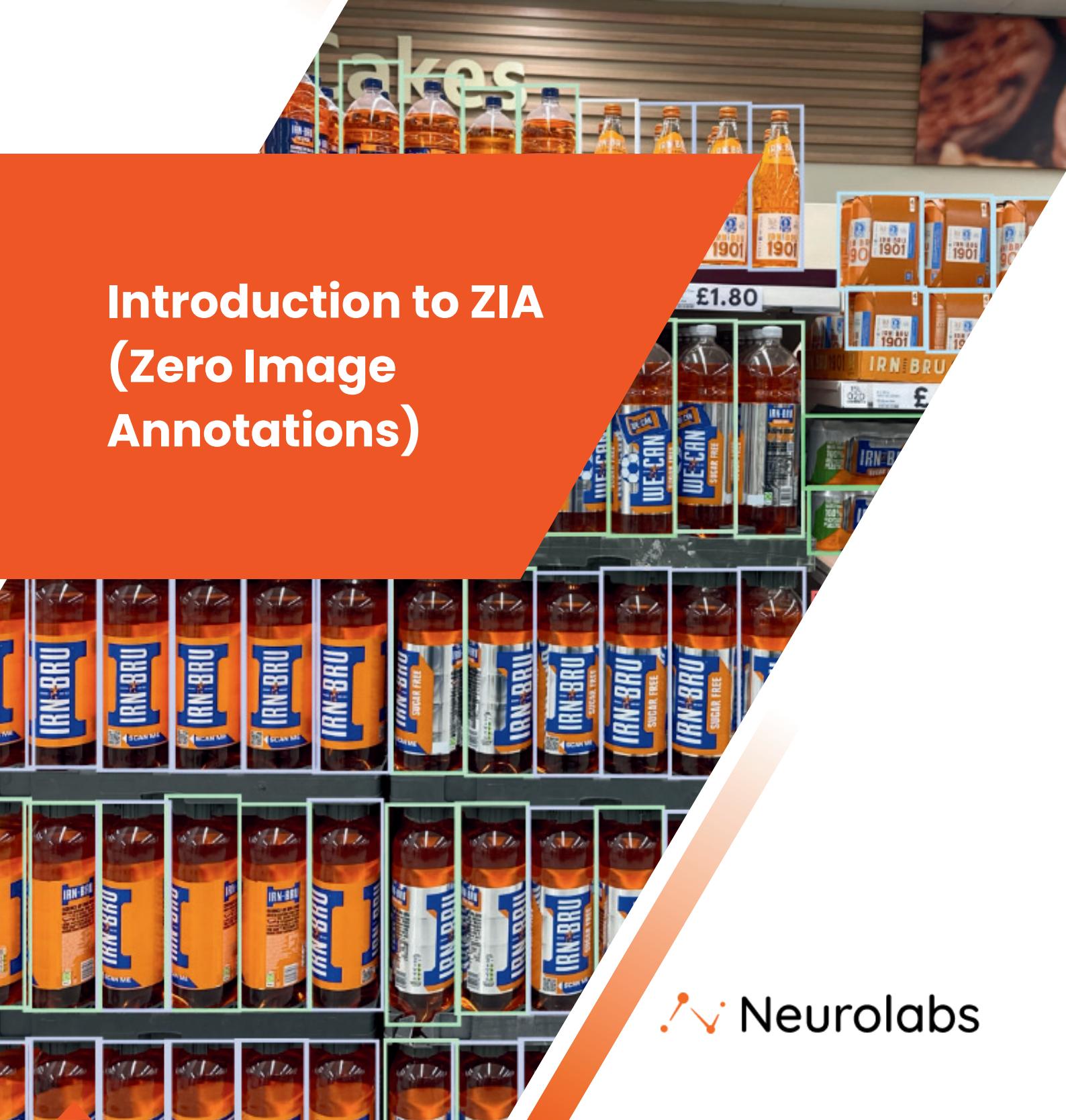


Introduction to ZIA (Zero Image Annotations)



Introduction to ZIA – The Eyes in the Field

With **Neurolabs' ZIA technology**, you can return millions of data points from the field to inform strategic decisions, enhancing go-to-market strategies across three primary functions: Execution, Commercial, and Pricing.

CPGs can achieve **perfect store execution**, ensuring products and any promotional items are always well-placed and visible and displayed with the correct pricing levels. This protects the brand, drive revenue growth, and provide substantial cost savings and strategic advantages in a competitive market.

ZIA is designed to significantly **enhance retail execution** by reducing risk, increasing revenue, and cutting cost through a single platform enabling a unified approach to visibility.

How images turn into real-time insights with IR

