

smart beacon and smart mannequin

Almax; an international leader in the design and manufacture of mannequins; is proud to launch Smart Mannequin to the market - the mannequin bristling with technology. Developed in collaboration with the Italian software company Workshop & Design, this innovation (brand named Smart Beacon) is set to revolutionize the retail world and the way consumers shop.

The ingenious Smart Mannequin uses the BLE protocol (Bluetooth low energy), which is able to communicate to the clients' smartphone in-store via iBeacon technology. This effective communication tool can record purchase behavior and collect data; providing a truly customized experience to the consumer as they shop.

A shopper needs to be within close range of a Smart Mannequin to start receiving proximity-data. Additional information; such as product-analyses, size and color options, personalized offers, video presentations of a chosen collection, are just a number of ways to engage the consumer.

The operation is very simple: just download the Maison Almax App, activate Bluetooth on your Device, and approach the Smart Mannequin to start receiving notifications.





WHAT IS SMART BEACON AND HOW DOES IT WORK IN DETAIL?

Through Smart Beacon Management Console, it is now possible to engage the customer through a unique experience!

The mobile marketing platform for Smart Beacon helps the retail world to interact with their customers; offering targeted purchases.

With the Smart Beacon Platform you can:

- Attract customers and increase their shopping potential.
- Increase customer interaction through a unique mobile app that offers personalized service notifications, promotions, coupons and other high value-added functions.
- Influence purchases through targeted promotions and campaigns for customer retention.
- Allow interaction with visitors in stores, museums and much more creating pathways of augmented reality.
- Advertise and offer services to customers (discounts, coupons tickets, etc. ..)

Thanks to the partnership with Almax, a global leader in the production of mannequins, Smart Mannequin was born!

Smart Beacon transforms a smart-phone into a powerful tool of proximity marketing; providing a high level of user engagement. It allows communication of the values and philosophy of the brand in a space-time window in which the consumer is more receptive (i.e. at the point of sale or waiting to be served).

Almax continues to be a Global leader; supporting the retail community with their mannequin and display form needs. With over forty-five year experience, built by a team of professional artists, technicians, and business leaders; Almax has helped develop and create a wide range of high-tech products which are well known and appreciated world-wide.

To date, Almax has designed and produced thousands of custom mannequins and forms; including male, female and child mannequins of various sizes and poses. These collections represent various ethnicities and physical features; with more than 1600 realistic, stylized and semi-abstract heads.

Lifestyle offers domestic production for mannequins and body forms in fiberglass and paper-mache. Sculpting and casting is available on-site. In addition, Lifestyle produces accessory displays and fixtures.

Trimco specializes in producing holiday and seasonal trim programs for roll-out to the largest & most respected names in retail. With over 50 years as the leader in visual décor, Trimco is the “go-to” for all decorative needs.

Viaggio is a world-renowned brand that specializes in fabric applications for the retail environment. Superior quality and craftsmanship of Viaggio’s textile displays are what distinguishes them.



SMART BEACON

Smart Beacon is a brand of Workshop & Design, a company specialized in the development of mobile and web applications dedicated to the retail, banking and food world.

The mobile marketing platform of Smart Beacon allows the world of retail and shops to interact with its customers, offering targeted purchases, promotions and much more.

Through mobile devices, it is possible to captivate and enhance a users’ visit experience, allowing them to live a unique experience.

Workshop & Design operates in the information technology sector, with a key commitment to offering its clients functional solutions and services.

Our main focus is on the quality of our products and the professional skills of our technical staff, promoting client loyalty and aiming to become our clients’ ideal technology partner.

Workshop & Design follows every stage in the project, from the initial analysis, the technology to use, the study of design and contents and the creation of images and animations, up to the final stages of testing and delivery.

Our working method is based on a systematic approach and we guarantee the highest quality standards when researching and developing our projects, dedicating the right attention to each single stage of development and design.

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MANNEQUINS & MORE