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PROJECT SPEC SHEET (EN)

SHOPVIEW | SISTEMA AUTOMATIZADO DE VERIFICAÇÃO DE PLANOGRAMAS DE LOJAS

Project n°: 30335

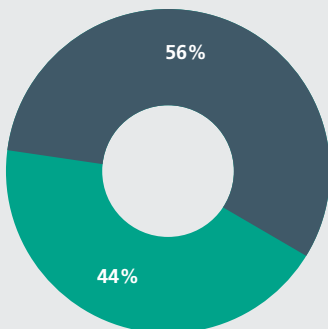
Supported by the “Sistema de Incentivos”: Investigação e Desenvolvimento Tecnológico (SI I&DT) em Copromoção – QREN

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

Total eligible cost: 380.328,58€

EU Funding: 216.655,16€ (ERDF)

National/regional funding: N/A



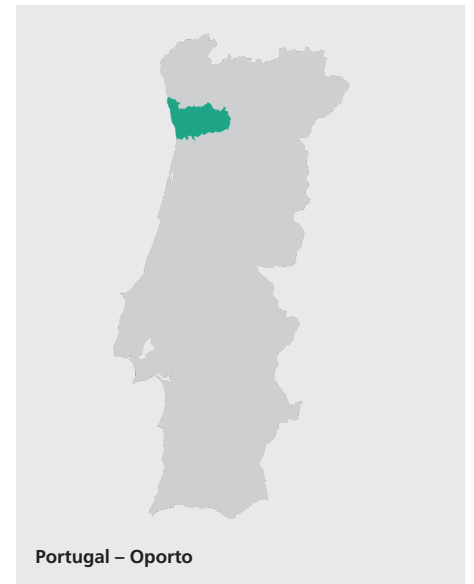
■ COPROMOTORS FUNDING
■ EU FUNDING

Project's overview

Planning the shop layout is one of the most crucial tasks in the retail business nowadays. The right placement of products in a modern supermarket determines significantly the number of sold items. To maximize the overall income, supermarkets optimize the shelf layout and put products with a high profit margin on prominent places in the aisles. The manufactures of the products are willing to pay the supermarkets a so called shelf rent, in order influence the shop layout, to promote their own goods. The wrong placement of a product might therefore not only result in worse revenue, but also in contractual penalties. As the shop layout changes frequently, there is a permanent need for control which involves high costs since currently the task must be manually performed.

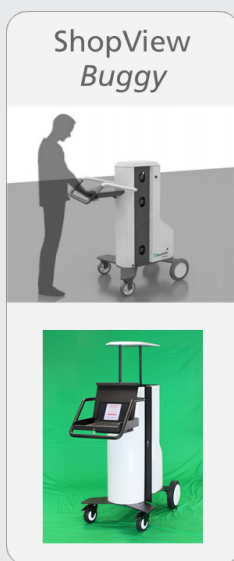
The aim of the ShopView project is to automate the task of controlling the implementation of planograms, by creating a system which utilizes state of the art image processing technology to recognize

misplaced products. The system will consist of a semi-automatic device to take images of the supermarket and software which performs the image processing and compares the real world data with the information stored in the planning software of the supermarket. The ShopView system will significantly decrease the rate of wrong product placements while decreasing costs of control at the same time.





Photos, videos and other dissemination materials



- ShopView – a solution to validate the shelf layout (01.03.2015)

https://www.fraunhofer.pt/en/fraunhofer_aicos/projects/industry_contractresearch/shopview.html

- ShopView project presented to the European Commissioner for Research, Innovation and Science (19.06.2015)

https://www.fraunhofer.pt/en/fraunhofer_portugal/news/news_archive/shopview-project-presented-to-the-european-commissioner-for-rese.html

- ShopView winner at the Sonae Innovation Awards 2015

<https://www.sonae.pt/en/innovation/projects/shopview/>