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PROJECT SPEC SHEET (EN)

SHOPVIEW2MARKET | AUTOMATED SOLUTION TO VALIDATE SHELF LAYOUTS IN STORES

Project nº: 6389

Supported by the "Sistema de Incentivos": Investigação e Desenvolvimento Tecnológico (SI I&DT) - Projetos Demonstradores em Copromoção

Partners: WeDo Consulting – Sistemas de Informação (Leader); Sonae Center Serviços II; Associação Fraunhofer Portugal Research

Total eligible cost: 467.492,06€

EU Funding: 229.908,70€ (ERDF)

**National/regional funding**: N/A

33%

67%
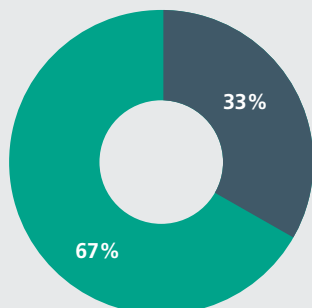
- ■ **COPROMOTORS FUNDING**
- ■ **EU FUNDING**

Project's overview

ShopView leverages computer-vision technology for retailers that want to gain a competitive edge in product placement auditing. The former ShopView project, funded in the scope of SI I&DT Co-Promoção – QREN (projeto n.º 30335), has finished having its R&D objectives accomplished. Although it is capable of doing the job with a considerable degree of reliability, some challenges and limitations were identified: Automatic Integration, Usability, Auditing features should be completed with Correction features – to be able to act upon the information created by ShopView, e.g. for restocking, rearranging and optimizing shelf product placement.

To optimize all these factors, the same consortium have join forces in the ShopView2Market project aiming the complete validation of the solution in real environment, with long-term trials and publica demonstrations, thereby fostering the adoption by retail companies of national and international markets, since

the technology is highly replicable and exportable.

Portugal – Oporto
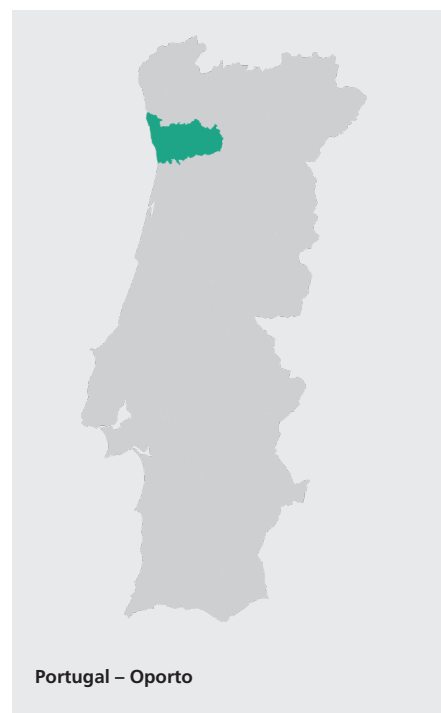
ShopView solution uses state of the art image processing technology, together with a semi-automatic device, to compare shelf layout and product placement plans (planograms) with actual in-store displays, thus detecting wrong product location and out-of-stock situations.

1 *Buggy ShopView2Market.*
2 *Notification module.*
3 *ShopView2Market in international retailer (SPAR Austria).*

