



PEPSICO

Trax App 101: Get Started

Learn how the Trax app can increase the efficiency of your in-store visits and how to get set up for success.

What Is the Trax Application?



It is an app that captures pictures of products on the main shelf. These pictures help generate information that can be used to improve in-store execution.

How to Start Using the App



1. Capture images on the shelves and exhibitions



2. Process images through the Trax app

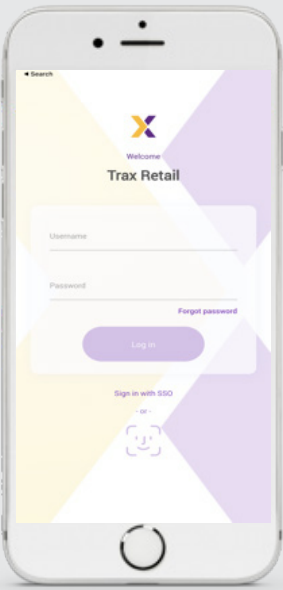


3. Analyze data through automated KPI reports



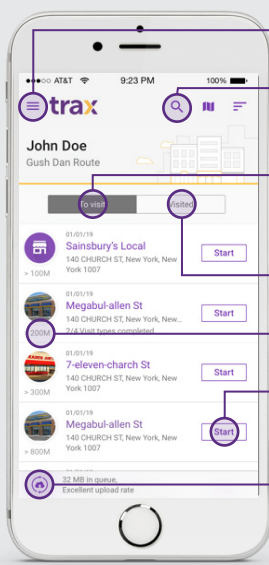
4. Take action and improve execution

Installing the App



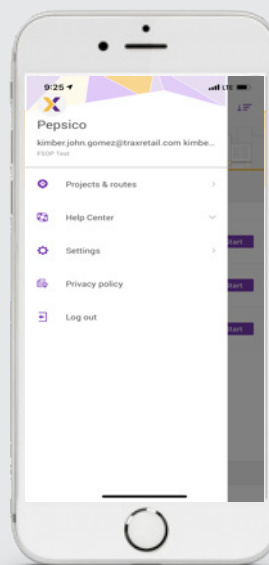
- 01 Search the App-Store/Play store for "Trax Retail".
- 02 Download and install the application.
- 03 An invitation email will be sent to you by "no-reply@traxretail.com".
- 04 Click LET'S GET STARTED to start the registration process, an activation page will open in your computer browser etc.
- 05 Fill in all required fields and define a password (min. 8 characters).
- 06 Click "Finish".
- 07 Launch the app by clicking on X.
- 08 Login using your PepsiCo email and the password you just created.

Using the App: Landing Page



- Menu
- List of all stores connected to the user
- Stores to visit
- Last visited stores
- Distance Indication
- Start your visit
- Upload-Status Bar

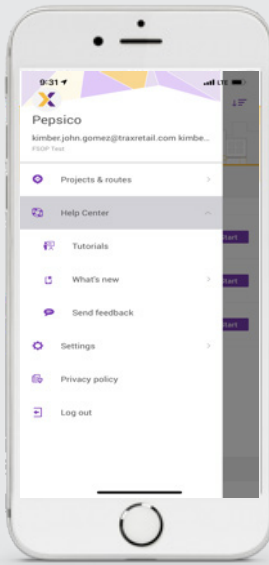
Using the App: Application Menu



- Access menu by clicking on ☰
- Projects and Routes:** The list of stores connected to the user
- Help Center:** You can find helpful information on the app
- Settings**
- Log Out**

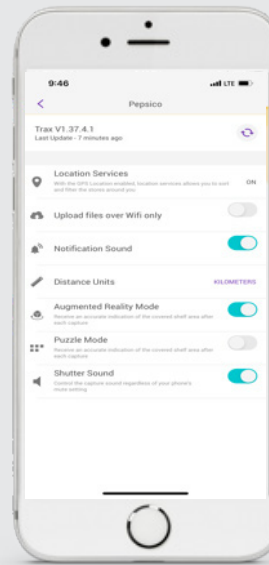
If images are pending to be uploaded, they will be lost upon logout.

Using the App: Help Center



- Access menu by clicking on ☰
- Tutorials:** You can use the Tutorials tab to access video examples from: Logging in, to adding tasks, to best capture guidelines.
- What's New:** Shows the newest updates to the Trax App.
- Send feedback:** Allows users to report app issues by email

Using the App: Settings



- Access from App menu by clicking on ⚙️
- Location Services:** GPS location services should always be On.
- Upload files over WiFi only:** Option should be turned Off.
- Distance Units:** Select Miles or Kilometers as desired
- Augmented Reality Mode:** Activates Augmented Reality. Recommended On (*on select iOS devices)



Trax App 102: The Basics

The basics of becoming an effective user and essentials for a successful store visit.



