VENYOU - Spatial Data Harvesting for Commerce

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Overview

Spatial imaging enables a new class of commerce, called **virtual commerce**, which has the potential to significantly simplify business practices, streamline consumer spending, and alter the ad-commerce gateway. Walmart, a $404B/Year company, demanded automated inventory practices via RFID, and Apple has dominated innovation within the smartphone platforms capable of client-side processing. VENYOU will capitalize on the two events to enable location / event-based commerce. By creating and delivering software to spatially map commerce for both business and consumer, VENYOU will generate revenue from the $70B/Year ad-market currently driving Google, as well as from software sales for Business operations.

Problem

There are two primary avenues to make a purchase. Traditional 'high street' commerce at the store, and e-commerce online. These two models of commerce each have their advantages and disadvantages, and distinct business models which are *intended* to be complimentary, but are often competitive.

Case in Point

"I went in to buy a computer with my sister at Best Buy last Christmas. Best Buy ads in the paper for a local store didn't match online Best Buy ads. In fact, Best Buy had to "Price Match" their own online store in order to make a sale for a computer which was no longer in stock. Eager to have this computer, we called around to several Best Buy stores until we found a similar computer, 33 miles away. It was a 'must have' computer, so we drove there. But there was only one and it was not light blue, like she wanted. Nearly an entire day was spent so that I could complete a transaction. *If I had known that computer was at, say, Office Max or Costco for a similar price, I would have just driven there instead.* But getting someone on the phone who would actually be willing to check for a specific computer in a certain color would be like asking for a favor... if anyone even answered the phone."

Scope - Business to Consumer

This scenario extends to many products, where consumer-limited options for a purchase exist, such as cars, tires, and home entertainment products. It also extends to price-brand preferential purchases such as IKEA furniture found online but desired for local pick-up to avoid shipping costs.

Scope - Business to Business

This complexity is far worse for the business owner. It is a result of SAP / Oracle type inventory management so layered, fragmented, and reliant on manual updates, that a major Fortune 500 Company is willing to simply lower profit margins to complete an in-store sale rather than solve an inventory problem. On the consumer side, one never really knows if he or she is getting 'the best deal' unless a local paper is checked, online sale prices are checked, and then in-store deals are checked. And at best, you must still go to the store to see if a product is still in stock.

Solution

There's a far better way to enable inventory automation and consumer-product interaction in a way that offsets the implementation costs with ad service from both Silicon Valley and Madison Avenue, thereby making the new class of commerce service free for consumers and retailers with the technology that's already in their homes and hands.

Implementing a reliable, low cost, low maintenance RFID-based scanning toolset to automate database activity and deliver realtime information for tiered inventory management is already possible. Walmart, a $404B/Yr company, already mandated RFID use to aid in inventory management. But the cost burden is set squarely on manufacturers, which is delaying mass RFID implementation and stock automation due to the exceptionally competitive pricing scheme where even fractions of a cent per product can break the deal. Our company will be the catalysts for Walmart, and many companies like them, who face similar challenges. By removing the burden from manufacturers and adding a new class of commerce, Consumers and Businesses alike could capitalize in two major ways.

Online, shoppers could virtually shop actual inventory from local stores and make immediate decisions based on search engine SKU or UPC price comparison. (to ship, or not to ship) This places the need for Ad service at the decision page, the new "ground floor" for consumers, which we will create and host.

Second, for actual in-store shopping, smart phone users could use the positional capability to find their way directly to products mapped by our 3D RFID inventory. It's realtime ad service, management toolsets, and smart shopping with "**augmented reality**." Customer service is perceived as enhanced, as consumers can find their way directly to the product they need, and instantly compare store prices to online prices on a single application page for the same product -no more searching through several online layers to find too much unrelated data. **Positional Context** search is our value-added service derived from 3D RFID Mapping and consumer position data.

