

***EVOLVE***

***Shrink Management and  
Operational Excellence Solutions***



***EVOLVE*** Beyond  
Imagination

***Checkpoint*** 

**EVOLVE**

## EVOLVE TO OPERATIONAL EXCELLENCE AND IMPROVED BOTTOM LINE PERFORMANCE

Retailers must constantly adapt to keep up with a fast-paced industry and relentless competition. More than ever before, it's crucial to attract new customers and keep them coming back. Retailers know that by reducing shrink, increasing shelf availability and achieving operational excellence they can retain customers while improving bottom line performance.

As a global leader in shrink management, merchandise visibility and apparel labeling solutions, Checkpoint is committed to helping its customers achieve

greater operational excellence. With a sharp focus on improving its products and services, Checkpoint strives to help retailers and their suppliers reduce shrink, improve merchandise availability and leverage real-time data in ways never before possible.

As part of this commitment, Checkpoint continues to innovate and deliver new functionality in its EVOLVE platform. Through a combination of new and advanced software, electronics and firmware upgrades, EVOLVE extends its ability to help retailers grow their business profitably:



### ■ Distinguish Between a Live Tag Entering and Exiting a Store

The EVOLVE VisiPlus™ unit identifies whether a live tag is entering or exiting a store, through a process known as Smart Alarm Management (SAM). This firmware triggers the proper audio/visual alert, prompting store associates to take the most appropriate action in interactions with shoppers, resulting in a better customer experience.

### ■ Proactive EAS Management – The Key to Success

The CheckPro Compliance Manager increases the value of an EVOLVE investment by enabling retailers to capture and remotely monitor and report on specific reasons for EAS alarms. This helps loss prevention departments pinpoint operational issues and initiate corrective actions, and ensure that staff is actively engaged in the EAS program.

### ■ Booster Bag Detection

The sophisticated MetalPoint™ device detects the presence of foil-lined clothing or ‘booster’ bags often used by professional thieves.

### ■ Intelligent Deactivation

The EVOLVE D11 deactivator enables rapid deactivation and recognizes and reports on the number of hard and soft tags that are processed at the checkout. Management can use the data to monitor sales and source tagging programs and highlight cases of internal fraud.

### ■ Integrated Visitor Counting

The EVOLVE VisiPlus™ unit also acts as a bi-directional people counter that accurately measures the number of potential customers entering and exiting a store. The data is then transferred to one of Checkpoint's CheckCount™ reporting solutions. Whether it's for data analysis of a single

store or thousands across a multi-national chain, retailers can use Checkpoint's CheckCount solutions to gain insights and improve operations.

### ■ Reduced Energy Consumption

Updates to the electronics used within EVOLVE systems have resulted in certain antenna configurations consuming 40 percent less energy when compared with identical systems in our previous release, and up to 75 percent in comparison to other leading technologies.

### ■ A Modular Approach to System Expansion

The EVOLVE system, reflecting its name, is designed to evolve with a retailer's business. This highly extensible platform was engineered from its conception to provide a clear upgrade path to add new capabilities such as RFID, advanced networking, booster bag detection, and easy integration with other loss prevention systems.



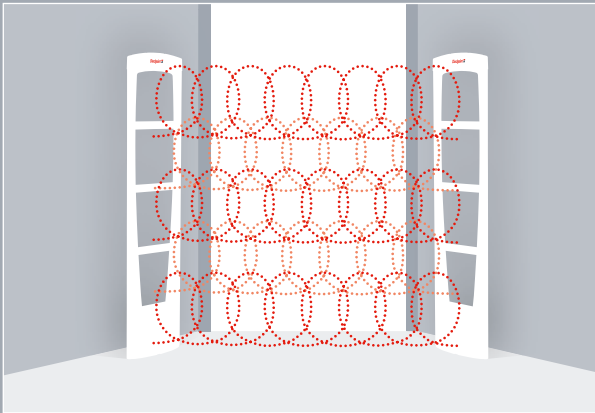
EVOLVE P10 antenna with integrated EVOLVE VisiPlus™ unit

# EVOLVE

## THE POWER TO PERFORM

EVOLVE is a powerful, advanced and reliable shrink management and operational excellence solution. Using Checkpoint's revolutionary 360 radio frequency (RF) technology, EVOLVE employs a rotating RF field that vastly improves tag detection, re-

gardless of the type of tag or the angle at which it is carried through the system. This field also supports wider aisles, providing more flexibility in terms of store layout, while an aesthetically pleasing range of antennas complements store design.



