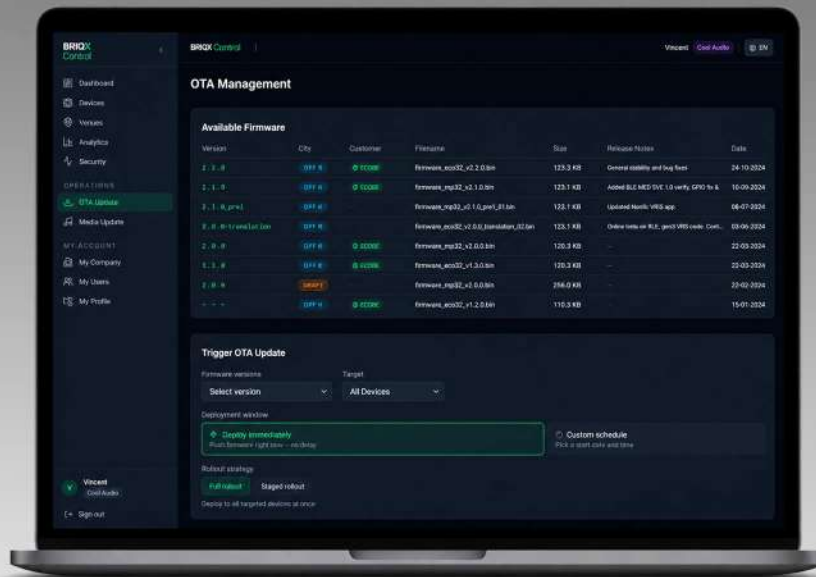


# Smarter control for every retail experience



**AI SUPPORT**  
Smart insights from retail data.



## DEVICE MANAGEMENT

Central controller management.



## FIRMWARE UPDATES

Remote or local updates.



## CONTENT

Manage content and settings centrally.



## PRODUCT RECOGNITION

Insight into brand, model and charging status.



## ANALYTICS

Insight into brand, model and charging status.

Centralized control for smarter retail experiences.

BRIQX Control is the central management layer within the BRIQX ecosystem. The platform combines device management, firmware updates, content management, retail analytics and AI support in one online environment.

Retailers, brands, resellers and service partners get insight into controllers, firmware, content, settings and product status per store or retail experience.

This keeps interactive product presentations clear, measurable and easier to manage, even across multiple stores and countries.

More control over every retail experience.

BRIQX Control gives you a central overview of connected BRIQX controllers and retail experiences. You can see which controllers are online, which firmware is active, which content version is used and where support may be needed.

The result is a more manageable retail setup, with better insight, faster service and more control during rollout, maintenance and product changes.

## FEATURES AND BENEFITS

1. Central management of BRIQX controllers.
2. Firmware updates through the platform or locally.
3. Insight into firmware, content and controller status.
4. Product recognition via the BRIQX controller.
5. LED colors adjustable per controller, store or location.
6. Sensor data visible online, interaction and demo start events.
7. Retail analytics for status, usage and performance.
8. AI support to identify patterns and attention points.
9. A/B testing insights between displays, stores or product setups.
10. Faster support through central controller information.
11. Suitable for new and many existing BRIQX installations.

## PLATFORM OPTIONS

1. Quicksan and firmware update before rollout.
2. Central content and settings management.
3. Product status and charging status overview.
4. Temperature monitoring of controller or experience.
5. Sensor input from motion sensors, touch sensors, distance sensors, and other connected sensor types.
6. Online insight into movement around the display and customer interaction.
7. A/B testing between different displays.

## FIRMWARE MANAGEMENT

Controller firmware can be updated through the platform when the controller is connected. Local updates remain possible when needed.

## AUTOMATIC PRODUCT RECOGNITION

Via the BRIQX controller, product data can be read, including brand, model number, product identification and charging status. This shows which products are present, where they are positioned and whether they are being charged.

## SENSOR DATA AND A/B TESTING

BRIQX Control can collect data from connected sensors and make it visible online.

This includes movement around the display, touch interaction, distance based triggers, button presses, gesture input and demo start events. With A/B testing, retailers and brands can compare displays, campaigns, product positions and store setups based on real interaction data.

## ANALYTICS AND AI SUPPORT

BRIQX Control provides insight into product status, charging status, controller status, temperature, firmware version and content version. AI support helps identify patterns and attention points, such as a store with low speaker charging performance or an experience that needs service.

| PRODUCT CODE   | EAN CODE      | DESCRIPTION                                                           |
|----------------|---------------|-----------------------------------------------------------------------|
| LH.45.0100.012 | 6156245191196 | BRIQX Control yearly license per device - Firmware updates            |
| LH.45.0120.012 | 6156245267242 | BRIQX Control yearly License per device -Firmware updates + Analytics |

### Complete your order with these products:

|                |               |                                                        |
|----------------|---------------|--------------------------------------------------------|
| IS.20.0012.001 | 6156245097047 | BRIQX Connect All Audio Player                         |
| EL.20.0005.100 | 9506954944458 | BRIQX Presence sensor range 60 dgr/ 300 cm             |
| EL.40.0005.100 | 9505714511121 | BRIQX NFC tag reader with antennae and RGB LED control |