



## **Digital Empowerment:**

### **360 degree of Retail transformation with Internet of Things**

MCMC Tower, Level 21, Jalan Impact, Cyberjaya

9 June 2015, Tuesday 8:00 am – 2:30 pm

You are cordially invited to the MCMC "**Digital Empowerment: 360 degree of Retail transformation with Internet of Things**" Forum co-organized by MCMC, MyClear, GSI Malaysia, Malaysia Retailers Association, Malaysian Franchise Association, Malaysia Retail Chain Association, Cyberview, CISCO, Intel, Tapway, Spotwerkz, Iconix Technology, HID Global and partners.

The objective of this forum is to promote awareness and showcase how digital empowerment adopting Internet of Things to transform a brick and mortar retail business into a 360 degree view of their customers, insights of their behavior and e-Payment solutions.

Industry experts shall share and facilitate the latest updates and developments in the retail industry as well as the benefits, challenges, and costs in boosting their brands, sales, better business decision, e-Payment solutions and provide customer with seamless experience in the new digital lifestyle.

The experts will showcase live demo on smart retail application on your smart phone, efficient e-Payment solution, location based info/indoor analytics, big data analytics, how video analytics and contextual information that can help drive retail bottom line as well providing a new shopping experience and engaging to your customers and a better retailer's in-house management.

The forum is also a great platform for networking with key retail market adopters and retailers, manufacturers/suppliers, telcos, vendors, system integrators and regulators.

Admission is free of charge. Seats are limited to 2 tickets per company. Kindly register your attendance at <http://www.tinyurl.com/MCMCRetailForum2015>

For further information, kindly email us at [DLMreg@cmc.gov.my](mailto:DLMreg@cmc.gov.my) or Jasmin 038688 8405/8000. Thank you.

**John Tay**