Search and e-commerce are major contributors to Google's $40B/Yr company. We will create a new "cross-roads" between search, e-commerce, and actual commerce by combining technology already in service with requirements on both the business and

consumer side to enable a new class of commerce applications, known as virtual commerce, or **v-commerce**.

v-Commerce is the bridge between commerce and e-commerce.

Method

RFID-based spatial imaging can be ported to visualization software to continuously map inventory *and* link traditional commerce with e-commerce in a highly profitable new commerce model. Harnessing the $40B ad-services that empowered giants like Google and Yahoo through a new ground level of commerce, while automating inventory life-cycle awareness, would be a win-win for business and consumer alike. The combination of inventory awareness and visualization could enable a continuous bridge of service, cash flow, and unobtrusive personalization to serve both the consumer, business, and manufacturer. The incentive is our reason to build a software business in the cross-roads intersecting a multi billion dollar management toolset (SAP / Oracle), and a $40B+ monetized search / ad placement service (Google / Yahoo / MSN) while connecting at the consumer level of e-commerce on any one of the the 76M smart phones shipped in 2009.

By placing the convenience of location and situation based search functionality in the palm of the consumer's hand, RFID mapping allows Retail to fine tune inventory based on consumers' actual demand. At the same time, consumers are able to shop online *and* at the physical location to ensure availability, competitive pricing, and enable a host of real time location based informational / ad services such as instant price comparison or post-consumer satisfaction.

This is not a new concept. Amazon Books does a great job of showing what similar purchases can be made, or price comparisons. And Facebook staff are working to use RFID to connect staffers at social events. But the use of RFID and GPS for location / time / situation based commerce has never been combined and processed in a way that is too simple for consumers to miss out on. Cheap, reliable, and renewable RFID mapping augments and increases GPS accuracy, reception, and data availability.

By tracking and mapping UPC / SKU life-cycle information to searchable map platforms such as Google Maps, I can query and merge product inventory management data to effectively "lift the roofs off of stores" for consumers to drill down to aisle, bin, and product in real time. It's true virtual commerce.

Three key advances have enabled what I will call 4D spatial mapping (x,y,z + time). First, processing power en masse is mobile. Millions of 'smart' phones flood the global market, reducing the need for intermediate GUI processing. Cloud computing will only continue to enhance and speed consumer's connected lifestyle. Second, RFID accuracy is now to the millimeter with optics and cubic meter with single point off-the-shelf detection sources over 100 meters away. Third, the $**4B** RFID industry has remained stagnant despite mass calls for adoption by the likes of Walmart, and e-

commerce has continued to grow into the $XXB range despite little to no change in interactivity. The RFID industry is eager to advance their capability.

Value Proposition

Venyou will install standardized RFID constellations within big box chain stores across US, Europe, and Asia and micro-map its contents via proprietary 4D virtualization software. This map (charting location, price, availability, cost, and peer-to-peer and peer-to-many comparison) will be offered as a free consumer application, saving both money and time for smart phone users. It will become a free application for business owners to perform primary inventory management responsibilities.

It's not a new concept. Starbucks created an iPhone application which is essentially a digital Starbucks card. We are simply taking that concept several steps further and using a smart phone as an e-commerce hub based on the location and products you are in front of, or are looking for. e-Commerce becomes v-Commerce.

Venyou will generate revenue primarily through v-commerce: time, situation, and location based ad service targeting consumers as they plan, shop, or compare products in real time or online. Our secondary source of income will be through a pass-through fee (sales percentage) charged to Retailers for use of our service during a financial transaction. Our third source of revenue will be from business logic applications designed specifically for a retail chain or product line to simplify information flow for managerial employees in formats far less complex than SAP or Microsoft charts, which are only as good as the people who manually update them. Our fourth revenue line will be through custom 3D imaging of UPC products when a production entity does not wish to render a 3D design on their own, or if a product design is not available.

RFID mapped products will be assigned display priority to pressure integration with static UPC inventory management. Production companies will be pressured to integrate RFID into their UPC labeling system based on Business demand for real time automated inventory management, based on real time search and ad-dollars.

