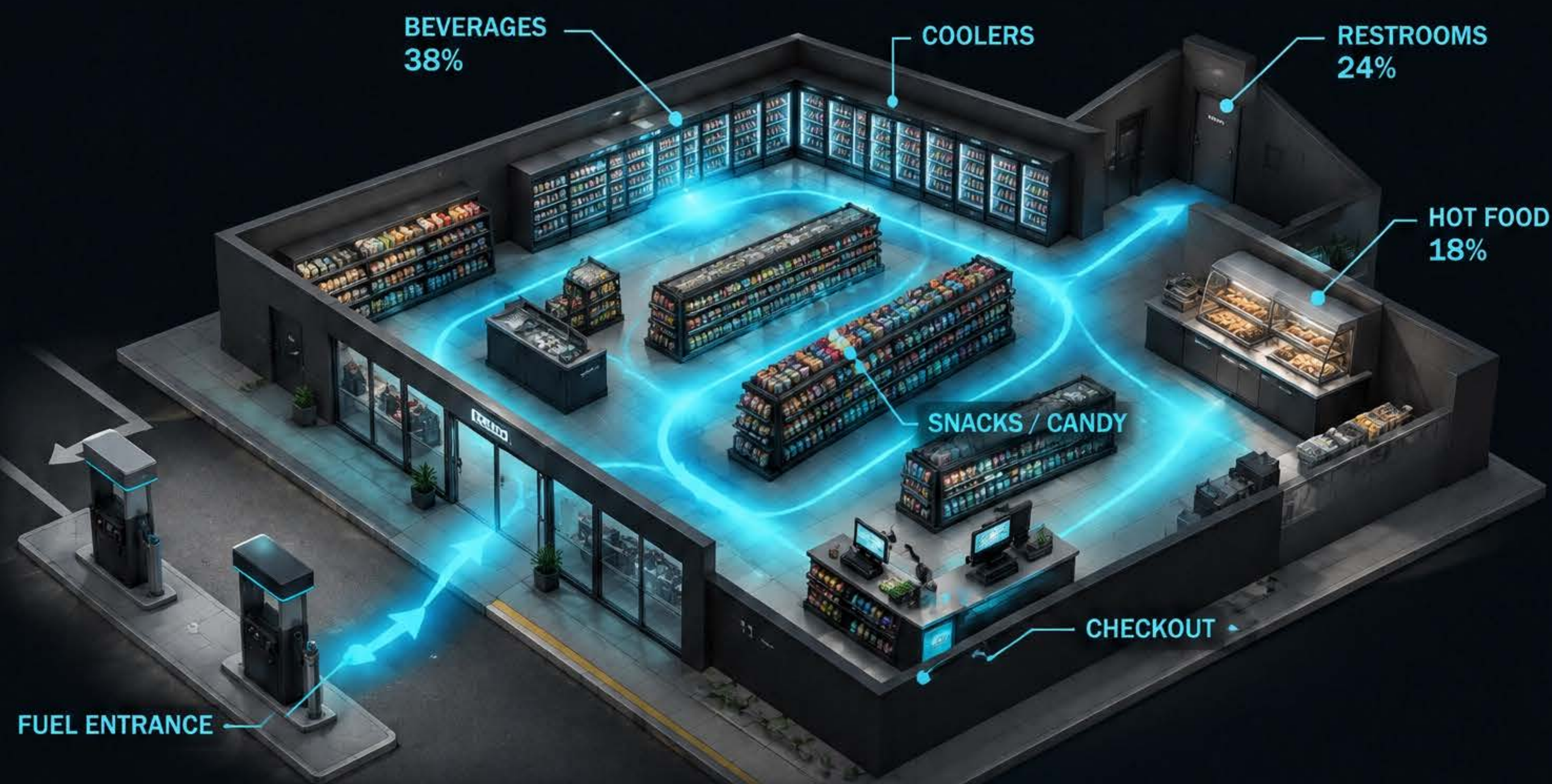


# AIREZ PATH™

Physical Analytics & Traffic Heatmapping

**SEE WHERE CUSTOMERS GO —  
NOT JUST WHAT THEY BUY.**

AIREZ PATH™ uses supported camera analytics and the AIREZ Physical Intelligence Layer™ to turn aggregate customer movement into actionable marketing intelligence.



Illustrative customer flow. Actual analytics depend on configuration and deployment.

## THE PROBLEM

POS tells you what customers purchased—not how they moved through the store. Valuable traffic patterns and merchandising locations can remain difficult to quantify.

## THE AIREZ APPROACH

PATH analyzes anonymous, aggregate movement between configured zones to help retailers understand traffic flow, zone engagement, and common journeys.



## PATTERNS, NOT PEOPLE.

Privacy-conscious movement intelligence—not individual shopper identification.

Deployment depends on selected analytics, retailer policies, applicable privacy requirements, and engineering validation.

**POS tells you what they bought. PATH helps you understand how they got there.**

AIREZ™ — THE PHYSICAL INTELLIGENCE LAYER™

See More. Understand More. Respond Faster.

## AIREZ PATH™

Physical Analytics & Traffic Heatmapping

# TURN FOOT TRAFFIC INTO MARKETING INTELLIGENCE.

### FROM ENTRANCE TO CHECKOUT

Imagine 1,000 customers entering from the fuel pumps. PATH could help reveal aggregate movement into configured zones.

**1,000**  
ENTERED

**38%**  
BEVERAGES

**24%**  
RESTROOMS

**18%**  
HOT FOOD

**12%**  
SNACKS / CANDY

**8%**  
OTHER

Figures shown are illustrative; actual analytics depend on configuration and deployment.

### ILLUSTRATIVE JOURNEYS

Fuel Entrance → Restroom → Beverage → Checkout

Fuel Entrance → Hot Food → Beverage → Checkout

### UNDERSTAND THE VALUE OF THE STORE

Traffic evidence can help merchandising teams evaluate shelf, cooler, end-cap, display, and vendor-placement opportunities.

**“This zone receives some of our highest customer traffic.”**

Merchandising • Vendor placement • Promotional displays  
Store layout • Category strategy • Remodel decisions • Advertising opportunities

#### APPLICATIONS

Merchandising  
Vendor placement  
Promotional displays  
Store layout  
Category strategy  
Remodel decisions  
Advertising opportunities

### FROM ONE STORE TO THE NETWORK

PATH can help compare aggregate movement by store, layout, entrance, region, daypart, or configured zone—alongside traditional POS and marketing data.



### YOUR CUSTOMERS ARE ALREADY SHOWING YOU WHAT MATTERS.

AIREZ PATH™ helps you see the pattern.

### PATTERNS, NOT PEOPLE.

Deployment depends on selected analytics, retailer policies, applicable privacy requirements, and engineering validation.