



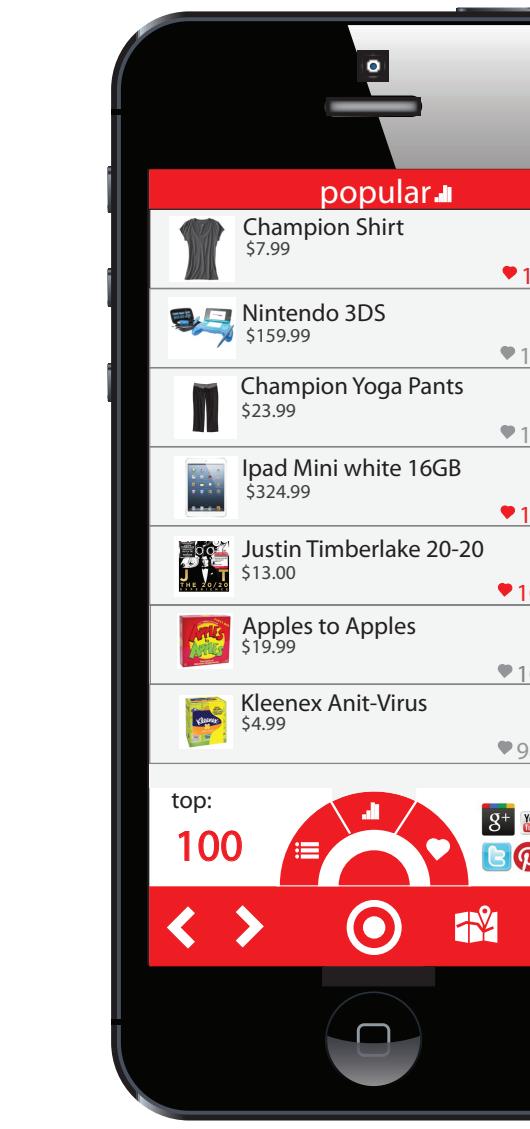
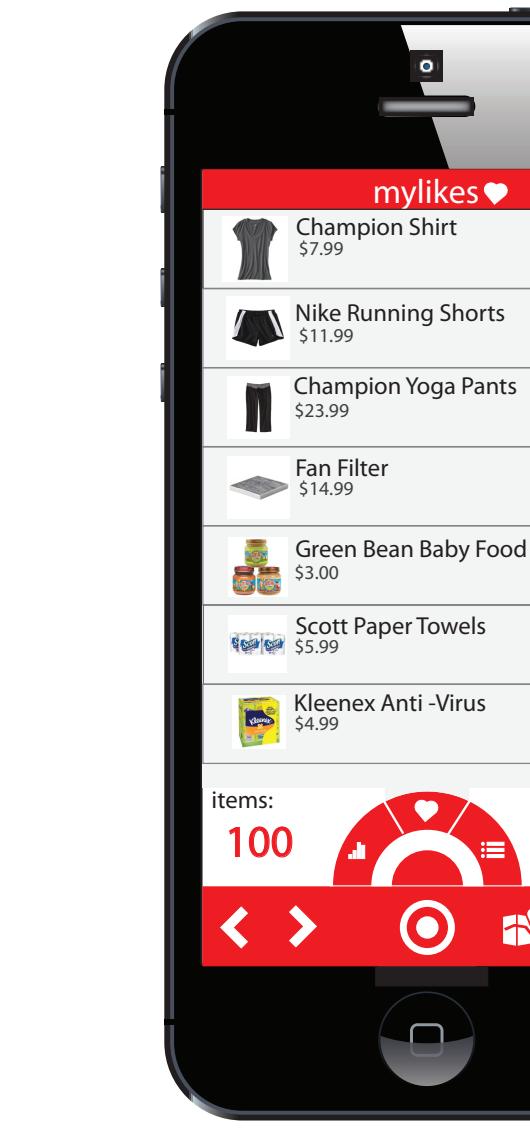
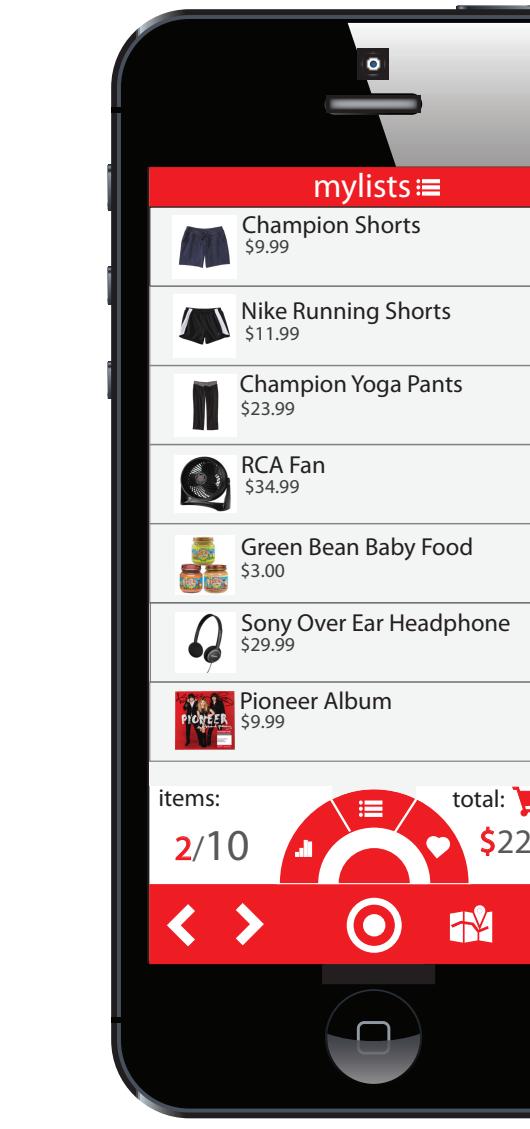
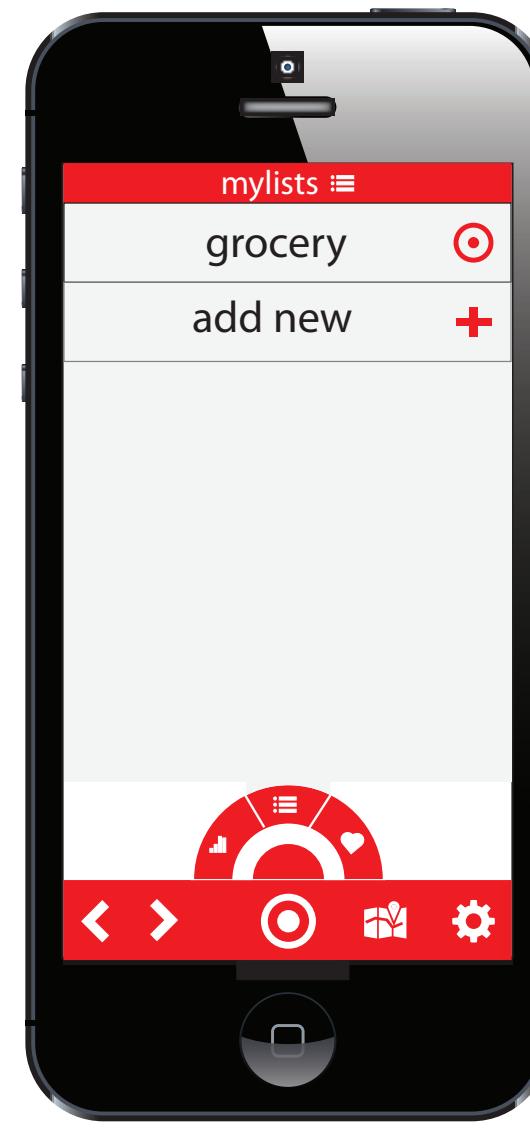
mytarget

brief



This revolutionary **app personalizes the customer experience** based on what the consumer has bought in the past and what they like on **social media** sites. When you enter the store and turn on the app it emits a **bluetooth** signal to the **smartshelves** and **tvs** displaying adds. When you walk down the aisles, they will light up showing you products you like and **display adds personalized** for you by using the technology of **GPS location based marketing**. The app allows shoppers to keep a shopping list and guides them by GPS through the store. The phone will call out other products your friends are buying and liking. The app partners with a **smart cart** that will scan the products in the cart and total the price for the customer so it can easily be scanned during checkout **rapidly decreasing the time**. This not only personalizes the shopping experience but turns stores into a **millenium playground**.

app



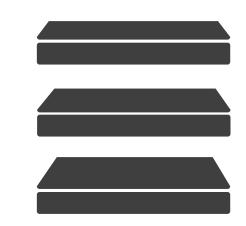
technology



smart phone using mytarget app



bluetooth signals to store, shelves, cart



smart shelves emit light if the user likes the item



smart cart knows whats in it and communicates with phone

