



Boston University 2011 Smart Lighting Challenge: Team FOXLIGHT

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Thought process

What was our logic when brainstorming?



Line of Sight
Available Substitutes
Infrastructure Reqs

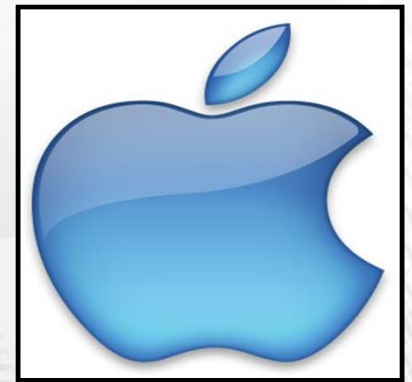


Value in Proximity
Intrinsic LED Benefits
Short-term applications





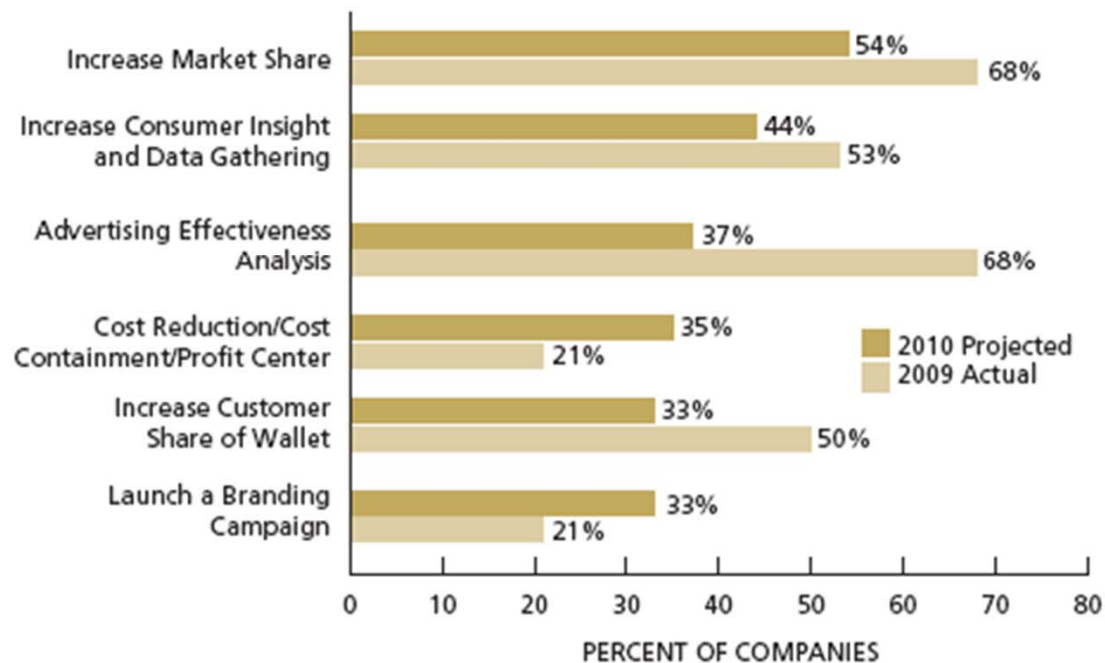
What makes Amazon,
Netflix or Apple Genius
so successful?



Retail Industry Trends Study, 2009

What problem are we helping to solve?

