



SHOPTALK EUROPE

October 8–11, 2017 • Copenhagen



Countdown to Shoptalk Europe 2017: Startup Pitch Series, Part 5— Orient

- 1) At the inaugural Shoptalk Europe conference, which will be held in Copenhagen October 8–11, FGRT Managing Director Deborah Weinswig will emcee a startup pitch competition between 15 innovative early-stage companies.
- 2) In this report, our fifth in a series of daily *Countdown to Shoptalk Europe 2017* reports, we profile Orient, a technology company that has developed a scalable indoor navigation solution that requires no hardware installation and uses geomagnetic technology. The company's solution does not rely on beacons or Wi-Fi installations, both of which can present challenges in large buildings.
- 3) Orient solves the scale and accuracy problems that other indoor navigation systems have faced. Because Orient's technology requires no hardware installation, it can be used in large-scale buildings where hardware would be too costly to install. Orient's navigation system is also accurate within a three-foot radius, making it an optimal choice for commercial applications.

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Shoptalk Europe 2017

Shoptalk Europe, the inaugural European edition of the Shoptalk next-gen retail and e-commerce conference, is taking place in Copenhagen, Denmark, October 8–11 this year. The conference is expected to bring together 2,000 attendees and more than 220 speakers from across Europe and the rest of the world.

FGRT is partnering with Shoptalk Europe to host the startup pitch competition at the conference, having already hosted the competition at the US version of Shoptalk twice before. On October 11, FGRT Managing Director Deborah Weinswig will emcee the competition between 15 innovative early-stage companies, all of which have a significant presence in Europe. Each company will present its business to a panel of judges from the investment community to vie for two cash prizes. One winner will be selected by the panel of judges and the other through audience voting.

Shoptalk Europe has carefully curated the participating startups, which have created solutions to some of the most pressing challenges facing retailers today. As we discuss in our [17 Retail Trends for 2017](#) report, the retail industry is undergoing a revolution, and only those companies that embrace the new wave of retail opportunities will survive. These include executing **retail as a platform**, making use of **connected technology**, engaging in **experiential retail** and providing **product curation**. In response to these trends and strategic opportunities, retailers in all channels are changing to accommodate shoppers' shifting preferences. Below, we profile Oriient, one of the companies that will participate in the startup pitch competition at Shoptalk Europe.



Oriient

Market Overview

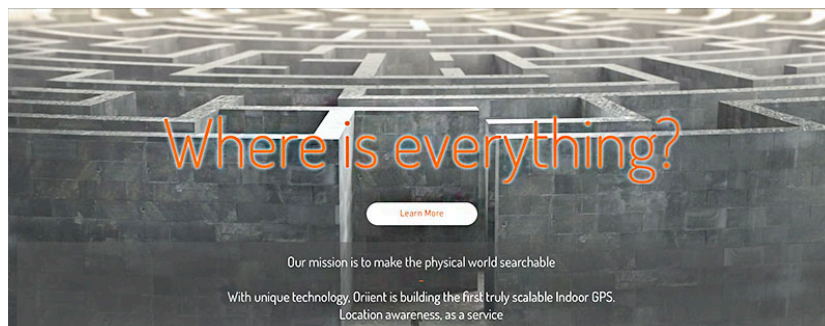
Indoor navigation technology has applications in shopping malls and smart buildings, where mobile apps can guide customers to where they want to go and help them find exactly what they are looking for. Indoor navigation systems can also be used to engage customers with targeted services and marketing messages based on their location in a building or mall.

Indoor-positioning technologies have seen significant advances in recent years. While there is no single dominant system, developers have created systems based on Wi-Fi, RFID, geomagnetic, visible light and inertial navigation technologies. In the past, these systems presented two major technical challenges: they required installation of hardware in buildings and they did not always provide a sufficient level of navigational accuracy.

Company Description

Oriient has developed a scalable indoor navigation solution that is based on geomagnetic technology and requires no hardware installation. Its solution does not rely on beacons or Wi-Fi installations, which can present challenges when operated in large-scale buildings. Oriient's technology integrates with the existing apps of shopping malls and megastores to provide indoor navigation assistance to customers with an accuracy radius of three feet.

Oriient is currently in stealth mode and is working with German hypermarket operator Metro Group. It is also launching a few demonstrations with retailers based in France and the US and piloting its solution with an Israel-based smart building company. Oriient's solution is most applicable in shopping centers, hypermarkets and supermarkets.



Source: *Oriient.me*

Headquarters

Tel Aviv, Israel

What Problem Is the Company Solving?

Oriient solves the scale and accuracy problems that other indoor navigation systems have faced. The company's technology does not require the installation of any hardware throughout a building, so it can be used in large-scale buildings where hardware installation would be prohibitively costly. Oriient's solution is also accurate within a three-foot radius, making it highly useful for commercial applications.

Revenue Model

Building owners/operators pay a monthly fee to use Oriient's services.

Competitive Landscape

The company competes with mature technology companies and startups that sell indoor navigation technologies based on Wi-Fi, beacons and RFID. Oriient competes directly with companies that also use geomagnetic indoor-positioning technology to provide similar solutions.

Management Team

Oriient CEO Mickey Balter and CTO and VP of R&D Amiram Frish both have strong technical backgrounds and track records of building startups. Prior to founding Oriient in 2016, Balter cofounded two other companies, Scientra and Veloquity Systems. Frish previously spent eight years with Motorola Solutions as a software architect.

Industry and Company Outlook

Following the current pilot tests, Oriient plans to roll out its services to as many buildings as possible in the next few years. Smart buildings will be one area of focus for the company.



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