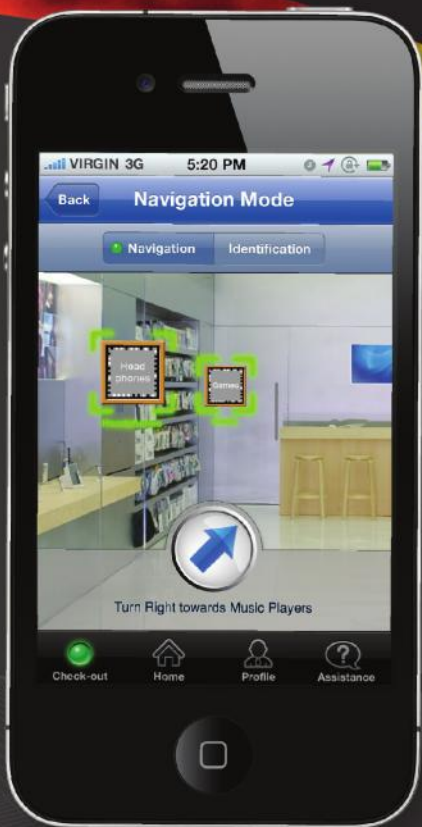


# An Immersive In-store, Guided Shopping Experience



# HELIOS

Mobile • Social • Local



Helios, a socio-mobile App powered by a robust Retail Technology Integration Platform, enables Retailers to provide shoppers the immersive shopping experience—through Augmented Reality and Social Media—that will move them from a “pre-shopping” state (Zero Moment Of Truth) to the state of actual purchase (First Moment Of Truth). Helios enhances the in-store experience through social and mobile techniques starting from check-in through convenient check-out in a private yet personalized manner. It answers the current challenges to in-store shopper conversion caused due to the failure of in-store digital media, decline in customer service, lack of measurable shopper engagement, and more.



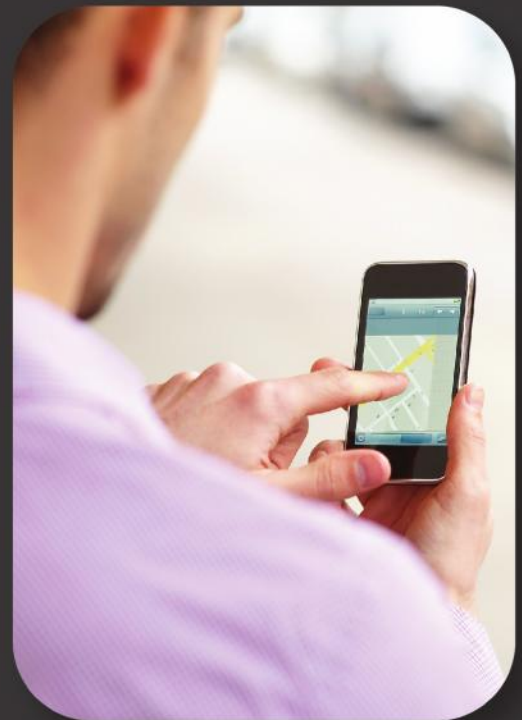
## Cost Effective Techniques

- | Harness the True Power of Check-ins with In-store QR Code, WiFi, online Store Locator, location- centered service, and API-based identifications
- | Help shoppers navigate the store turn-by-turn with visual markers, understood by mobile devices and complemented by Augmented Reality to locate products with great accuracy
- | Deliver to shoppers scan-free product identification and Information, optionally supplemented by a 3D inside view of the packaged product, pricing, deals, complimentary merchandise suggestions, likes, reviews, and more—all to facilitate the shopper's decision making
- | Deliver instant, store-specific shopping assistance with the internal use of Twitter for convenient and meaningful interactions with in-store sales and service agents armed with all the knowledge they need
- | Become the Focal Point of the Local Community by real-time communication with brand advocates on peer networks both inside and outside the local store
- | Realize faster Check-outs on the mobile app that uses unique bar code-based shopper identification

## Measurable ROI

Measuring return on investment (ROI) in mobile and social initiatives is made easy with Helios analytics. Business Intelligence is now readily at hand to efficiently develop and improve Retail in-store marketing strategies to:

- | Increase loyalty and the quality of loyalty
- | Drastically and measurably improve effectiveness of in-store interactive advertising and messaging
- | Provide an immersive customer experience that translates directly into increased sales and reduced lost sales opportunities
- | Significantly improve n-store customer service effectiveness
- | Benefit from the direct impact of social influence on revenue
- | Gain shopper behavior insights which never existed before



CITI, Founded in 1996, Creative Information Technology, Inc. (CITI) has continued to prove itself as a forward-thinking information technology company—a company that provides its clients with real-world solutions that integrate long-term functionality with capability. Having provided a myriad of quality solutions and services primarily to the Federal government, CITI has grown into a diversely talented and motivated IT enterprise with nearly 400 employees and annual revenue approaching \$72 million. CITI is a right-sized company, large enough to have vast resources to meet its customer's needs, yet small enough to be agile and creative.

### Corporate HQ

7799 Leesburg Pike, Suite 500 North, Falls Church, VA 22043.  
Phone: (703)483-4300 | Email: [info@citi-us.com](mailto:info@citi-us.com)  
visit us at [www.citi-us.com](http://www.citi-us.com)