360 RF technology improves detection rates

EVOLVE is also the industry's first programmable EAS platform that allows retailers to mine critical loss prevention data, providing them with retail intelligence that helps them make smarter decisions.

When you combine EVOLVE's improved detection, wider aisle widths, programmable platform and reduced energy consumption with our range of specialty and enhanced performance labels, accessories and software, retailers are presented with an environmentally friendly, world-class shrink management solution.

## FULLY INTEGRATED SYSTEMS

EVOLVE offers a complete solution for shrink management and operational excellence that benefits a number of functions within an organization, including loss prevention, operations, marketing and merchandising.

EVOLVE's open architecture enables retailers to gradually expand their systems' capabilities. For

example, retailers can move from a pure shrink management solution to also incorporate visitor counting at a later date. Not only does this provide the flexibility to upgrade systems as business needs change, but because multiple departments benefit from the features, cost of ownership can be shared.

## ONE COMMON ARCHITECTURE FOR EASY DATA HANDLING

All EVOLVE components have been designed around a common architecture. Using standard protocols, the objective is to provide effortless integration, minimizing IT support time and maximizing the system's effectiveness. Industry-standard protocols such as TCP/IP and FTP make it easier for retailers to achieve reliable, high-speed communications using a store's existing infrastructure.

Whether a retailer has a single store or a global chain, information from different stores and even departments can quickly and easily be gathered and transferred to relevant systems for analysis, providing accurate retail intelligence.

## A SYSTEM YOUR STAFF CAN TRUST

For retailers to get the most out of their shrink management investment, store associates have to be confident in the system's reliability and accuracy. If employees fail to respond to system alarms and alerts because they doubt its integrity, shrink will surely rise, resulting in lost sales and lower profits.

EVOLVE's enhanced detection capabilities and additional features such as Smart Alarm Management and CheckPro Compliance Manager were created with this very issue in mind. By having confidence that the EAS system works reliably through reduced false alarms and by understanding whether alarms are incoming or outgoing and the reasons for them, store associates' belief in the system is assured.



## REDUCED COST OF OWNERSHIP

In today's economic environment, the pressure is on to reduce costs wherever possible.

EVOLVE has been designed to reduce the cost of ownership for retailers. In addition to providing a scalable, future-proof solution that can be enhanced as businesses grow, Checkpoint's aim is to use remote service protocols wherever possible to lower associated costs by reducing on-site maintenance.

These factors, coupled with significantly reduced energy consumption\* and that multiple departments outside of loss prevention can benefit from the data EVOLVE provides, make for a cost-effective and environmentally friendly solution. With EVOLVE's retail intelligence, you can make smarter, more informed decisions and target spending more effectively.

\*Available in the most recent EVOLVE release

## INVESTMENT PROTECTION ASSURED

Making any investment is a major decision. Retailers must ensure that their investment is future-proof and will not become obsolete in a short period of time.

The Checkpoint team is committed to providing global retailers with solutions that enable them to reduce shrink and enhance the consumer shopping experience to grow their businesses profitably. We work in partnership with many of the world's leading retailers to understand their security and operational pain points. In this way, we develop solutions to meet the changing needs of retailers and deliver solutions that add real business value.

EVOLVE has addressed a number of retailer pain points with the introduction of some exciting features. These include the following capabilities:

- **CheckPro Compliance Manager:** facilitating the capture, monitoring and reporting of reasons for EAS alarms
- **Smart Alarm Management:** enables store associates to distinguish between a live tag entering and exiting a store



- **EVOLVE D11 Deactivator:** rapidly deactivates and recognizes and reports on the number of hard and soft tags processed at the checkout
- **Integrated Visitor Counting:** bi-directional people counting that accurately measures the number of potential customers entering and exiting a store

EVOLVE has been designed to allow a modular approach to system expansion, enabling retailers to take advantage of features as their business requires. EVOLVE has already delivered some major new features and Checkpoint will continue to develop new ways to help retailers grow profitably, giving them the peace of mind that they have invested in a solution that will meet their future needs.



Checkpoint Systems is a global leader in shrink management, merchandise visibility and apparel labeling solutions. Checkpoint partners with retailers and their suppliers to reduce shrink, increase shelf availability, ensure labeling consistency and achieve operational excellence. Checkpoint's solutions enable retailers to enhance the shopping experience for consumers, and grow their businesses profitably.



Electronic Article Surveillance



Labeling @ Source



High-Theft Solutions



Shrink Management Software



Merchandise Visibility



Apparel Labeling Solutions



Retail Merchandising Solutions

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