



**INNOVENDI ELITE
PROBABLY THE
SMARTEST COOLER**

6TH DECADE OF RELENTLESS INNOVATION

Leveraging a powerful fusion of five decades of second-to-none weighing expertise with cutting-edge AI-powered algorithms to drive the digital transformation of traditional retail, healthcare & industrial venue's daily tasks & challenges



Decade	Year	Milestone
1970's	1971	01: Founded as Electronics Beit-Keshet, pioneering in electronics assembly.
	1971	02: First electronic board production for Motorola, Scitex, and Israel Aerospace Industries.
	1971	03: Establishing a foundation in precision electronics.
	1977	04: Rebranded as "Shekel Electronic Scales".
	1977	05: Transitioning from analog to digital scales - driving higher precision and accuracy.
	1979	06: Acquiring weighing scale technology from Azben Co.
1980's	1980	01: Breakthrough internationally to 30 countries with inaugural retail scale products.
	1982	02: Revolutionized point-of-sale technology by developing direct communication between retail scale and electronic cash register.
	1983	03: Expanded into healthcare with our innovative first baby scales.
	1984/1986	04: Breakthrough the industrial market indicators and launched the first incubator scale for premature babies (Air shields), sign exclusive local distribution agreement with Datalogic barcode scanners.
	1987	05: Released cilo and coin counting scales.
	1988	06: Acquired "Moznel Haaretz" to strengthen the industrial market presence.
1990's	1990	01: Gaining retail local market share with tailored weighing solutions.
	1990	02: Launched the pioneering self-checkout system for Optimal Robotics.
	1992	03: Establishing our in-house load cell factory, Beket.
	1995	04: Expanded incubators sales to Draeger and the first scanner scale for Spectra-Physics.
	1998	05: Positioning Shekel as a global leader in weighing systems with the invention of Shekel's multi-bit Sigma Delta technology.
	2000's	2000
2005		02: Pioneered medical scales with USB communication, integrating healthcare with digital technology.
2006		03: Introduced the chiropractor analyzer, featuring advanced location and motion algorithms.
2007		04: Expanding incubator scales sales to GE Healthcare.
2008		05: Rebranded as Shekel Scales Ltd, reinforcing our commitment to precision in weighing technologies.
2008		06: Launched the "Healthweigh" medical product line, featuring advanced "squatch" algorithms for accurate, rapid-response measurements.
2010's	2012	01: Expanded global manufacturing footprint with a new assembly factory in China.
	2012	02: Launched Shekel's full medical product lineup with award-winning design, advanced algorithms, and real-time data connectivity.
	2014	03: Entered the global retail market with advanced weighing solutions for major companies like Data Logic, Wincor Nixdorf, Fujitsu, and IBM.
	2015	04: Innovated retail by introducing "smart shelves" technology.
	2017	05: Advanced our technology with recognition algorithms and cloud-based monitoring for diverse applications.
	2018	06: IPO in the Australian Stock Exchange.
	2018	07: Earned North American certification for pioneering AWI scale technology.
2020's	2020	01: Innovative Retail Worldwide
	2020	02: Celebrated 50 years "scale up" retail solutions combining fast weighing and advanced product recognition technologies.
	2021	03: Penetrating the Smart Cart market with CUST2MATE
	2022	04: Establish the first fully Autonomous Stores with Altos & Legardere
	2024	05: Penetrating the vending and food service markets with Innovendi Elite product

Competitive Advantage Statement

Expertise



Over 50 years of experience in advanced weighing technology & systems for retail, medical, and industrial sectors

Innovation



We continuously evolve our technology, combining advanced AI & ML to offer reliable E2E product recognition

Alliances



Our component-based business model integrates smoothly with blue-chip clients across checkout verticals (POS, smart carts, coolers, autonomous)

Scalability & Simplicity



We deliver scalable solutions that integrate seamlessly into product infrastructure, improving retail efficiency while remaining cost-effective and reliable

**TECHNOLOGY LEADERSHIP WITH AI SCALES.
DRIVING GROWTH THOROUGH STRATEGIC PARTNERSHIPS**

SHEKEL RETAIL ACTIVITY AT A GLANCE



Market Solution



WEIGHT

RECOGNITION

DATA

Est. 1971

1990's: 25+ YEARS OF MARKET DOMINATION

2018: WEIGHT + AI = AUTOMATED SKU RECOGNITION

2023: REAL-TIME SHELF INSIGHTS

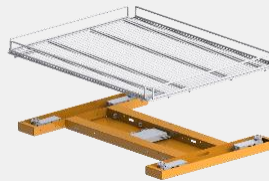
Shekel Product



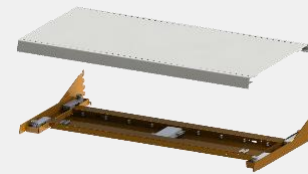
Scale-up POS



Scale-up Scanner



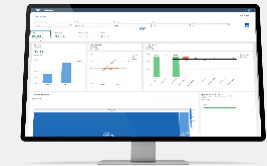
Scale-up cooler



Scale-up bay



Scale-up cart



Shekel Cloud

Key Customers



GRANTED PATENTS: 11 (USA, EUROPE, AUSTRALIA, ISRAEL, CHINA)

