



SPORTXX

DIGITAL FOOT ANALYSIS FOR RUNNING SHOES THAT FIT

Innovation at Ryffel Running by SportXX - the shop format SportXX at the Migros specialises in running. Here, customers can find a running shoe that fits them perfectly using the Ryffel Running by SportXX digital foot analysis device.

With the Ryffel Running by SportXX (RRbySXX) digital foot analysis device, optimised by screenFOODnet, sales assistants have a state-of-the-art aid at their disposal when advising customers on running shoes. Customers will benefit from advice that focuses on personal requirements.

The RRbySXX foot analysis device records the shape of the foot with one camera and the customer's movement pattern with another. The data obtained, which are displayed via a specially configured screenFOOD® app, help the sales

assistant to provide optimum, customer-orientated running shoe advice. This means that SportXX offers efficient sales advice in its Ryffel Running by SportXX shops, relying on professionalism and competence. Using the foot analysis, RRbySXX employees can present the customer with the running shoe models that correspond to the customer's foot shape and movement pattern. For consumers, digital analysis on location at RRbySXX represents a progressive service that contributes to a special shopping experience and creates a helpful added value for the customer. The specialist store also benefits from a statistical instrument that enables significant evaluations with regard to advice and sales figures.

The RRbySXX specialist store has commissioned screenFOODnet Digital Signage Retail Services AG to redevelop the software and optimise the hardware components of the foot analysis device. With the screenFOOD® standard software and an app that has project-specific configurations, screenFOODnet has created a sta-

ble solution that meets the requirements of RRbySXX. Additionally, screenFOODnet has evaluated the ideal hardware for an excellent presentation of the analysis data. The rollout started out in February 2014, and by August 2014 13 branches had already been equipped with the foot analysis device. Further installations at other locations are planned.

In cooperation with:
cl-electronics (hardware),
Vision-Inside AG (integration)