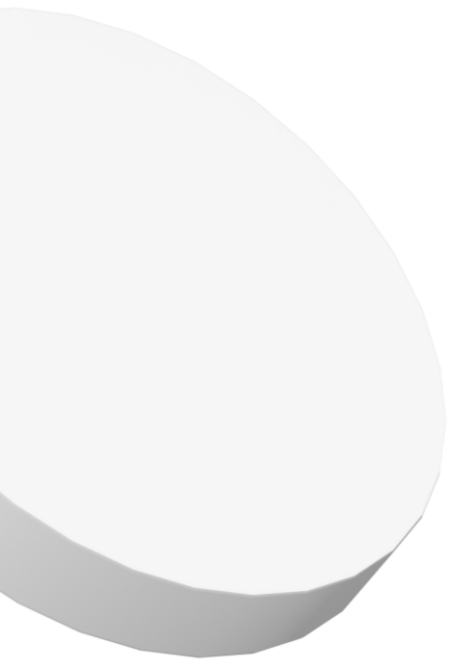




**Sentinel**



# 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

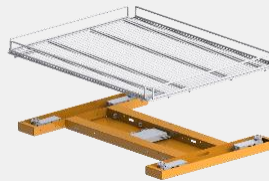
Shekel Product



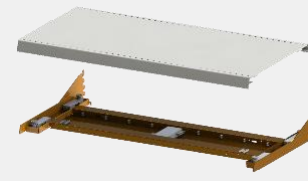
Scale-up POS



Scale-up Scanner



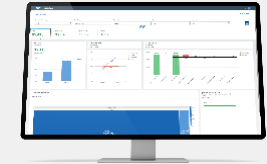
Scale-up cooler



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

NETAFIM™  
GROW MORE WITH LESS



RAICOL  
CRYSTALS



SHUFERSAL

ITAB

מנבי  
שירותי בריאות



RAFAEL



one

FUJITSU

לאומית

מאוחדת

KETER



Tosaf

TNUVA

TAMBOUR

כללית 100 שנה

## Coolers

## Carts

## Bay

Customers

Imbera

ethik  
Cloud energy control & smart machines



CUST2MATE

U · S · T



minusforty

PlanogramIS  
— INTELLIGENT STATIONS —

SOEHNLE  
PROFESSIONAL

AtoS

VISIONVAL

אטומטיים

NAYAXvend

TRUGGE

HITACHI

# Sentinel

Transforms almost any retail shelving into a secure self-shopping solution.

Control shrinkage, protect scan-and-go zones, and minimize out-of-shelf losses without replacing existing shelves. This brings positive ROI to Autonomous stores.

A non-intrusive, robust security layer that finally makes self-shopping stores profitable.

**"Revolutionize Retail: Secure, Streamline, and Profit with Shekel's Smart Shelf Solution!"**





# Sentinel: Makes Standard Shelves Smart - Easily

Shekel's Sentinel is a cutting-edge retail security add-on designed for existing grocery shelf arrays.

Using WeightAI technology, Sentinel translates on-shelf events into SKU validation or recognition based on specific use-case needs.

Sentinel helps reduce shrinkage, maintain on-shelf availability, and foster a secure, customer-friendly shopping environment for shoppers and retailers.

Enhanced Theft Prevention: Real-time weight tracking minimizes shrinkage and flags suspicious activity.

# Sentinel: Highlights

- **Enabling Accurate Inventory:** Live data optimizes stock management and restocking efficiency.
- **Scalable Design:** Fits seamlessly into both small and large retail spaces.
- **Cost-Saving Innovative Technology:** The most cost-effective way to monitor a store's shelf events
- **High Capacity & Precision:** Handles up to 400 kg with 20g SKU accuracy.
- **Rapid Detection:** Detects shelf events in under 0.5 seconds.



# Target Customers and Their Needs

## Retailers

- Grocery stores
- Convenience stores
- Specialty retail outlets
- Autonomous stores

## Key Needs

- **Autonomous Transition:** Tools to retrofit existing retail spaces into autonomous shopping environments without major infrastructure changes.
- **Shrinkage Control:** Effective measures to reduce product loss due to theft or mishandling.
- **Seamless Integration:** Solutions that integrate easily with existing store systems and layouts.
- **Operational Efficiency:** Systems requiring minimal maintenance and no specialized training.



# Target Customers and Their Needs

## End Consumers

- Time-sensitive shoppers
- Tech-savvy individuals
- Early adopters of autonomous retail

## Key Needs

- **Convenience:** A self-shopping experience that is fast, secure, and user-friendly.
- **Transparency:** Clear and accurate product validation during the shopping process.
- **Trust:** A reliable system that ensures transactions are secure and efficient.



# Unique Value Propositions

## Retailers

- **Positive ROI:** Sentinel significantly enhances profitability in autonomous stores by reducing shrinkage and operational inefficiencies.
- **Easy Retrofitting:** Transform traditional gondolas and shelves into smart, secure self-shopping zones without replacing existing infrastructure.
- **Real-Time Event Recognition:** Advanced AI systems detect and respond to shopping activities in real-time, enhancing security and usability.
- **Minimal Maintenance:** A robust, zero-maintenance solution ensures long-term reliability and reduces operational overhead.
- **Secure Product Validation:** Assisted recognition technology accurately validates items selected by customers.

## End Consumers

- **Secured Shopping Environment:** Ensures a safe and trustworthy self-shopping experience.
- **Zero Learning Curve:** Intuitive design eliminates the need for specialized knowledge or training.
- **Enhanced Convenience:** A streamlined shopping process with minimal disruptions.

# Sentinel - Summary

Shekel's Sentinel is more than just a security solution; it's a game-changer for autonomous retail.

By effectively retrofitting existing setups, providing real-time event recognition, and ensuring a secure and seamless shopping experience, Sentinel enables retailers to embrace the future of retail with confidence and profitability.

Positive ROI through shrinkage reduction and efficient operations.

Easy retrofitting and zero-maintenance design for seamless adoption.

Real-time recognition and assisted validation for secured shopping.

Market Impact: Up to 40% shrinkage reduction and rapid ROI within 12 months.

**"Shekel's Sentinel: Securing the Future of Autonomous Retail!"**





Contact Us: +972-4-6629118 | [www.shekel.ai](http://www.shekel.ai)

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

