

Geck®

More possibilities. More efficiency. More turnover.

# UltimateShopper Plus



# From shopping trolley to sales trolley

User-friendly scanner system

Charging socket with status light for Charger

Ergonomic handle

Large shopping basket (155 l)

Weighing function for basket and floor grid

High quality smooth-running castors



Water and shock resistant  
10 inch full HD touch display



Spacious floor grid

The digital transformation is rapidly gathering pace. In all areas of life. There is also an increasing number of technologies in food retailing and therefore opportunities to attract and retain customers. In addition to digital marketing, it is the PoS in particular that offers excellent opportunities to improve customer centricity. With the Geck UltimateShopper Plus, you can offer your customers the ultimate shopping experience: convenient, time-saving, comprehensive - by using your own shopping cart.

The Geck UltimateShopper Plus will help you to understand your customers even better and make them additional, suitable offers. Dynamic and in real time. In your store. The shopping list is not only fully „processed“, but actively expanded compared to the use of personal scanners - and the shopping trolley becomes a sales trolley.

# Your standard benefits

UltimateShopper\*



## Cost savings

- Reduced personnel deployment (Self-Scanning and Self-Checkout)
- Reduction of inventory differences/ theft through product plausibility checks with the help of the weighing function and AI-based theft protection
- Amortization after 36 months



## Image improvement

- Increasing attractiveness for new, potential employees through innovative and future-proof brand awareness
- Brand strengthening through technological advantage at the PoS



## Technology

- Shorter waiting times with fast customer Self-Checkout
- Future-proof: Upgrade to Plus also possible at a later date
- Contactless payment directly at the trolley  
Optional: hybrid deposit lock (can be unlocked with smartphone or deposit coin)
- Suitable for long opening times: less than 7 hours charging time with the convenient Geck UltimateCharger

# Your Plus-benefits with route optimization, navigation and recommendation management

UltimateShopper Plus



## Cost savings

- Reduction of inventory differences through weight, location- and AI-based theft protection



## Location-based theft prevention

- Plausibility check by location using a sample product range:



1 kg = 1 kg

Plausibility check via weight is not sufficient



Plausibility check via location

Scan-location ≠ Scan-product



Reduction of inventory differences



## AI-based theft prevention

- With each scan, the last three images are checked by the AI to ensure that the inserted item corresponds to the scanned product
- Discrepancies are signaled by a red light on the back of the tablet and are indicated at the terminal during checkout so that an employee can intervene
- GDPR-compliant

# Your Plus-benefits with route optimization, navigation and recommendation management

UltimateShopper Plus



## Sales increase

- **More data:** Increase purchase probability via location and shopping list-based recommendations
- **More availability:** by digital shelf extension (Endless Aisle) for products from your online shop
- **More Retail Media:** Real-time offers through determined position (display on tablet and/or digital signage)
- Location-based customer-specific recommendation leads to the purchase of the advertised product: Income through cashback from your suppliers (direct response marketing)
- Cross-selling and upselling thanks to individual recommendations
- Optimization of offer placements



## Navigation

- No searching, no staff commitment, no non-purchase: customers find and buy the products they are looking for more quickly on their own
- Increasing customer satisfaction
- Your customers' positive experience of using navigation can now also be experienced in everyday shopping

# How does the tracking work?

## UltimateShopper Plus

- Tracking and analysis via IR transmitter/receiver model that can be mounted under the ceiling
- LED receiver pre-installed in the trolley (in display cover)
- Fully GDPR compliant: localization via infrared light, no cameras!
- Dynamic shopping list and shopping cart analysis, evaluation of spontaneous purchases
- Creation of heat maps, zoning, route analysis -> this makes it possible to optimize route design and offer placements

Your Plus in flexibility: You can also choose individual modules.

The right product  
at the right time  
in the right place.



# Your customers will love you for the UltimateShopper Plus

- No long waiting in line at the checkout
- Save time with self-scanning, self-checkout and digital shopping list
- Goods can remain directly in the bag in the UltimateShopper
- Best overview of the shopping cart and value of goods at all times
- No surprises or uncertainty: Incorrect operation is almost impossible
- Clear navigation through the store helps to work on the shopping list without detours or annoying questions (search function)
- Personalized product recommendations and offers like online retailers
- Lots of background information about products, such as ingredients or allergens, quickly retrievable
- More fun while shopping

Your customers will become ultimate shoppers themselves!



# Guarantee

## More transparency and fairness

You can expect a reliable and secure system from Geck for use in your store. We also stand for transparency and fairness in our pricing policy. No hidden costs or expensive surprises. All services, fees and licences are transparent and calculable. The UltimateShopper can be upgraded at any time.

## More maintenance

The reliability of your systems at your PoS is our top priority. The G Guarantee is designed to ensure that the UltimateShopper hardware supplied by us is continuously adapted to current standards. If required, we will be happy to provide you with the necessary updates. So you can concentrate on your core business

## More support

However, if your UltimateShopper does not work to your satisfaction, you will receive fast support. Questions about your products will be answered by our hotline. With our remote service, we analyse your system and can thus rectify errors via remote maintenance. Optionally, we can of course support you immediately with our on-site service.

## More flexibility and options

You want customised agreements for maintenance or support. Or you need an extended warranty period, additional collateral or other options. We offer you a customised solution and will be happy to work with you to create a service package tailored to your company.

# The UltimateShopper Plus is now available!

More information and technical details here:

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