



Quanergy and Digital Mortar's Partnership Brings Advanced LiDAR-based Retail Analytics Covering the Entire Shoppers' Journey for Retail and Smart Spaces

SUNNYVALE, Calif.– May 4, 2021 – [Quanergy Systems](#), Inc., a leading provider of LiDAR (Light Detection and Ranging) sensors and smart 3D perception solutions, today announced a technology partnership with [Digital Mortar](#) to provide advanced LiDAR-based people tracking and analytics for retail and other [smart spaces](#).

The partnership combines Quanergy's 3D LiDAR Flow Management platform with Digital Mortar's retail analytics to create a first practical solution for accurate full-journey shopper tracking throughout massive store spaces, including malls, stadiums, and airports. The solution provides an understanding of full shopper journeys and conversion patterns, detailed merchandising analytics, foot-traffic comparisons, forecasting, and visualizations of indoor and outdoor spaces.

The combined solution allows retailers to optimize store layouts and displays to improve the effectiveness and performance of their visual merchandizing, as well as map the complete shopper's journey. Quanergy LiDAR's expansive coverage supports retail deployments in stores and spaces of almost any size, from 5000 sq. foot mall stores to broader spaces like malls, multi-level department stores and big-box superstores. In addition to detailed shopper analytics, the LiDAR-based solution enables stores to effectively manage occupancy, enforce social distancing, and increase store security.

"By integrating Quanergy 3D LiDAR Flow Management platform into our solutions, we're opening up a new class of stores to the world of detailed in-store shopper analytics," said Gary Angel, CEO at Digital Mortar, "Quanergy platform allows us to accurately track people throughout the entire shopper's journey, at a much lower cost compared to installing traditional sensor and camera technology— with zero risk to personal privacy."

Quanergy's 3D LiDAR technology provides high accuracy, precise people tracking without capturing or storing any personally identifying information (PII) to meet international privacy regulations. LiDAR sensors from Quanergy also feature flexible mounting and a 360-degree field of view for complete coverage of large areas with fewer sensors required. Quanergy LiDAR sensors also provide reliable performance in any lighting condition and in both indoor and outdoor spaces.

Thanks to its much longer range, Quanergy LiDAR-based people tracking requires significantly fewer devices to install and maintain compared to camera-based solutions, thus providing a significantly lower

total cost of ownership (TCO) for people tracking in large stores. In addition, the sensors enable a cost-effective, dual-purpose solution that can provide *both* advanced people tracking analytics and monitoring for security.

“The partnership between Quanergy and Digital Mortar will give retailers the data they need to understand the end-to-end shopper journey, create better customer experiences, and improve safety and security throughout the store,” said Gerald Becker, VP of Market Development and Alliances at Quanergy, “We’re thrilled to bring the power of LiDAR technology to new applications in the retail industry.”

For more information, visit www.quanergy.com

About Quanergy

Quanergy was founded in 2012 and builds on decades of experience of its team in the areas of optics, photonics, optoelectronics, artificial intelligence software, and control systems. Headquartered in Sunnyvale, California, in the heart of Silicon Valley, Quanergy offers a high-performance AI-powered LiDAR platform designed to accelerate the automation of key business processes to increase productivity, efficiency, and safety of our 3D world. By providing actionable insights to organizations across major industries including, mapping, security, smart cities, and smart spaces, industrial automation, and transportation, Quanergy is enabling its partners and their end-users to deploy innovative solutions to drive their business growth and ultimately, improve the quality of life for people around the world. For more information, visit www.quanergy.com

About Digital Mortar

Digital Mortar provides advanced analytics and in-store shopper measurement for world-class retailers. Digital Mortar’s cloud-based DM1 platform integrates people-measurement data from a variety of technologies and supports full journey analytics to optimize customer experience. From occupancy and door-counting, to sophisticated merchandising analytics, predictive queue management and full-journey pathing, Digital Mortar’s analytic suite supports optimization of every aspect of the in-store journey. Founded by Digital Analytics experts in 2016, Digital Mortar brings core digital behavioral analytics, test & learn methodologies, and comprehensive measurement of engagement and success to physical retail. For more information, visit <https://www.Digitalmortar.com>

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