Exhibit 6.1: Marketing and Advertising: Top Five Strategic Initiatives (2009 and 2010)



Source: Retail Trends Study, 2009 (KPMG, NRF Foundation and BIGresearch)

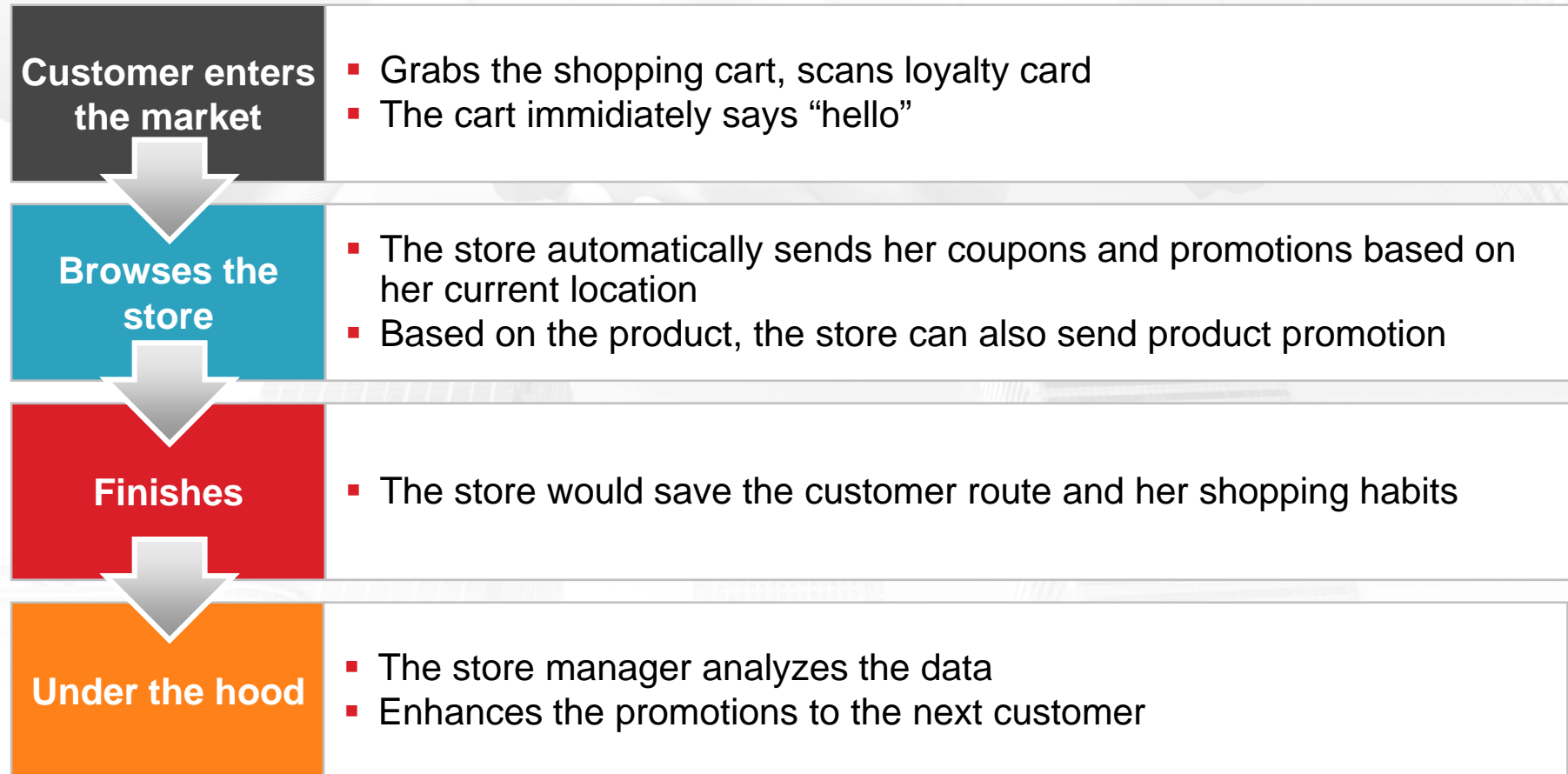
The FOXLight Cart



- Touch Screen
- GreenLight Communications Enabled
- Optional Barcode Reader

<http://www.samsung.com/us/mobile/galaxy-tab>

How Does FOXLight Work?



Value to the Grocer: Cost Savings and Revenue Growth

LED lighting and controls will result in \$50,875 in energy savings per, year per store.

