

“Cloud” Business UP!

Intelligent Management Solution

POG always focus on IT real-time management solutions for enterprise. Now we would like to present our latest products as innovation in IT market in Hong Kong - Intelligent Management Solution, including Customer Traffic Management, QR Marketing Management, and Facial Recognition Management.

POG Company Limited
Retail Asia Expo
12-14 June 2012
Booth No.: K07

Intelligent Management Solutions

Customer Traffic Management



"Real-Time Analysis on Customer Traffic with Business Cost"

Base on various retail shops, it analyzes data of customer traffic, sales conversion rate, staff arrangement, and rental value. To achieve the goals on retail shops distribution planning, marketing strategic programs, human resources management and retail shops live monitoring, etc. It is able to integrate with existing sales management systems.

Features:

1. Real-time monitoring for customer traffic
2. Arrangement on staff rosters and resources for peak/idle hours or different retail shops
3. Implement marketing activities, discount campaigns, advertising and sales promotion, etc.
4. Effect evaluation on customer attracting of various marketing activities and promotion campaigns
5. Comparison on customer traffic with rent and area size of retail shops
6. Integration with existing sales management systems to analysis conversion rate

QR Marketing Management



"Real-Time Analysis on Promotion Benefits with QR Code"

By using QR Code as the tool of advertising or marketing activities, customers scan QR Code on various media platforms by their smart phones and applications to obtain the latest product information and coupons, or undertake vote programs, lucky draw and other interactive activities. Meanwhile, it is able to analyze customer click rate data, submit instant customer information, record click time, and compare actual effect and benefits with various advertising or marketing activities on different media or marketing platforms.

Features:

1. Use QR Code for strengthening overall brand images, enhancing advertising efforts, and improve customer experience and promoting product sales
2. Facilitate customers to immediately access product information, participate in marketing activities, and deepen customers' purchasing impression
3. Obtain customer information data and feedback, statistics analysis for evaluate or predict the product market
4. Evaluate real-time effects or benefits of marketing activities for different time or period on various media or platforms
5. Extend Smartphone marketing platforms by linking up with social media or website for promotions
6. Design personal and attractive QR Code with product images or company brand logos for coordinate with advertisings and increasing customers' interest

Facial Recognition Management



"Improve Effectiveness with Real-Time HR Management"

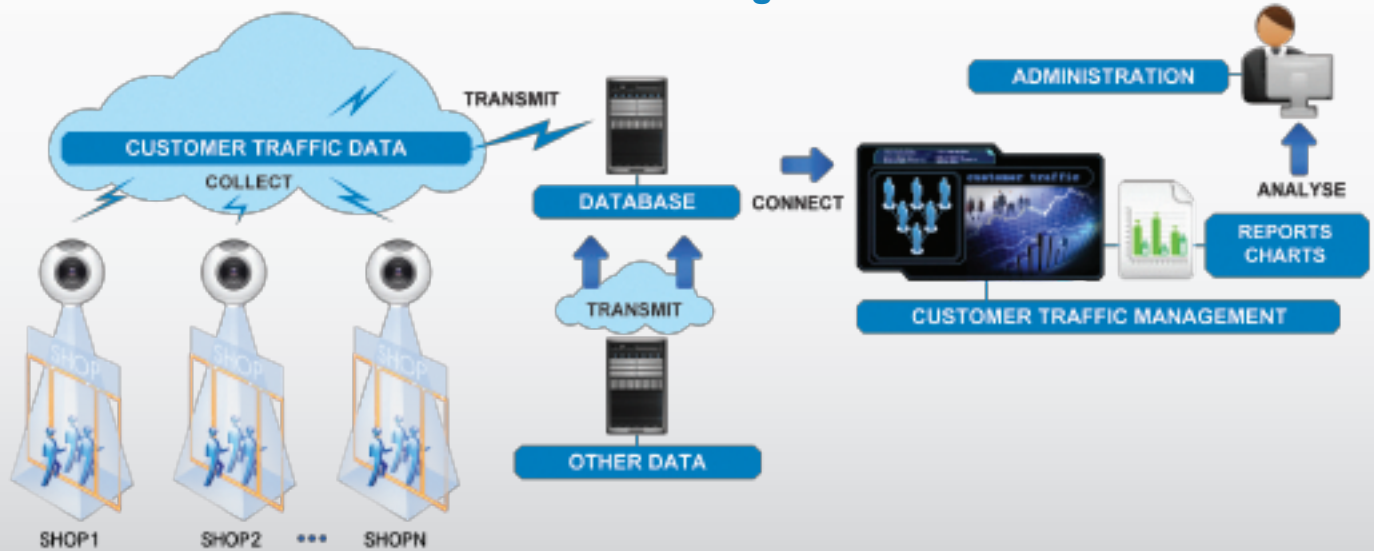
Base on biometric technology for identification and authentication, with data encryption by digital technology, providers absolute security and confidentiality. Faster speed than the fingerprint identification, no need to store any fingerprint data, does not violate the Privacy Policy. Enterprise can use the products on attendance record, security, access control, and verification, etc. It is for cross-industry use and effectively enhances human resource management, improves enterprise efficiency, and is able to integrate with existing enterprise management systems.

Features:

1. Using biotechnology techniques for identification and authentication on human face, with data encryption by digital technology for security and confidentiality
2. User-friendly, no need to purchase additional smart card and store real-time attendance records and data, save time and improve efficiency
3. Speed of identification is much higher than fingerprint recognition, no need to store or record any fingerprint, which does not violate Hong Kong Personal Data (Privacy).
4. Applicable for attendance records, security, access control, and verification
5. Non-contact operation, applicable for any industries
6. Integration with existing HR management systems

Welcome to visit POG Company Limited (Booth No.K07) in Retail Asia Expo on 12-14 June 2012 for our products and services display. For free onsite demonstration, please immediately contact us for reservation and further enquiries. Thank you for supporting POG.

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