



Smart Technology. Delivered.™

# Retail Antenna Solutions

*Laird helps your firm meet and exceed the wireless connectivity challenges in the retail environment*





# Laird In Your Industry

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Today's retailers are changing the way they think about the shopper journey. Based on new habits, retailers are bringing together the digital, mobile, and in-store experiences for today's consumers. Innovation is key, and staying ahead of the competition means inspiring shoppers. Retailers need solutions that are flexible and tough enough to endure the demands of the busiest retail environments. Stores, independent of size, require wireless connectivity everywhere, from the sales floor, to the warehouse and even the parking lot or sidewalk outside.

At Laird we know today's retailers' needs. It is imperative for retailers to have the ability to gather, analyze and disseminate customers' product, pricing and inventory data across all channels instantly, providing a customer with a seamless and productive experience. That's why we offer antenna solutions that enhance the customer experience in different areas such as POS, wireless connectivity, kiosk/vending, digital signage, anti-theft and wireless inventory control among others.

# Retail Antenna Solutions

## POS

Retailers now focus on improving business processes and the overall customer experience; starting from the beginning of the supply chain through the final purchase. With the use of POS retailers are able to address the new age consumer demands. Laird's near field and embedded antennas play a critical role in the functionality of POS systems making an impactful customer experience.



## Kiosk / Vending

Kiosk/ Vending machines allow you to improve customer buying experience, increase customer base, reduce the cost of business and gain efficiency through diverse applications allowing a highly effective user experience and high customer satisfaction. Laird provides Indoor and Outdoor antennas solutions that enable Wireless Connectivity that will allow your customer to get the information or perform the transaction desired.

*Wireless Connectivity-Information, video and inventory level:*



## Digital Signage

Digital signage is used to improve the customer experience providing shoppers with content such as digital images, video, streaming media, and product information. Laird offers you antenna solutions that allows WiFi/WLAN Connectivity to seamlessly provide the information your customers need.

*Wi-Fi/WLAN Connectivity Solutions:*



# Wireless Connectivity

The shopper experience is what makes a particular store unique for the end customer. At Laird we design LTE/Cellular and WiFi antennas that enable your shoppers with mobile voice, data, video and internet connectivity.

*LTE/Cellular- Mobile voice, data and video connectivity: Indoor Ceiling/Wall mount solutions*



*Wi-Fi Connectivity- Internet connectivity, data and voice:*



# Anti-Theft Detection

Businesses can be impacted by shoplifters at any time of the day. The outcome of any type of shoplifting is the same – loss of merchandise and profit for your business. At Laird we understand that Real time inventory security is key in your business environment that’s why we offer you scanning antennas solutions (near field and embedded panels) that will allow you to provide the needed security for your business.



Scanning Antenna Solutions



Embedded Omnidirectional Antenna Bluetooth, Wi-Fi, WLAN

# Wireless Inventory Control

Wireless inventory control allows your products to be tracked providing accurate and reliable inventory management to give shoppers the right information at any given time. Laird offers wireless connectivity through dipoles and custom embedded solution antennas for hand held scanners and mobile computers allowing you to offer accurate wireless inventory control.



External Omnidirectional Antennas



Embedded Omnidirectional Antenna Bluetooth, Wi-Fi, WLAN



RFID Panel



RFID Series



RFID-Forklift



# What Sets Us Apart

**MISSION**

*A trusted partner delivering technology to the world through innovation, speed, & reliable fulfillment.*

**VISION**

*A world where smart technology enables virtually everything to sense, think and communicate; transforming our way of life and empowering us to do more than we can imagine*

**CULTURE**

*Working as a global team of talented individuals to make a difference for our employees, business partners and our world*

*We have an unwavering commitment to being honest and ethical in all situations and treating each other with dignity and respect.*

*We create an open and engaging environment that thrives on high energy, adaptability and delivering on our commitments.*

*Laird is a place with great opportunities for personal and professional growth for those who work hard, are willing to learn and deliver results.*

**29**  
engineering and manufacturing sites globally

**18**  
customer/market awards in 2013-14

**10Bn**  
parts supplied to one client

**115+**  
year heritage

**9,000** employees in **50** locations covering **5** continents and **19** countries across the globe

**DESIGN**

**RAPID PROTOTYPING**

**PRODUCTION**

**SCALE**

**SOFTWARE**

**SYSTEM INTEGRATION**

**SERVICE**

# Why Choose Laird?

Laird antenna solutions help your firm meet and exceed the wireless connectivity challenges in the retail environment. Enhancing the customer shopping experience, enabling associates to access and disseminate product, pricing and inventory data instantly improves productivity, operational efficiency and in store customer service.

Laird provides systems, components and solutions that protect electronics from electromagnetic interference and heat, and that enable connectivity in mission critical systems through wireless applications and antenna systems.

We are a leader in the design, development and delivery of innovative technologies that enable people, organizations and applications to connect efficiently and effectively. With a proud history stretching back to 1824, Laird has been at the forefront of technological innovation for almost two centuries. And we continue to deliver.

Our reputation has been built on three guiding principles:

- Innovation- putting our in-depth knowledge of the latest materials and processes to work in creating outstanding products for our customers.
- Reliable fulfillment – delivering what our customers need to their exact specifications, on time and on budget, and in the quantities required.
- Speed- rationalizing the design and delivery cycle to minimize the time from initial concept to final implementation.





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