Enable price discrimination through targeted promotions to customers with varying WTP. Repeat purchases and “liking” lead to recommendations.



Targeted just-in-time promotions for baby and pet goods and use of technology as means to enhance the customer experience serve as retention.

Following the Netflix model, promote the inventory that needs to move.

Value to the Shopper: A Clever Shopping Experience

Will provide directions based on a shopping list or product search, creating efficient shopping experience.

This is a fun, efficient, helpful and intuitively interactive grocery shopping experience.



Discounts on products a shopper would already be interested in purchasing, and easy access to store wide discount information.

Will provide food and drink suggestions based on current or previous purchases, and also based on what similar customers have bought or recommended.

Estimated Costs

FOXLight

Screen	\$ 45
Housing	\$ 5
Battery	\$ 10
Components	\$ 100
IR transmitter/receiver	\$ 3
Total Cost/unit	\$ 163

Software Development (fixed)	\$ 150,000
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Green Light Cost/Unit	\$ 900
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Competitive Messaging: We do it better.



FOXLight

- Smart Lighting Technology enables precise location
- Results in energy savings for the store
- Advertising relative to shopper profile AND position

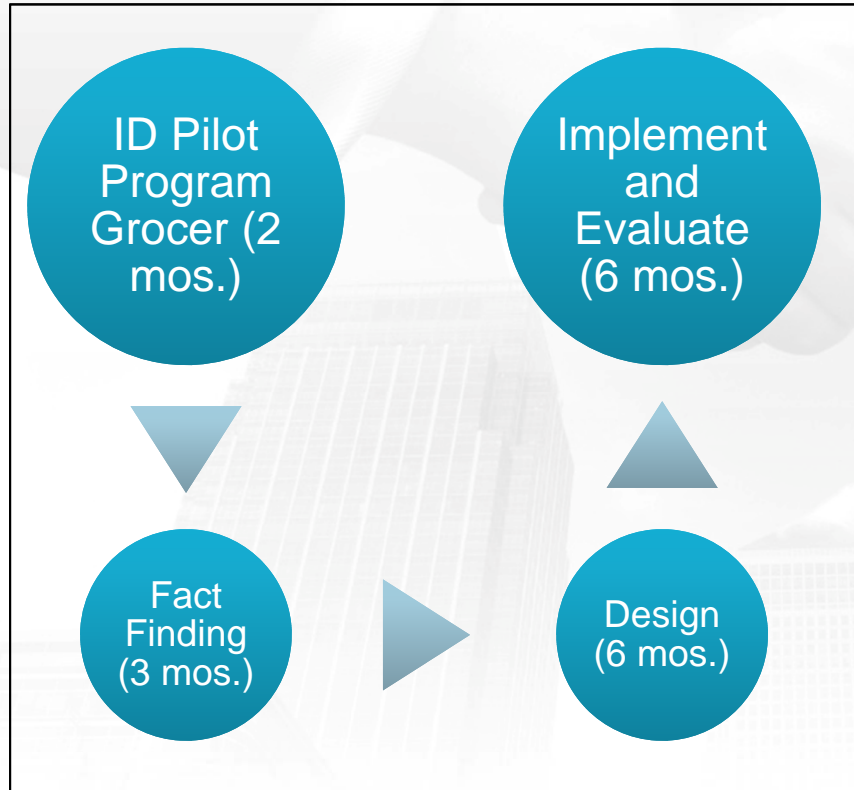


Mercatus

- Wireless technology is less precise with location
- No energy cost savings with wireless
- Uses general display advertising insensitive to location

Timeline and Milestones

Proof of Concept and Pilot Phase



Rollout Phase



Further Applications in the Long Term

Cart Tracking

Shift the point of sale to the cart itself

Establishing a communications standard

Games for kids on the screen

Conclusion



The FOXLight shopping experience, enabled by GreenLight technology, will bring grocers and their customers closer together in an interactive and dynamic shopping experience.



Do You Have Any Questions?

Placeholder, enter your
own text here