

Press Release

Basic6 to show cutting-edge proximity marketing and data analytics through LED lighting at the NRF Big Show 2016.

New York City, January 12, 2016 – [Basic6](#) will be showcasing their highly accurate indoor positioning, proximity marketing, and customer and employee analytics solution for retailers using the LED lighting infrastructure at the National Retail Federation's BIG Show at the Javits Center in New York City from January 17-19.



GeoLiFi from Basic6 is an innovative end-to-end solution which uses a store's lighting infrastructure to anonymously deliver proximity messaging, deeper information about products, related promotions, and visual shopping lists to customers and employees. At the same time, the solution provides the retailer with detailed analytics down to the end-cap, if desired, of such metrics as customer and employee engagement rates as well as store, department and aisle dwell times.

Through GeoLiFi, retailers can provide information to and glean information from customers and employees through an existing piece of their infrastructure, saving energy costs. Organizations can tailor the installation of the lights through retrofitting existing LED installations or installing new that can work directionally to produce as precise a target area as six inches. Retailers and museums can utilize the technology to increase sales, differentiate the customer experience and collect real-time data about customer and employee patterns and activity, merchandising and advertising effectiveness, and hot and cold zones.

"The energy savings of LED lighting are enormous. Today, Basic6 can connect those lights into a network for energy management bringing additional savings. We can also communicate data from each light, including streaming music and the internet from LEDs, so that every light is an information channel. Through GeoLiFi, retailers can implement a communications infrastructure today that is poised for the future," said Edward Samson, CEO of Basic6.

GeoLiFi can be combined with beacons for a hybrid solution. LiFi lighting can be installed in overhead lighting or as a pin light in a store fixture for a very precise area of coverage.

To see a demo of Basic6's products and services at NRF, visit the Basic6 booth #4456. Visit Basic6 for more information on GeoLiFi for more information on LiFi communication through light.

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