2019 SUNRISE HIGHLIGHTS

(In no particular order)

- Launched Sunrise social media accounts
- Participated in major trade shows, such as NRF, Groceryshop and EuroCIS
- Moved EDGE to the RaaS Platform
- Commercialized EDGE
- Grand opening of full store rollout in Monroe, OH and Redmond, WA
- EDGE endcaps installed in Fry's Food and Drug in Phoenix, Arizona
- Celebrated our first birthday
- LEAP team partnered with 8 companies on 12+ campaigns, as well as ongoing tests that spanned the entire year
- First customers were set up on the RaaS platform (Rite Aid, Walgreens, Woolworths)
- Established the Sunrise CAB and held first annual Summit in Seattle, WA

RAAS UPDATES

Conditional Media on EDGE

EDGE is working on the implementation of Conditional Media and Scenarios. Conditional Media is a set media size that will be placed on a device if the conditions of the associated scenarios are met. The scenarios are prioritized and contain the media that will be displayed if the conditions are met. To provide an example, if a customer wants to change the background display of their shelf based to represent the nearest holiday, they would create Conditional Media that is the size

of the device. Then they would create scenarios, upload media to the scenario and enter dates. A scenario would be created with a condition that if the current date falls between February 1st and February 14th, then the media they uploaded of conversation hearts would display on the device.

A scenario would be created, for the same conditional media, with a condition that if the current date falls between February 15th thru March 17th, then the media they uploaded with a leprechaun and shamrocks would be displayed.

Product Development Formalization

The process for taking a new product idea through evaluation, prioritization, strategy development, business case analysis, product development, and communication to sales has been formalized. By formalizing this we can ensure that all stakeholders are informed and involved in the process where appropriate leading to better decisions and product offerings for our customers.

Submit Your Ideas to the Sunrise Roadmap

Everyone is encouraged to submit any kind of product idea they have - minor improvement all the way up to a futuristic brand new product. Ideas can be at any stage in the research and vetting process. Submit your ideas to the Sunrise Aha page.

SALES AND PARTNERSHIP

Demo Kits

Sales demo kit on RaaS to be completed by the end of January! This demo version of the RaaS platform will include all of the features of our Edge platform but simplify the demo process for potential customers testing our devices.

LEAP

Our partnership with Catalina has been finalized and our first campaigns start on 2/5! Catalina brings industry knowledge and many advertising relationships to our partnership. We are excited to continue working with them to develop new LEAP features and test new ideas.

NKU Innovation Lab

On Friday, January 17th, Northern Kentucky University and Kroger Technology & Digital opened the Innovation Lab in Griffin Hall, home to the College of Informatics at NKU. This is a space for students to work and collaborate and includes our very own EDGE shelves!

Microsoft

"Kroger and Microsoft collaborate to redefine the customer experience using Kroger Technology products powered by Microsoft Azure."

LEARN MORE

Digital Signage Connection

"In 2018, Kroger installed its EDGE shelves in 100 stores of its Cincinnati division. In concert with the roll-out, Sunrise Technology launched its digital ad platform, LEAP..."

LEARN MORE

UPCOMING EVENTS

Catalina at FMI Midwinter Conference

Jan 24th - Jan 27th, 2020

Sunrise's media reseller partner Catalina will be at the FMI Midwinter Conference in Arizona meeting with C-level executives from CPGs and retailers around the country. Catalina will be marketing Edge and it's capabilities on-site to promote advertising on the medium today.

