



Evolve S10 provides design and performance benefits in Japan

Seven & I Holdings, the Japanese retail giant, was among the first in the world to experience the benefits brought about by Checkpoint's Evolve S10 antenna: the most aesthetic and powerful solution against shrink.

Seven & I Holdings selected Checkpoint's Evolve RF-EAS technology for its latest store opening at the ALIO mall in April 2008. This new shopping mall combines its traditional general merchandise store Ito-Yokado, plus over 150 individual shops and 10 cinemas on a total of 6 floors.

The retailer's choice in implementing the Evolve S10 was mainly based on its aesthetic appearance and the outstanding performance of the Evolve RF-EAS system. Mr. Shunji Kasuya, General Affairs and Administration, who is in charge of loss prevention, Seven & I, said, "Our first priority is to provide every

“ Evolve S10’s exceptional performance and appearance were definitely the most critical factors in our choice of the system. ”



An installation with the Evolve S10 antenna .

customer with a comfortable and safe shopping environment. We always put ourselves in our customer’s place first. Evolve S10 antenna is the most suitable solution for the ALIO mall as it is in a very open format, and our customers can freely shop around and leave the exits quickly and safely in an emergency. S10 is almost invisible and basically gives no disturbance to our customers at all. We were very glad to see the variety of antenna choices from Checkpoint’s latest Evolve range.


“Its exceptional performance and appearance were definitely the most critical factors in our choice of the system. We have great expectations of the latest Evolve RF-EAS technology. It provides amazing sensitivity and gives us a true roadmap to RFID applications in merchandising and supply chain management,” he added.

A win-win situation

Apart from delivering a high level of security, the implementation of EAS also enhances the shopping experience and security awareness of store staff. “With the Evolve EAS system, our staff can focus on catering to customers’ needs and improving our services, instead of guarding the stores,” Mr. Kasuya continued. Seven & I also combined EAS data together with their CCTV system. When there is an EAS alarm, the signal will be sent to the monitoring room and the CCTV camera will immediately monitor the alarming area, allowing the security staff to quickly diagnose the problem and take immediate action.

Partnership with Checkpoint takes EAS to the next level

Seven & I believes in combining sales promotion and store security together. They are pioneering the application of innovative solutions to increase their sales and add value to customers. The ALIO committee, led by Mr. Kasuya, is always looking for the best solution to achieve this goal and has selected Checkpoint Systems as one of the members of the ALIO committee for contribution of ideas. “There is a lot of useful data generated from the EAS systems that can be utilized for our store management and promotions, especially from Evolve.” Mr. Kasuya concluded. ■


セブン&アイ HLDGS.

Seven & I Holdings, a retail giant in Japan and Asia Pacific, has 7 major formats of consumer retailing including the famous 7-11 convenience stores, Ito-yokado general merchandise and department stores, supermarkets, food service, financial and IT services. With more than 100 companies operating all over Japan, and their overseas market, the retailer generates more than JPY 8.5 trillion in revenue per year. This retail giant also aims to become “a leader in the new comprehensive lifestyle industry” and to create new values for consumers’ real lives , through the synergy created by their 7 different formats and the group’s innovation.