RFID / UPC integration is stepped, and value is added rather than traded. More importantly, store owners aren't required to invest in a new system, learn new practices, or abandon legacy software solutions such as SAP or Oracle. Consumers aren't asked to buy a new service or learn a new interface.

- Stores don't have to abandon UPC labels, but instead opt for automation as ad revenue increases driven by consumer demand.
- Stores will be 'given' data on consumer click through or walk through as incentive to participate with Venyou 'beta' testing.

Opportunity

Our effort will focus initially on big-box, big store 'chains' to allow for rapid scaling and implementation. We will geo-tag inventory for 4D manipulation by business

management first to prove inventory management value, paired to with e-commerce shortly after, and finally streamlined for consumer adoption. After a localized “proving” period is over, hardware and software packages will expand to each of the many stores under a corporate structure without having to win individual locations.

Each of the categories are massive in size and stock, presenting an inventory challenge we can overcome, and enhanced consumer service we can monetize through ad service.

Walmart: The world’s largest publicly traded corp demanded RFID in 2005

With **$404B** in annual revenue, Walmart demanded RFID enabled UPC codes from its suppliers in 2005. Being the first company to reduce complexity into a visually intuitive and manipulatable medium for even the newest of store employees is our primary design challenge. A business application which can track, manage, and secure inventory from the mobility of a phone or portable computer is our primary design goal, which enables a subsequent software application for Consumers to interact with the Walmart store.

Consumer example: approach a DVD to view the movie trailer on your iPhone. Click “compare” to discover reviews of the movie, and instantly see where else the DVD is on sale. Single screen simplicity means you can see reviews, price points, and either purchase it or save it to your virtual shopping cart for later, even though you are physically shopping.

Logging on to your Walmart v-commerce application (account available on any smart phone or mobile device) while shopping offers context based personalized shopping, including the ability to leave the store without having to checkout.

Business example: Sales of a new DVD release are high, so employees in the Electronics department are automatically notified to restock the specific DVD via text message. At the same time, the Walmart Website opens up to include e-commerce purchases of in-stock DVDs for consumers to come in and pick up the hot new product. Employees no longer have to ‘check in back’ for inventory, as consumers now have the ability to do so via their smart phone or kiosk. Finally, loss due to theft is reduced by pairing phone geo-location tags to product as both exit the store at the same measured velocity. As the same cellular phone registration re-enters the store, security may be notified.

IKEA: Re-Direct Marketing Dollars and Capture Consumer Desire

Consumers spent 22.7B Euros at IKEA’s 301 stores in 37 countries and hosted 470M visitors on their website, with 70% of the IKEA marketing budget spent on an annual catalogue -suggesting a sale starts in the comfort of a consumer’s home. If a consumer could virtually walk through the store to view the actual inventory, maybe even virtually placing furniture in a photo of their own home, he or she could make purchase decisions based on a local inventory and avoid costly purchase and return decisions. While in the store, consumers could quickly be directed to the many pieces

required to assemble furniture and accessories via smart phone. Checklists, up-sale suggestions, and instructions would be dynamically created.

HOME DEPOT: Enable Event and Do-It-Yourself marketing

Home Depot generated **$71.3B** of revenue in 2009 while attracting 120M people to their online site. Home Depot *solutions*, rather than just products, could be mapped as part of a strategic business plan to return annual sales to it's pre-2008 high of **$91.8B**. Marketing a "life event" or "home action" would be accomplished by association logic -if a consumer is shopping for strollers, baby clothes, and toys, Home Depot ads could offer samples of soothing paint styles and Nursery lighting -naturally on sale. Or by showing (as the consumer shops) simple yet inexpensive methods for eco-friendly upgrades such as double-pane windows or garden plants. Home Depot could capture new in-store sales while up-selling support equipment.

Core Competencies

1) 4D UPC Mapping for Virtual Commerce following EPC Standards
   - Design of standardized RFID Constellation practice based on Latitude Longitude.
   - RFID / UPC / Database / GPS integration for 4D mapping.
     - Physically includes RFID tags, scanners, broadcast and reception points, and database server.
     - Context, situation, time-based mapping software provides the framework for applied business and consumer applications.