- 1.** Log In and select "projects and routes" from the menu
- 2.** Select a store and press start
- 3.** Add relevant tasks
- 4.** Click on the task to start
- 5.** Capture images
- 6.** Review images
- 7.** End tasks
- 8.** Review and complete the task list

Recap- Image Guidelines

Basic Rules

- Start from Top → Down
- Continue Left → Right
- Choose either LANDSCAPE or PORTRAIT mode
- Allow overlap both vertically and horizontally
- Vertically - at least one shelf overlap
- Horizontally - at least 2 items overlap

Image Quality

- Avoid blurry images
- Avoid bad capture angle images
- Avoid obstacles
- Avoid reflections
- Make sure image resolution is high
- ENSURE the distance between the fixture and the camera remains constant for all images within the task

Important Tips

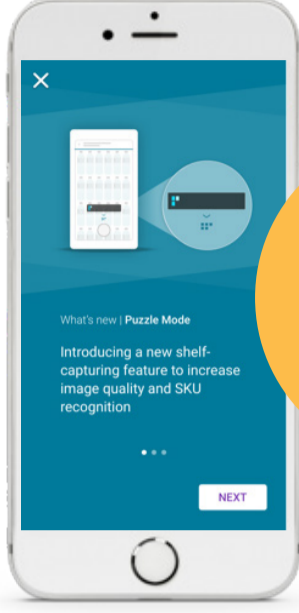
- Tasks**
 - A task is a collection of pictures that can be stitched together to form a full fixture – shelf, display, or cooler.
 - Each separate fixture needs to be completed as a separate task. You can take as many pictures as needed for each fixture, but once that fixture is completed, you will need to add a new task for the next one.
- Select a Store**
 - Stores "To Visit" refers to the stores you have left to visit in this cycle. Tap on "Visited" to see the stores you've already gone to.
 - Tapping on a store name opens the store info – you can navigate to stores using Google Maps.

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Trax App 103 Advanced Features

Take advantages of these key features to improve the quality of your images.

Puzzle Mode: What Is It?



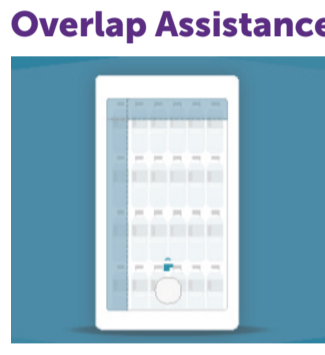
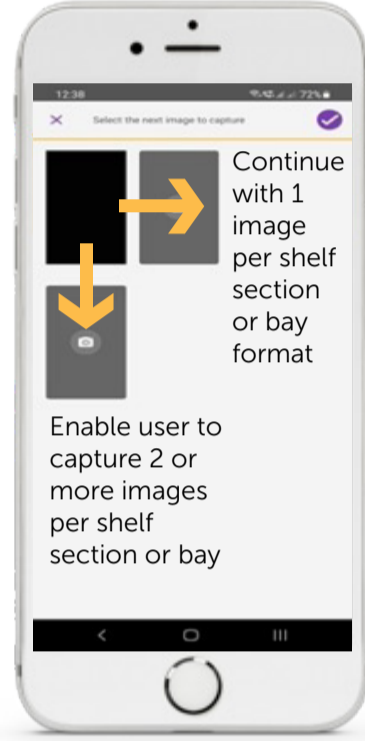
Puzzle Mode aims to improve multiple aspects of the picture-taking process by structuring the flow and assisting the user in the work ahead.

Using the feature would ideally improve SKU recognition, stitching and increase visit efficiency by guiding the end-user to complete the visit in the best way possible.

Puzzle Mode: Main Capabilities

This feature introduces the following core capabilities:

1. Taking pictures by rows and columns
2. Indication bar of progress
3. Picture overlap assistance
4. Image gallery layout by rows and columns



Enable user to capture 2 or more images per shelf section or bay

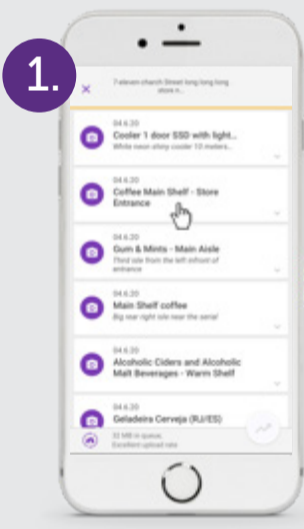
Puzzle Mode: Limitations

Puzzle Mode is not recommended to use in the below fixtures:

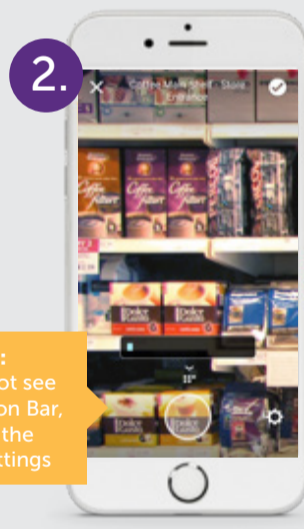
- ✗ Fixtures w/ doors
- ✗ Horizontal fixtures
- ✗ Angled shelves

Puzzle Mode: How to Use

Select task
Begin a task which supports Puzzle Mode.



