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Zynchro Collaborates with Sony Semiconductor Solutions Enabling Retail Success by Using Actionable Data

(Dallas, TX. 03/25/25) Zynchro System (www.zynchro.tv) collaborates with Sony Semiconductor Solutions (Sony) as the first integration partner to develop and integrate Sony's AITRIOS™ technology suite for the digital signage market. The solution was demonstrated at Retail's Big Show (NRF) in New York City this February.

Zynchro has defined the company's digital signage business as first tier software development and customer support to deliver a successful digital signage system based on data and analytics. Its latest collaboration with Sony's AITRIOS™ demonstrates a leading edge commitment to measure, manage, monetize and control a digital signage investment, ultimately to increase profitability in retail environments.

Retailers today are in need of actionable data that enables smart business decisions. The most important metric in retail is centered around customer segmentation. Integrated with Sony's AITRIOS™, Zynchro customers will understand key audience metrics such as attributes, gaze measurement, proximity to the device, and the number of people in a given area during a certain period of time. These reports and analytics empower a retailer with first-party shopper data while making important decisions related to stocking products, refreshing end-caps and promoting brands.

First-party shopper data is defined as the information that a retailer collects directly and in real-time from its customers through their interactions within the store. Importantly, this data is relayed as customer engagement, location and gaze detection, rather than facial recognition. The Zynchro solution enables the use of this real-time data and analytics for triggering real-time digital signage content and for making other management decisions important to success in retail.

The solution is available now. Please contact sales@zynchro.tv to learn more and to schedule a demonstration. AITRIOS™ is the registered trademark or trademark of Sony Group Corporation or its affiliated companies.