2) Consumer Software applications for 4D Search, Shop, and Sales
   - Connects consumers directly to product as easily and quickly as possible.
   - Custom software design for v-commerce on mobile platforms with the largest market share
     - Apple mobile devices such as iPhone, iPad
     - Blackberry mobile devices
   - Emerging applications which take advantage of advance graphic user interface
     - Sony Playstation for full virtual shopping
     - Microsoft X-Box for full virtual shopping
   - Internet Browsers such as Internet Explorer, Safari, and Chrome
     - Rich Internet Applications / Social Networking Sites such as Facebook and 2nd Life as they emerge with cloud computing and mobile communities.

*** Sample Consumer Smartphone Screen Images in Appendix ***

3) Business "Savant" Software for 4D Inventory, Life-Cycle Management, Security, and Sales

4) Software-based Ad-to-Sales Logic between Sponsor, Ad-Agency, Business, and Consumer

Market Analysis

This is a first to market product. There are no competitors who have successfully linked commerce to 4D tracking to enable realistic and adoptable virtual commerce (real time shopping) applications. Several major corporations have created software and/or hardware toolsets to enable RFID for tracking or inventory management.

- **Microsoft** developed a software application to integrate RFID with inventory management called
- **Mojix** has developed 3D mapping of large stores down to 3 meters based on RFID tagged products.
- **Alien Technology** has developed precise RFID tags for adverse products such as liquids and metal solids.

Implementation Plan

Phase 1

- Establish core hardware and software providers.
- Establish core software language based on primary market entry.
- Establish core market entry and Beta-Store for test. (such as Ikea)

Phase 2

- Install RFID Constellation in Beta Store and Test with empirical 4D software.
- Merge real UPC / Inventory data Constellation and core database to test with connectivity methods (4G, Edge, Wi-Fi).
- Program the consumer Application for the iPhone and iPad.
- Connect Constellation and Application for limited consumer use.
- Connect Constellation and Application for limited business use.

- Measure and quantify Consumer and Business reaction / adoption.

- Adopt feedback, quantifiably track, and objectively / subjectively assess highest consumer needs first for software Application implementation.
- Remove as many purchase steps as possible.
- Add consumer convenience features.

Phase 3

- Establish key service providers.
- Develop support plan and customer service network.
- Rollout Constellation and Consumer Application.
- Rollout Business Application.
- Expand to all stores. (IKEA)

Summary

Geo-tagged (RFID-based) inventory enables a bridge between the advantages of e-commerce with the practicality of every day shopping. Venyou becomes the conduit by placing accurate and trustworthy product knowledge, tailored by product and consumer context, into a dynamic sales event.

Supporting Data

RFID USE by Microsoft

Wal-Mart and the Department of Defense (DoD) along with some other major retailers now require their suppliers to begin RFID tagging pallets and cases shipped into their distribution centers. These mandates are about to impact some 200,000 suppliers globally. The Department of Homeland Security is looking to leverage RFID along with other sensor networks to secure supply chains and ensure port and border security. Pharmaceutical companies are already adopting the technology for anti-counterfeit measures. The automotive industry has been using the technology in manufacturing for decades. Now they are looking to extend its use to help with mandates such as the TREAD Act. Many major businesses already use RFID for better asset visibility and management. - http://msdn.microsoft.com/en-us/library/aa479362.aspx

EPC Network

(Verbatim Quote from Microsoft Website http://msdn.microsoft.com/en-us/library/aa479362.aspx)

The EPC Network is comprised of a set of technologies designed to enable immediate, automatic identification and sharing of information on items. Once implemented, the EPC Network will make organizations more effective by enabling true visibility of information about any item and its location as well as transparently supplying this information to other companies in virtual organizations or supply chain networks.