Take image
Take the first image for this task. Take note that the Indication Bar, which displays the progress.



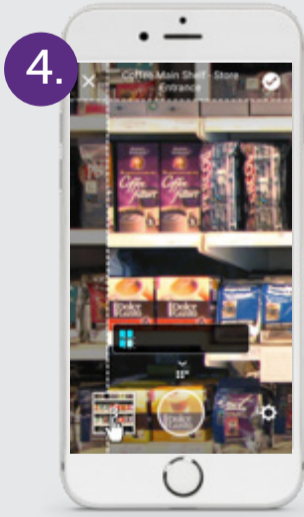
NOTE:
If you do not see the Indication Bar, check in the camera settings

Select next image
When taking image in the first, leftmost column, this "next picture selection screen" will appear to know how you would like to proceed.

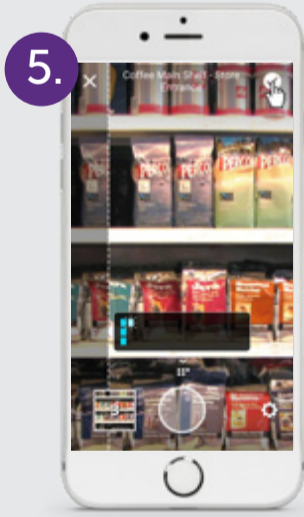


NOTE:
When moving to the second column and beyond, this screen will not appear.

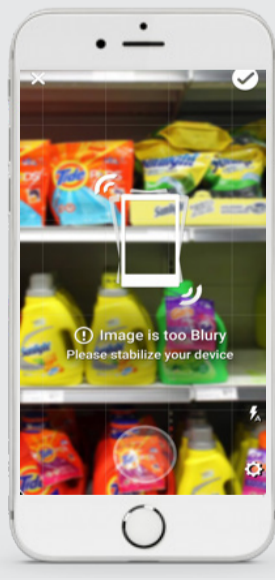
Continue taking photo
Keep taking pictures while using the Indication Bar to track your progress, Overlap Assistance, and the Image Gallery.



End task
When done, tap the checkmark icon to end the task.



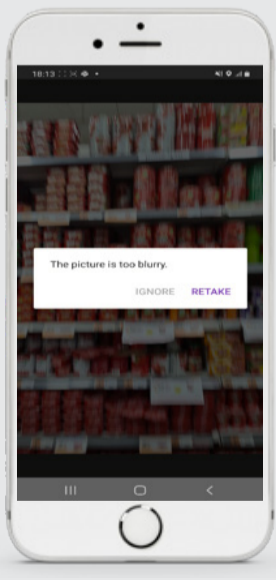
Device Stabilization



This feature identifies when the device is in motion and blocks any attempt to capture an image in this condition. Such images tend to be blurry.

This capability aims to improve image quality and as a result improve recognition quality and KPI accuracy.

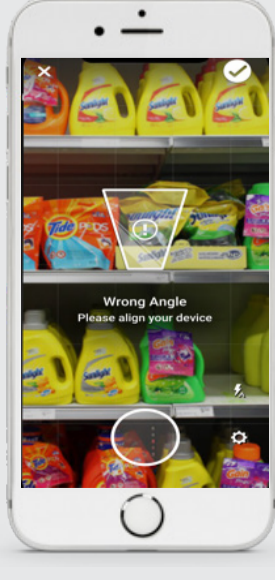
Blur Detection



This feature identifies when an image that was captured is too blurry. In this case, the application will recommend to re-capture the image.

This capability aims to improve image quality and as a result improve recognition quality and KPI accuracy.

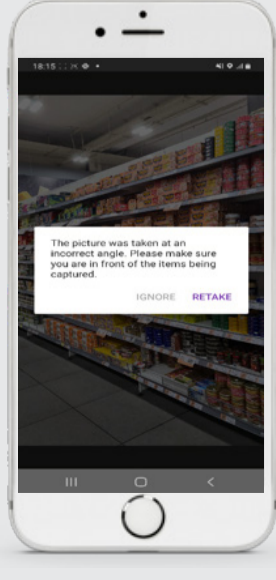
Vertical Leveler



This feature identifies when the device is held at a suboptimal vertical angle. In this scenario, the application will reposition the device.

This capability aims to improve image quality and as a result improve recognition quality and KPI accuracy.

Horizontal Leveler



The Horizontal Leveler identifies whether the horizontal angle that was used to capture a photo was optimal or not.

When relevant, the application will alert the user and recommend to re-take the picture.

This capability aims to improve image quality and as a result improve recognition quality and KPI accuracy.