



## **HOLOSFIND (ALHOL): DIGITAL SOCIAL RETAIL IS THE 1ST APPLICATION COMPATIBLE WITH PUSH NOTIFICATION ON APPLE WATCH**

Digital Social Retail ([www.digitalsocialretail.com](http://www.digitalsocialretail.com)) announces that its Social Retail® platform is the first application that supports Apple Watch push notifications, only four days after the release of the Apple Watch.

According to the American analyst Carl Howe, about 3 million watches have been sold in 2 days, generating more than \$ 2 billion profit for the company Apple.

Apple watch owners can receive information managed from the Social Retail® convergence platform.

The Social Retail® solution reaches shoppers throughout their purchase experience:

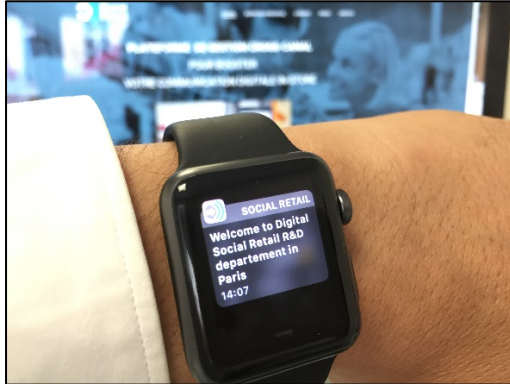
- Outside the store: via the beacon generating rich marketing messages to smartphones and now to the Apple Watch;
- Inside the store: through audio and video messages of the brand, consistent and planned;
- At store/ checkout: via beacon generating invitations to join the loyalty program;
- Online: social media.

Social Retail® has proprietary and user-friendly interface based on the cloud, sold in SaaS, which allows brand advertisers and marketers to manage all of their outlets from a computer and control all traffic acquisition and loyalty campaigns. The Social Retail® reporting tool provides invaluable data for advertisers and marketing departments to gain market share from competitors.

Social Digital Retail provides an ecosystem that is revolutionizing the customer relationship for chain stores, shopping centers and malls.

*"We have been waiting for the release of the Apple Watch for a long time. The Apple Watch is an exceptional product, it brings a new dimension to the users, and it is important that we stay very close to the ecosystem of technology world leaders. Social*

*Retail brings innovative shopping experiences to shoppers with its new convergence technologies," says Sylvain Bellaïche, Founder - CEO.*



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DIGITAL SOCIAL RETAIL, the American division of the Holosfind Group, provides an ecosystem that is revolutionizing the customer relationship for chain stores.

HOLOSFIND is listed on NYSE Alternext – Paris  
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