EuroShop 2020

Feb 16th - Feb 20th, 2020

The Sunrise sales team will be headed to EuroShop 2020 in Dusseldorf. EuroShop is the largest retail trade show in the world, with over 110,000 visitors in 2018 (compare to 38,000 at NRF). Both of Sunrise's European hardware reseller partners will have booths at the show with an Edge display. We will be supporting the booths and meeting with European and Asian-based retailers and CPGs.
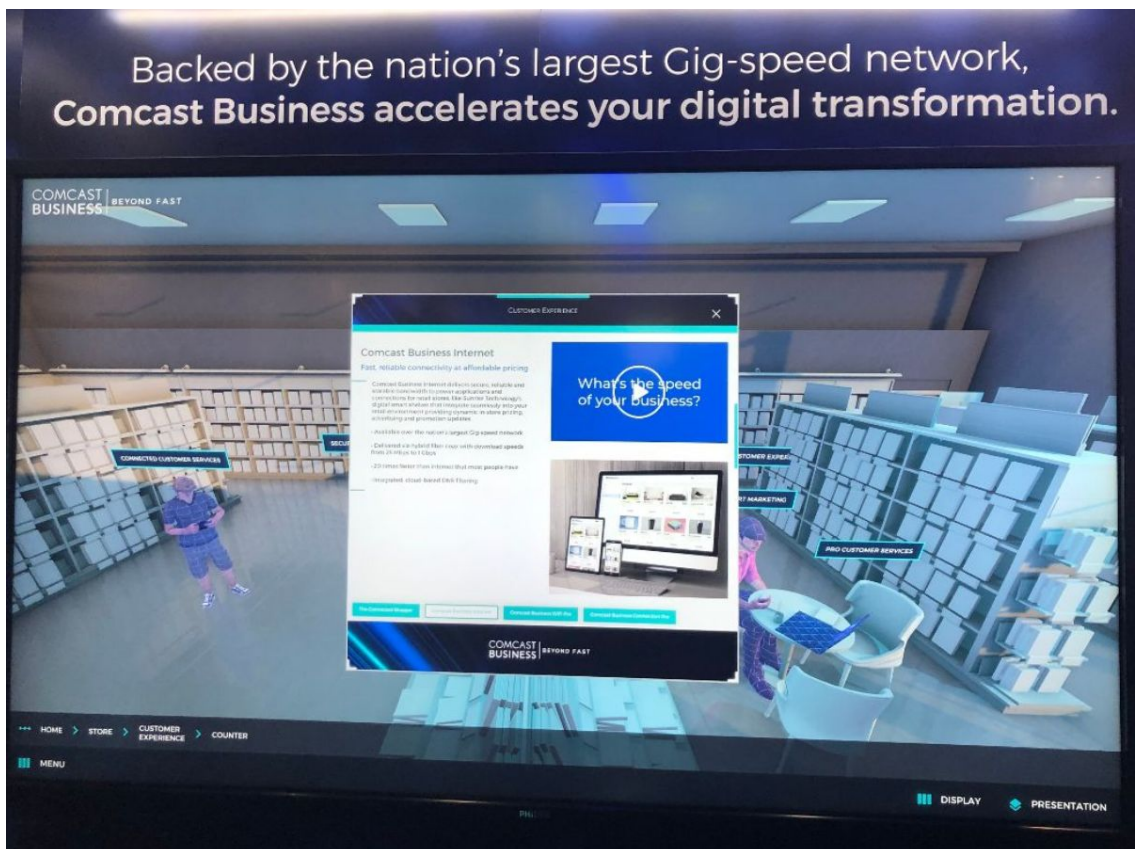
NRF 2020: Retail's Big Show in NYC Recap

- Sunrise hosted a dinner at Murray's Cheese The Leroy Room with Catalina and Microsoft. Sunrise and Catalina announced our partnership to the attendees at the dinner that included Strongpoint, NorgesGruppen ASA, TUS, Ahold-Delhaize-Retail Business Services, and SE Grocers.
- Sunrise and Strongpoint welcomed the Nordic retailers, TUS and Maxima, to the Microsoft Technology Center in Manhattan for a breakfast meeting to talk about our new partnerships with Catalina and Strongpoint.

- The Sales team held several 1-on-1 meetings with existing potential clients such as Kesko, Lidl, Lozier, Netto, Nvidia, Trax Retail, XNFY Labs and more to further develop relationships.
- The Universal Studios/Comcast booth highlighted Sunrise as a retail partner with Comcast in a digital ecosystem technology display.
- PJ Thelen spoke at a Microsoft Customer Fireside Chat with Matt Renner, President - US Enterprise at Microsoft

Thanks to everyone who came to our Holiday Party this past December! See more of our Holiday Party photos under the Events tab in the Sunrise - All Employee channel in Teams.

EMPLOYEE HIGHLIGHTS

ANNIVERSARIES
Jeff Kloosterman | 1 year
Padma Sriniketh | 1 year
Dave Steiner | 1 year

Happy Birthday to all of our January birthdays!

John McElroy, Manish Soni, Ernest Stormann, Lei Yang

TEAM HIGHLIGHT
Get to know the teams within Sunrise!
The Incredibles -- The Incredibles develop the LEAP application which enables advertisers

or advertising partners, such as Catalina, to upload creative content targeted for 1 or more retailers. The Incredibles are one of several superheroes who are capable of overcoming obstacles and delivering with excellence!

Team members include: Abhi Reen, Ben Porter, Catherine Vaughan, Derek Polishen, Dusty VonHandorf, Eric Galluzzo, Junaid Shaikh, Katie LaFollette, and Mike Kaiser.

Aren't seeing something that you'd like to? Let us know here if you have any suggestions for future content or improvements within the Sunrise Newsletter!