The network has five fundamental elements:

- Electronic Product Code (EPC)
- EPC-based tags and readers
- Object Name Service (ONS)
- Physical Markup Language (PML)
- Savant (software system components)

The final piece of the EPC Network is the Savant. The Savant is a theoretical software system that sits between tag readers and enterprise applications to write applications to capture, filter, analyze, and communicate EPC data. Many of the unique challenges arise from the vast quantity of fine-grained data that originates from RF tag readers, as compared to the granularity of data that traditional enterprise applications are accustomed to. Hence, quite a bit of processing performed by Savant concerns data reduction operations such as filtering, aggregation, and counting. Other challenges arise from specific features of the EPC architecture, specifically the lookup operations for the ONS and PML Service components. “

SmartPhones

According to a study by ComScore, in 2010, over 45.5 million people in the United States owned smartphones and it is the fastest growing segment of the mobile phone market, which comprised of 234 million subscribers in the United States.

Worldwide touch-screen smart phones
Market shares 2009, 2008

Vendor	2009 shipments	% share	2008 shipments	% share	Growth 2009/2008
Total	75,850,800	100.0%	36,309,350	100.0%	108.9%
Apple	25,103,770	33.1%	13,727,740	37.8%	82.9%
Nokia	22,364,000	29.5%	536,210	1.5%	4070.8%
HTC	7,726,770	10.2%	7,270,630	20.0%	6.3%
Samsung	4,840,750	6.4%	2,290,110	6.3%	111.4%
Others	15,815,510	20.9%	12,484,660	34.4%	26.7%

Source: Canalys estimates, © Canalys 2010

21% of American wireless subscribers have a smartphone at Q4 2009, up from 19% in the previous quarter and significantly higher than the 14% at the end of 2008. http://blog.nielsen.com/nielsenwire/online_mobile/the-state-of-mobile-apps/

Overall, smartphone vendors shipped 54.7 million units in the first quarter, up 56.7 percent from a year ago. Smartphones accounted for 18.8 percent of all mobile phones in the first quarter, up from 14.4 percent in 2009. http://www.zdnet.com/blog/btl/apple-iphone-smartphone-market-share-surges-rim-slips/34181

