July 7, 2021

MIRAIT Holdings Corporation

[CREiST Inc.]
Develops "Data Linkage Platform" Supporting the Introduction of Electronic Shelf Tag

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CREiST Inc. (head office: Shinagawa-ku, Tokyo; representative director and president: Haruki Iida; "CREiST"), which is a group company of MIRAIT Holdings, has developed a "Data Linkage Platform" enabling versatile use of data linkage functions with core and POS systems required when retailers introduce electronic shelf tag, and will commence provision of the platform on July 7.

This will enable significant reduction of the time and expense required for introducing electronic shelf tag systems.

The retail industry is faced with a variety of issues such as changes in purchasing behavior, intensification of competition with rival companies and a shortage of personnel, and the digitalization of store operations using IT is required. The MIRAIT Technologies Group is promoting store DX connecting the improvement of efficiency of operations and works style reform with product and service areas, such as reduction of product stocktaking work hours and lost sales opportunities with the by improving the efficiency of changing sale prices using electronic shelf tag systems.

In order to introduce electronic shelf tags, data linked from the core systems, POS and EC systems operated by customers is required, but it is necessary to conduct development for processing data into a format for electronic shelf tags because the data specifications are different for each system. Prolonging this development period was an issue for customers considering the introduction of such systems. The Data Linkage Platform enables customers to seamlessly reflect data in the format of existing systems into electronic shelf tag systems without the need to process it. This makes it possible to realize a variety of utilization methods such as dynamic pricing linked to POP and EC for each product. Starting with the development of the Data Linking System, CREiST intends to develop solutions utilizing electronic shelf tags such as cashless payment and AI-based coupon display.

■ Electronic shelf tags

Electronic shelf tags are electronic devices that digitalize tags such as in-store price tags, logistics tags and message boards that had previously used paper, and enable the content displayed to be changed at once using wireless communication. They boast excellent visibility and can be operated with extremely low battery consumption due to using e-paper in the display part.

■ About the MIRAIT Technologies Group (https://www.miratec.co.jp/english/)

MIRAIT Technologies Corporation is an operating company of MIRAIT Holdings Corporation. The MIRAIT Technologies Group is a corporate group providing new value as a comprehensive engineering and service company spanning from engineering in a wide range of areas built on a foundation of information and communications engineering to services utilizing the latest ICT.