Photos, videos and other dissemination materials
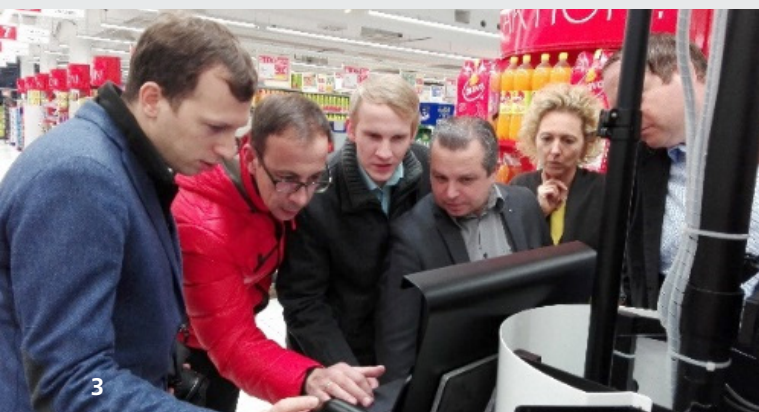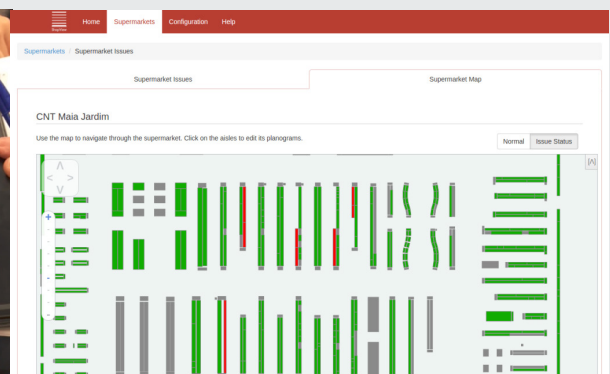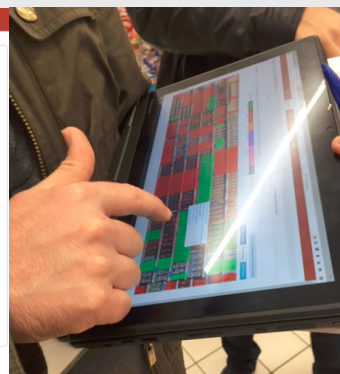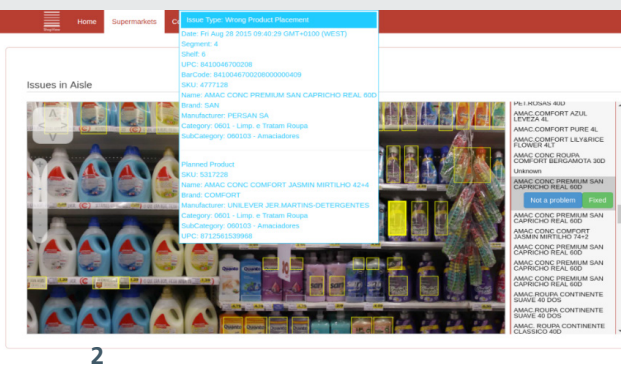
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- Fraunhofer Portugal AICOS develops high technology to optimize retailer's product placement (09.08.2016)

https://www.fraunhofer.pt/en/fraunhofer_portugal/news/news_archive/fraunhofer-portugal-aicos-develops-high-technology-to-optimize-r.html

- Se encontrar o Shopview buggy num hiper não se assuste: anda a ajudar a arrumar prateleiras (09.01.2017)

https://www.publico.pt/2017/01/09/economia/noticia/se-encontrar-o-shopview-buggy-num-hiper-nao-se-assuste-anda-a-ajudar-a-arrumar-prateleiras-1757634

- Shopview2Market (24.01.2017)

http://www.poci-compete2020.pt/newsletter/detalhe/Proj6389_Shopview2Market

- ShopView: an Automated Solution for all hypermarkets (25.01.2017)

https://www.fraunhofer.pt/en/fraunhofer_portugal/news/news_archive/ShopView_an_Automated_Solution_for_all_hypermarkets.html

- SPAR testa solução de gestão de stock desenvolvida em Portugal pela Sonae MC (24.04.2017)

http://www.hipersuper.pt/2017/04/24/spar-testa-solucao-de-gestao-de-stock-desenvolvida-em-portugal-pela-sonae-mc/

- Technology co-developed by Fraunhofer Portugal AICOS tested in international pilot (26.04.2017)

https://www.fraunhofer.pt/en/fraunhofer_portugal/news/news_archive/Technology_co-developed_by_Fraunhofer_Portugal_AICOS_tested_in_international_pilot.html

- Sonae apresenta tecnologia de gestão de stock (26.04.2017)

http://www.itinsight.pt/news/inovacao/sonae-apresenta-tecnologia-de-gestao-de-stock

- ShopView analisa o que falta nas prateleiras do supermercado (14.07.2017)

http://exameinformatica.sapo.pt/videos/reporterei/2017-07-14-ShopView2Market-e-um-robo-que-analisa-o-que-falta-nas-prateleiras-do-supermercado

4 *ShopView2Market in national retailer (Sonae MC Continente).*