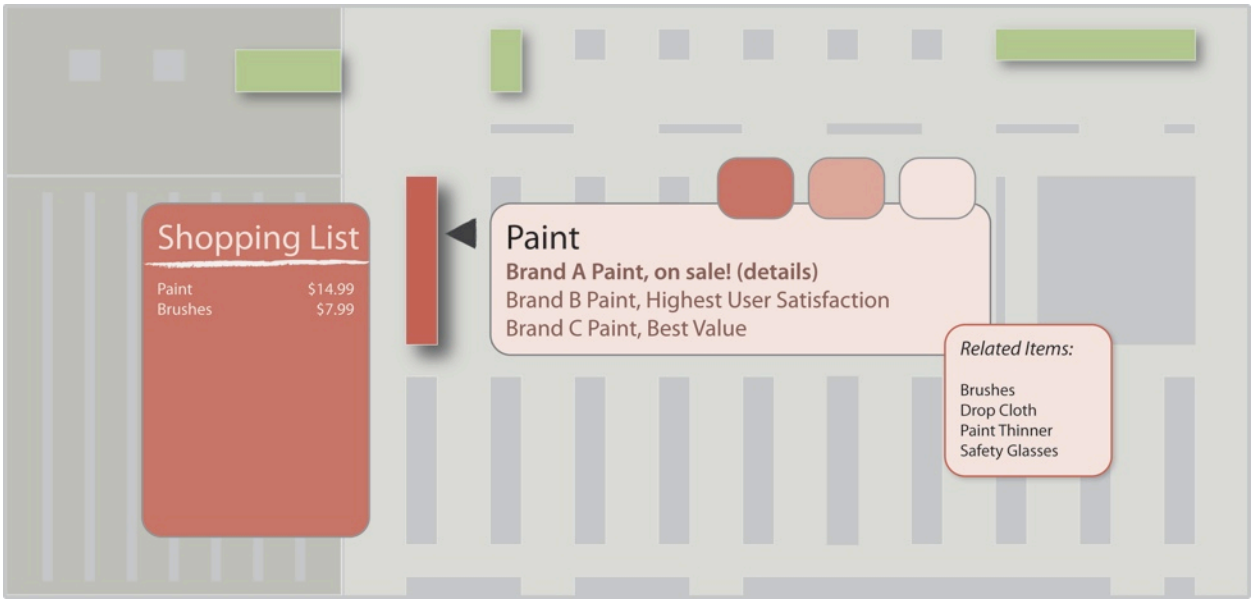
Appendix

Appendix 01: Finance 1,3,5

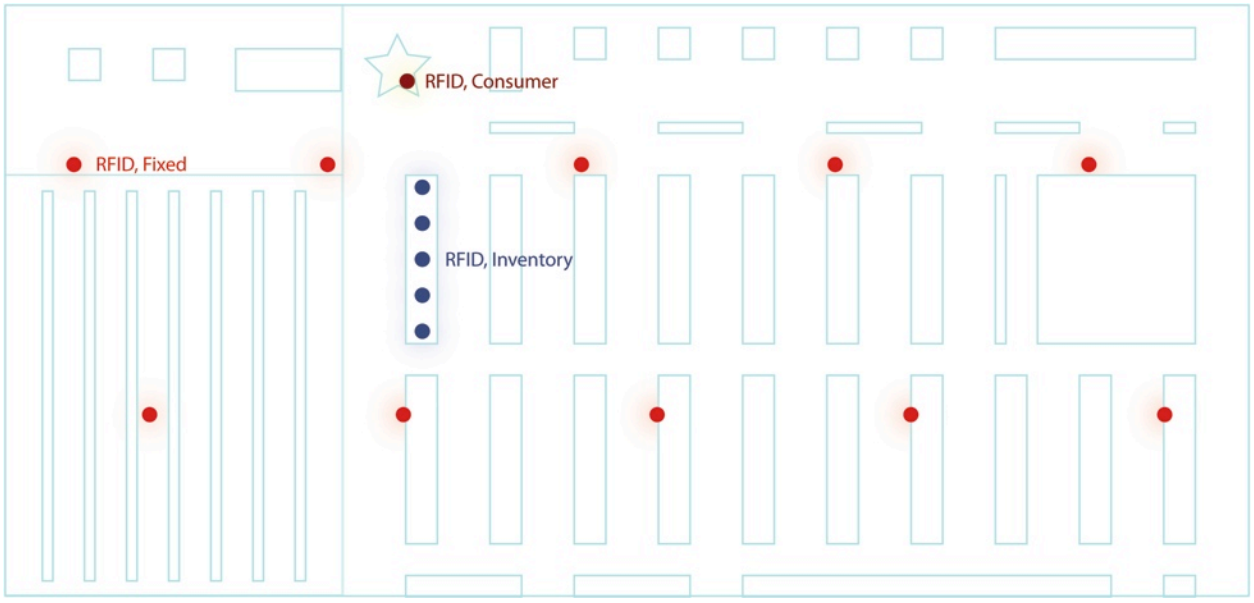
Start Up Expenses				JUL10	OCT10	JAN11	APR11	1 Year SUM
				Q1	Q2	Q3	Q4	Net
Property								
	Hardware		Description					
		MacBook Pro	mobile	$3,500.00				$3,500.00
		Mac Pro	station		$8,500.00			$8,500.00
		PC Laptop	mobile	$3,500.00				$3,500.00
		PC Workstation	station		$8,500.00			$8,500.00
		Server	Apple Server		$14,000.00			$14,000.00
		Wireless Router	Apple Airport		$200.00			$200.00
		Printer	HP		$2,500.00			$2,500.00
		Fax / Copy / Scan	HP		$400.00			$400.00
		Apple TV Video Imaging Router			$300.00		$300.00	$600.00
		Monitor / Projector		$3,500.00		$15,000.00	$75,000.00	$93,500.00
	Software							
		Adobe CS 5	Design Interface	$2,800.00		$3,500.00		$6,300.00
		Apple Final Cut Pro	Media Interface	$2,500.00		$3,500.00		$6,000.00
		Apple Developer's Kit - iPhone	Hardware Interface		$99.00	$300.00		$399.00
		Security & Misc Software		$1,500.00	$2,500.00	$5,500.00	$5,500.00	$15,000.00
Plant								
	Los Angeles							
		Workplace, Accessories, & Environment			$500.00	$1,500.00	$2,500.00	$4,500.00
		Work Stations			$3,000.00	$3,500.00	$3,500.00	$10,000.00
		Structure & Illumination			$5,000.00	$7,500.00	$7,500.00	$20,000.00
Equipment								
	Test Hardware							
		Alien Technology Development Kit		$4,000.00				$4,000.00
		Impinj Development Kit		$4,000.00				$4,000.00
		Apple iPad			$2,500.00			$2,500.00
		Apple iPhone		$800.00	$1,600.00			$2,400.00
