Catalyst unveils the latest evolution of Retail Technology

Friday 16 May, 2014

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The CatLook product suite re-energises the shopping experience for customers and drives sales and consumer loyalty for the retailer.

With consumers increasingly browsing and purchasing items online or on mobile devices, fashion, clothing and beauty retailers are now facing more and more competition from these newly established virtual stores. CatLook from Catalyst is the first fully integrated range of technologies to give the competitive advantage back to the whole high street as well as prestige retailers and boutiques. Critically CatLook will also help retailers better understand the needs and aspirations of their customers.

The CatLook range of innovative in-store technologies provides solutions for visual merchandising, an interactive digital wardrobe, queue management systems, all of which makes the in-store experience more engaging and enjoyable for any potential customer and more cost effective and profitable for a retailer. More information can be found at www.catlook.com

Based around the mature RFID technology, CatLook's modular design and flexible software solution means that retailers can select the components that best fit their needs and budgets and integrate them seamlessly into their existing retail technology. The prospect of long term investment, staff training, high cost and high maintenance has been removed by CatLook's application of made-to-measure technology.

Paul Clarke, managing director of Catalyst commented; "Consumers now use digital technology in every aspect of their life and they now expect a much more interactive, engaging and rewarding experience when they shop. That is exactly what CatLook provides. The days of fashion or clothing stores just having four walls, garments and staff are numbered."

"Retailers are fully aware that they need to do more to make the shopping experience both more enjoyable and profitable. Retail technology that provides an immersive, interactive experience has until now been too expensive, too complicated and incapable of integration with existing systems. CatLook was designed from its core to be modular, very flexible and cost effective. Its primary purpose is to drive sales across a range of products and help provide first class customer service," continued Clarke.

"Customer empowerment has changed the game. Show-rooming is on the rise and it is extremely important for brands and retailers to create a multimedia omni-channel shopping experience for their consumers. Consumers not only expect everything to be readily available at their fingertips, but they also expect the overall brand experience to be similarly accessible. When you can meet these expectations, sales and loyalty follow" concluded Clarke.

Using a variety of screen, virtual, and RFID technologies, CatLook allows a consumer to see at first-hand what their selection of clothing or fashion items looks like either on a virtual or real mannequin or even on them.
Consumers simply place the RFID tagged items near the relevant CatLook screen or technology and the image of the item will appear. The customer is then offered additional items and colours to complement the original garment as well as information on pricing and availability. This technology can be extended into the changing room to allow instant help from staff giving first class customer service.

From a retailers' point of view, the CatLook system provides a unique opportunity to both cross-sell items across a fashion or brand range and even upsell new product categories. At the same CatLook's ability to provide powerful reporting data on stock levels, trends and purchasing points ensures that the right products are in the right store, at the right price and at the right time.

The full CatLook solution compromises the following components:
Hardware: CatLook virtual mannequin large and small; CatLook virtual Reality; CatLook Fitting Room; CatLook shelf; CatLook EPAY; Handheld scanner; CatLook inventory; Dashboard: data collection; RFID tag; RFID printer; (other hardware: mini ipad, router, switch).
Software/others components: staff training; training course and employee support line; trained trainer in each region; annual CatLook Cloud licenses; software updates; ongoing technical support; one off store installation fee; seasonal content management.

CatLook is a standalone system using the Linux operating systems, but the CatLook Mirrors work on Windows.
Full CatLook demo suites are available to view and trial in Hong Kong and central London. A suite in New

York will be opened in the summer of 2014.

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