



**Disruptive phygital AI solutions  
for a frictionless experience  
across venues**

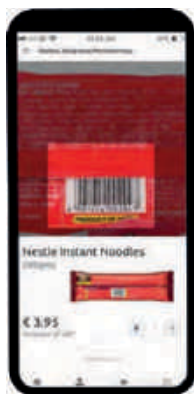
# PhygiShop

The only scan & go app with anti ticket-switching & direct payment from customer to franchise!

## A frictionless experience for your customers...



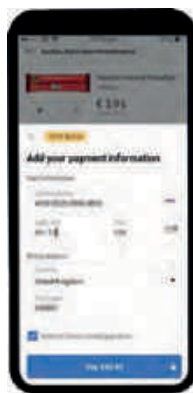
SCANPAYGO



Scan or locate the product in the store



View & modify your cart then proceed to payment at the counter or in-app!



Proceed payment & you're good to go!



You're done!  
Thank you for trusting Phygitix in your shopping experience. Access your previous orders & your loyalty cards.

## ... And you !

- Easy store setting
- Automatic product database input from inventory
- Payment category report
- Refund option
- Customer database with loyalty cards

### Core features

- 100% Touchless Experience
- Beat the Queue shopping model
- Real time price update for to ensure optimal merchandising
- Shopping Cart like convenience enabling faster checkout

### How Phygitix does it better ?

- Anti-Theft / Ticket Switching solution using best in class Deep Learning algorithm
- Direct payment from customer to franchiser/independent avoiding corporate transfer
- Hyper-personalized marketing campaign at the moment of truth (shopper inside) increasing promotional offer acceptance



Reduce fraud from automatic cashier



Create a phygital shopping experience



Improve treasury as a franchiser

# PhygiSurvey



Use hand gesture to increase your customer feedback base with a fun & easy survey kiosk.

## INTERACT SHARE IMPROVE

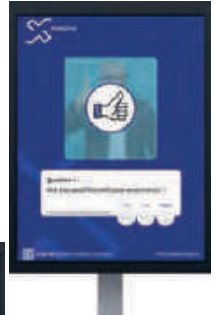


### As the manager

- Easy questionnaire configuration
- 100% remote control on new settings
- Agility in terms of onboarding new store, new aisle & new rule
- Set alert rules to trigger operational process to tackle issue

### As the customer

- Contactless feedback
- Immediate reflection of action on feedback
- Leave a comment with QR code



### Core features

- Touchless feedbacks based on gesture control
- QR code integration
- Create and customise unlimited surveys
- Dashboards & reports
- Alerts backed up with actionable triggers in target applications (ITSM, CRM etc.)

### How Phygisurvey does it better ?

- Contactless
- 100% Remote Device Fleet management
- 100% Offline support
- Highly Secured : detection intrusion, firewall & based on Linux
- Connected/Disconnected option



Increase  
feedback rate



Spreads feedbacks,  
not virus



Ensure constant  
customer service

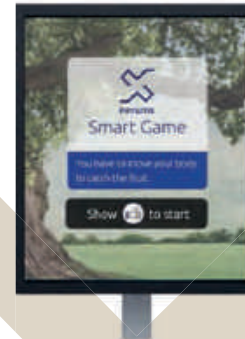
PLAY MOVE EARN

Immerse your targets in your universe and endears them to your brand or campaign

## How to start ?

1. Define your campaign goals & the product you want to emphasize
2. Let's discuss together a gamification of your product to amplify your campaign
3. We build together the game & help you deploy it in venues
4. Pedestrians are immersed in your campaign and experience your product in a game. They discover your product & brand with a full body experience

The lucky ones win a sample of your product and you reinforce your product footprint.



### Core features

- Offer product samples to boost product awareness & sales
- QR code integration
- Endless game possibilities based on motion
- Touchless feedbacks based on gesture control
- Add call to actions to website & other content !
- Fully adapted to your visual identity & campaign

### How Phygame does it better ?

- Real-time motion control
- Interaction with display graphic
- Disruptive and fun full-body interactive experience
- Full incorporation of your branding & campaign look & feel (mixing 2D & 3D)
- Pedestrians control dynamic multimedia interactive displays with simple gestures and body movements



Greater advertising campaign impact



Emotion creation



Brand identity reinforcement



Differentiate your brand

# Our commitments

## Data privacy

We analyze simple gestures and body movements. Face remains blurred at all times. Phygitix only collects and processes following data to build reports: Estimated gestures, Questionnaire information, Time stamp, Edge location, Device settings. As our customer, you will be able to receive all the data in your reports. We are GDPR compliant.

## Ethical & Explainable AI

At Phygitix, we train our data on large datasets to reduce bias risk. Our apps can understand local accents & dialects. Our apps are inclusive as they propose voice, reading or motion option.

## Diversity & Inclusion

At Phygitix, we are proud of the diversity of our teams across Americas, Asia & Europe. We give equal opportunities to our employees.

## Net zero policy

The device used for Phygishop, Phygisurvey & Phygiplay have a low energy consumption rate. If you own display kiosk, we are happy to recondition the kiosk to run our apps!



# Enter the phygiverse

Phygitix is a company founded in 2021 and based in Paris with employees in Canada, India & France. We offer disruptive phygital AI solutions for a frictionless experience across venues. We leverage AI-based video analytics to deploy surveys (Phygisurvey) & games (Phygiplay) on interactive & contactless display kiosks for a full experience. We revolutionize the in-store experience with Phygiplay, the only scan & go app with anti ticket-switching & direct payment from customer to franchise.

We are part of Nvidia Inception Program.



Contact us for a short demo or a workshop

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