		Google Android Smartphone		$300.00	$400.00	$400.00	$400.00	$1,500.00
		BlackBerry SmartPhone	+RIMM service	$800.00	$1,600.00	$400.00	$400.00	$3,200.00
		European SmartPhone			$400.00	$350.00	$350.00	$1,100.00
		Other VR Device (X-Box / Play	3D Virtual Playback		$800.00	$800.00	$800.00	$2,400.00
		RFID Mobile Reader	Alien Technologi	$2,500.00			$2,500.00	$5,000.00
	Test Measurement							
		Precision Distance Measuring	HP?		$25,000.00	$25,000.00		$50,000.00
		Precision EM / RF Measuring I	HP?		$25,000.00	$25,000.00		$50,000.00
Product Development								
	Hardware							
		Store 1 RFID Antennae				$5,000.00		$5,000.00
		Store 1 RFID Receivers				$55,000.00		$55,000.00
		Store 1 RFID Routing				$25,000.00		$25,000.00
		Store 1 RFID WiFi				$15,000.00		$15,000.00
		Store 1 Server				$250,000.00		$250,000.00
		Store 1 PC Station				$25,000.00		$25,000.00
	Software							
		Spatial / 3D Programming	Actual Implementation			$450,000.00	$30,000.00	$480,000.00
		Database Integration Program	Oracle / SAP			$400,000.00	$150,000.00	$550,000.00
		Apple Device Programming	Consumer			$750,000.00	$2,500.00	$752,500.00
		PC Device Programming	Consumer			$250,000.00	$2,500.00	$252,500.00
		Apple Device Programming	Business			$15,000.00	$200,000.00	$215,000.00
		PC Device Programming	Business			$15,000.00	$250,000.00	$265,000.00
General Admin								
	Salary							
	tier 1	Project Manager	Chris	$30,000.00	$30,000.00	$30,000.00	$30,000.00	$120,000.00
	tier 1	Business Application Specialist				$30,000.00	$30,000.00	$60,000.00

