolution with the industry's  
widest field of view and integrated AI

Adaptable. Powerful. Elegant.

Aurora is the all-in-one IoT sensor simplifying shopper behavior measurement and taking your retail business to the next level. From understanding precise shopper paths to their individual actions and behaviors, Aurora goes beyond traditional traffic counting and conversion, allowing you to better optimize your shopping experience for retail's revolution.



# A powerful suite of in-store solutions



- Traffic counting and conversion
- Display and window effectiveness
- Shopper behavior classification
- Shopper engagement
- Staff exclusion
- Shopper journey
- Proximity-based marketing
- Store compliance and execution



## Know your traffic

Aurora leverages integrated stereo analytics along with deep learning to collect and measure shopper behavior with industry-leading accuracy.

Enable Aurora's employee exclusion capabilities to further increase accuracy while enabling analytics on shopper-associate interactions and their effect on conversion and other key performance indicators.

Augment traffic data with Aurora's integrated WiFi to calculate other key metrics such as visit duration, unique traffic, pass-by traffic, visit frequency, and new vs. repeat visit rate.



## Sleek and simple installation

Aurora’s industry-leading coverage reduces hardware footprint and deployment costs, minimizing the impact to your store’s aesthetics. Aurora features simple plug-and-play installation, and requires no onsite servers. All analysis happens aboard the sensor, with no human intervention needed. The Aurora design is also simple and elegant, blending seamlessly into your store features.

## The next level of understanding

Go beyond understanding shopper paths and get deeper insights with RetailNext’s advanced human activity recognition software. Onboard deep learning allows you to measure shopper and associate behavior by knowing whether they are picking up a product, trying it on, taking it with them and much more.

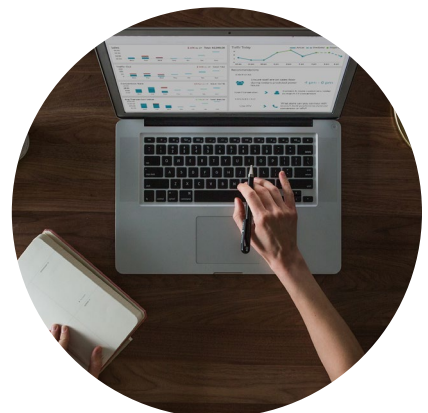


## Dive into demographics to tailor shopper experiences

Aurora features integrated demographic capabilities. Accurately determine demographic profiles for your shoppers and use the information to optimize shopping experiences for them, resulting in greater store performance. What’s more, the Aurora is fully privacy-friendly, allowing you to easily meet regulatory requirements.

## Drive operational excellence starting from the front door

Whether in-store or remote, ensure flawless operational execution through a complete understanding of shopper activity. Layer in product movement and workforce management data to optimize merchandising and staffing. Access live HD color video with up to 30 days of onboard recording for a deeper understanding of in-store activity.





## Technical specifications

|                       |  |
|-----------------------|--|
| <b>Size</b>           | 6.73" L x 3.15" W x 1.65" H                              |
| <b>Weight</b>         | 466 grams (16.44 ounces)                                 |
| <b>Power Supply</b>   | IEEE 802.3af PoE at 15.4W                                |
| <b>Image Sensor</b>   | Sony IMX577 HDR, 4K capable                              |
| <b>Resolution</b>     | 1080p (1920 x 1080) HD color                             |
| <b>Storage</b>        | 64 GB flash standard (30 days of video retention at VGA) |
| <b>Wireless</b>       | WiFi 802.11a/b/g/n/ac, Bluetooth 5.1                     |
| <b>Security</b>       | TLS 1.2 with AES 256-bit encryption                      |
| <b>Certifications</b> | FCC, CE, MIC (Japan), UKCA, TÜV SÜD                      |

See more industry resources at [www.retailnext.net/resources](http://www.retailnext.net/resources)

**REQUEST A DEMO**

## WHY RETAILNEXT

Founded  
**2007**

Brands  
**400+**

Employees  
**200+**

Countries  
**90+**