PENDING PATENTS: 21 (USA, CANADA, EUROPE, AUSTRALIA, ISRAEL, JAPAN, CHINA, WORLD)

Doing Magic With Gravity

Strategic Partnerships

Retail

Medical

Industry

Customers

TOSHIBA

COMAX
CLOUD. SMART E.R.P

StrongPoint



ATOM



SHUFERSAL

ITAB

מנבי
שירותי בריאות



one

FUJITSU

לאומית

מאוחדת

NETAFIM™
GROW MORE WITH LESS



RAFAEL



KETER



TNUVA

TAMBOUR

Coolers

Carts

Bay

Customers

Imbera

ethik
Cloud energy control & smart machines



ScobieMcIntosh

CUST2MATE

minusforty

PlanogramIS
— INTELLIGENT STATIONS —

SOEHNLE
PROFESSIONAL

אטומטיים

NAYAXvend

TRUGGE

U · S · T



AtoS

VISIONVAL

HITACHI

INNOVENDI ELITE

- Shekel's Smart Coolers since 2019
- Several millions of transactions, 99.8% product recognition accuracy
- 99.99% uptime
- Innovendi Elite - 3rd Generation, launched in 2024
- 200+ units to be supplied by EOY (Europe)
- Q4/24 – launch in the US market



INNOVENDI ELITE

Innovendi Elite offers a secured, Weight-AI-powered solution for unattended shopping designed to meet the demands of modern shoppers and operators alike. It facilitates the sale of fresh and healthy products, enhancing customer convenience while safeguarding vendor revenues.

- **24/7 Availability:** Buy any product, anytime, anywhere. Add fresh products to your menu.
- **See before Buy:** See the product, buy it if you like - or easily return.
- **Enhanced Security:** E-locked & Sensitive, Innovendi Elite is a highly secured Micro Market.
- **Top Accuracy:** ensures precise transaction data that gets better over time.
- **Real-Time Shopping Basket:** see your bill per event shop with confidence



END USER FRIENDLY

FEATURE	BENEFIT	INNOVENDI	VISION	RFID	WEIGHT BINS
Real Time feedback	Confidence in machine performance	+	-	-	-
Time to Bill	Total Transaction length	<1 minute	3-120 minutes	<1 minute	<1 minute
Same-time Multiple SKU taking	Natural shopping, shorter transaction	+	Problematic	problematic	+
Digital Pricing info	Know your bill any time	+	-	-	-
Planogram Layout	Clear Presentation Know return place	+	-	-	+

OPERATOR FRIENDLY

FEATURE	BENEFIT	INNOVENDI	VISION	RFID	WEIGHT BINS
Offline Mode	Maximal uptime	+	-	+	+
New Product Onboarding time	Skilled labor costs = \$	<5 minutes	>24 hours	Several minutes	<5minutes
New Planogram setting	Skilled labor costs = \$	<10 minutes	NA	NA	Hours
Modify packaging	Additional SKU handling = \$	-	+	+	-
Handle small items accurately	Maximal accuracy, Shrinkage control	+	Limited	+	+
Inventory levels indication/SKU	Everyday operation efficiency = \$	+	-	+	+

SOLUTION-PROVIDER FRIENDLY

FEATURE	BENEFIT	INNOVENDI	VISION	RFID	WEIGHT BINS
Support Multiple card readers	Operator friendly	+	Limited	?	?
3rd Party VMS integration	Operator friendly	+	Limited	-	-
Cooler/Cabinet Resize	Adapt to special projects	+	Limited	-	+
Number of shelves/cabinet	Increase SKU capacity	Up to 8	5	5	5

BUSINESS ECONOMICS FRIENDLY

FACTOR	PARAMETER	INNOVENDI	VISION	RFID	WEIGHT BINS
Machine Price (End User Price, inc. credit cards reader)	\$	In par or better price vs alternatives			
SaaS	\$/Month	Much lower vs alternatives!			
Connectivity	\$/Month	In par or lower vs alternatives			
3-year Total Cost of Ownership (exclude cardprocessing fees)	\$	Much lower vs all other alternatives!!			
Hidden Costs	SKU & planogram onboarding time, SKU package modifications, HW maintenance	No hidden costs!!	+	++	+

A PERFECT FIT

- Whether you are a shopper, operator, or solution provider,
- Whether you are looking for a Plug & Play device or for a kit to retrofit your fridge
- We bet you will find that **INNOVENDI ELITE IS PROBABLY YOUR SMARTEST COOLER CHOICE**
- **CONTACT US TODAY FOR FURTHER INFORMATION**





Contact Us: +972-4-6629118 | www.shekel.ai

"Trust Shekel to drive your retail transformation with cutting-edge weighing technology."