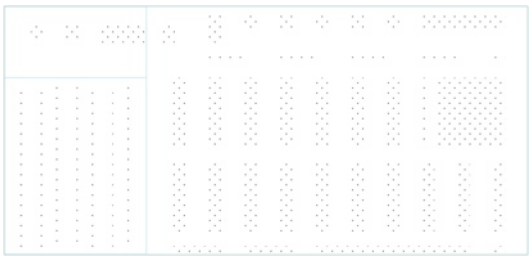
	tier 1	Consumer Application Specialist				$30,000.00	$30,000.00	$60,000.00
	tier 1	RFID R&D Engineer	David	$30,000.00	$30,000.00	$30,000.00	$30,000.00	$120,000.00
	tier 1	RFID Software Developer		$30,000.00	$30,000.00	$30,000.00	$30,000.00	$120,000.00
	tier 1	PC Developer / UNIX or LINUX			$30,000.00	$30,000.00	$30,000.00	$90,000.00
	tier 1	Layout & Navigation Design				$30,000.00	$30,000.00	$60,000.00
	tier 1	Apple Developer - Objective C			$30,000.00	$30,000.00	$30,000.00	$90,000.00
	tier 1	SAP Software Specialist				$30,000.00	$30,000.00	$60,000.00
	tier 1	Oracle Software Specialist				$30,000.00	$30,000.00	$60,000.00
	tier 1	US Sales					$30,000.00	$30,000.00
	tier 2	Network Administration				$22,000.00	$22,000.00	$44,000.00
	tier 2	Business Administration				$22,000.00	$22,000.00	$44,000.00
	tier 2	Creative / Media / Communications					$22,000.00	$22,000.00
	tier 3	Administrative Assistant				$15,000.00	$15,000.00	$30,000.00
	Contracted Services							
		Patent Attorney		$25,000.00	$5,000.00	$15,000.00	$55,000.00	$100,000.00
		Legal Attorney		$25,000.00	$5,000.00	$5,000.00	$5,000.00	$40,000.00
		Accounting		$5,000.00	$500.00	$500.00	$5,000.00	$11,000.00
		Pre-Visualization	3D	$15,000.00	$35,000.00	$15,000.00	$50,000.00	$115,000.00
		Commercial Production	HD		$25,000.00	$5,000.00	$120,000.00	$150,000.00
		Website Creation & Hosting		$500.00	$350.00	$350.00	$15,000.00	$16,200.00
	Strategic Development							
		RFID Certification Process	RFID4U	$9,000.00		$9,000.00		$18,000.00
		Stanford University	Intern / Partnersl	$500.00		$1,500.00	$2,500.00	$4,500.00
		MIT	Intern / Partnersl	$500.00		$1,500.00	$2,500.00	$4,500.00
		USAFA	Intern / Partnership				$250.00	$250.00
		Other University / Forum	Intern / Partnership				$250.00	$250.00
		Developer's Conferences & Ec	Apple / NAB / et	$1,500.00	$1,500.00	$12,500.00	$12,500.00	$28,000.00
	Travel							
		Airfare	LAX - SJO	$1,200.00	$1,200.00	$2,500.00	$7,500.00	$12,400.00
		Lodging		$960.00	$1,000.00	$2,000.00	$2,000.00	$5,960.00
		Rental Car		$320.00	$550.00	$750.00	$750.00	$2,370.00
		Misc	Fuel / MX / Ins	$5,820.00	$5,000.00	$5,000.00	$10,000.00	$25,820.00
	Utilities							
		Rent		$2,500.00	$7,500.00	$7,500.00	$7,500.00	$25,000.00
		Water / Electricity / Misc			$250.00	$250.00	$250.00	$750.00
		Insurance			$200.00	$200.00	$200.00	$600.00
		Internet			$350.00	$350.00	$350.00	$1,050.00
		3G / 4G with Apple Products		$150.00	$250.00	$550.00	$1,250.00	$2,200.00
		Cell Phone Service		$300.00	$800.00	$1,200.00	$2,000.00	$4,300.00
	Facility Development							
		Signage, MWR, Recruiting			$5,000.00	$10,000.00	$15,000.00	$30,000.00
	Marketing							
		Consumer Application			$2,500.00	$2,500.00	$15,000.00	$20,000.00
		Business Application			$2,500.00	$2,500.00	$150,000.00	$155,000.00
Totals				**$212,950.00**	**$352,249.00**	**$2,806,900.(**	**$1,624,550.(**	**$4,996,649.(**

Appendix 02: Sample Display & Basic Premise



Above: Sample smart phone shopping list (small screen). **Below**: RFID Mapping Process based on "RFID Constellations" tied to GPS points.





Left: Store is dynamically mapped based on RFID-tagged inventory. Data is parsed, and delivered to legacy database / inventory control. Inventory is positionally displayed, at differing levels, to managers, employees, and consumers both online and live on user's mobile platforms.