

B R O C H U R E

Sensormatic  
by Johnson Controls

# Experience Retail Innovation Firsthand

Bentonville Center of Excellence



# Retail Inspired. Innovation Driven.

At the COE, you can see how real-time visibility and data-driven insights translate into smarter operations and better shopper experiences. The environment is designed to help streamline processes, improve store performance, and support sustainable, responsible retailing. With tools that grow with your business and adapt to emerging trends, retailers can discover new opportunities to innovate and drive long-term success.

**Sensormatic**  
by Johnson Controls

*Our purpose is to **innovate** and **elevate** retail with precision – for the retailers who depend on us and the shoppers and associates who rely on them – to create a **safe, secure, and seamless** experience.*



# Discover the Bentonville COE

At our Bentonville Center of Excellence (COE), you'll step into a simulated retail environment where you can experience our latest solutions firsthand. See, touch, and test the newest hardware and software in real time—so you can understand exactly how they'll make a difference in your stores.

Explore a full spectrum of retail solutions:

- ▶ Advance your loss prevention strategies
- ▶ Unlock smarter inventory intelligence
- ▶ Gain powerful insights with traffic analytics
- ▶ And much more—all designed with the modern retailer in mind

With 10 state-of-the-art stations and 30 interactive demos, you can explore every angle of the shopper journey—from source to store and beyond the checkout. Visit us in person or take a guided virtual walk-through to see the solutions, ask questions, and uncover the value they can deliver to your stores.



## Loss Prevention

Proactive Protection for Every Store

Experience advanced loss prevention tools, from RFID alarming pedestals to multi-frequency EAS and smart deactivation solutions. Our demos show how you can fight shrink, reduce retail crime, and create a safer, seamless shopping environment for customers and associates.



## Inventory Intelligence

Real-Time Visibility, Smarter Operations

See how RFID shelf reads, and receiving solutions give you up-to-the-minute insight across your inventory. Our interactive demos illustrate how to reduce out-of-stocks, streamline receiving and replenishment, and ensure product availability for today's connected shopper.



## Traffic Insights

Data-Driven Shopper Experiences

Harness the power of data with ShopperTrak Analytics and traffic solutions embedded throughout the COE. Discover how real-time traffic counting and analytics can optimize store layouts, staffing, and performance to enhance the guest experience and improve results.



# Innovation Lab



## 30 Retail Demos, One Innovation Lab

Our modular, retailer-ready environment allows visitors to test, simulate, and validate real-world use cases across the entire retail ecosystem.



### Loss Prevention

#### RFID Enabled Point of Sale

Fast, accurate tag reads at checkout to validate transactions and support frictionless experiences.

#### RFID Enabled Point of Sale – Safe at Exit Workstream

Ensures items are properly transacted; alerts trigger only on unpaid merchandise.

#### Store Entrance / Exit – Flexible Loss-prevention & Engagement Experience (FLEX) Platform

A flexible, modern design enhancing loss prevention, visual merchandising and customer engagement.

#### Retail Media Networks

A storefront system with integrated digital content to elevate shopper awareness and shopper engagement.

#### Category Level Shrink Insights

A next-gen AM-based EAS ecosystem delivering category-level shrink insights within mixed retail environments.

#### RFID Store Environment Tag Activity Visualization

Real-time views of tag behavior across the store environment.

#### RFID + EAS – Wide Exit Solution

Simulates wide-format exits to test RFID, EAS, and traffic flows in various store configurations.

#### RFID Directional Antenna Technology

Demonstrates how directional read zones monitor RFID tagged merchandise movement across defined areas.

#### EAS Deactivation

Hands-on testing of AM label deactivation across various merchandise tagged at suppliers.

#### InFuzion Family of Tags

Showcase of tag designs for apparel across multiple categories.

#### RFID Test Chamber

Evaluation of difficult-to-read items (e.g., liquids, perfumes, small formats) in controlled conditions.



## Inventory Intelligence

### TrueVUE Cloud Software Demo

Software experience showcasing real-time item visibility and event tracking.

### Source Tagging

Demonstrates the impact of tagging products at origin for greater supply chain efficiency.

### RFID Tag Performance on-Shelf Evaluations

RFID performance testing on shelves for replenishment accuracy and item-level insights.

### Autonomous RFID Shelf Scanning

Robotic shelf scanning for automated inventory tracking.

### RFID-Enabled Transition Door

Tests item movement between backroom and sales floor using multiple antenna configurations.

### RFID-Enabled Receiving

Demonstrates passive receiving—reading items as they unload from trailers for invoice-to-receipt accuracy.

### DC Automation

Simulates conveyor-based item movement in backrooms or warehouses.

### RFID Direct Store Delivery

Monitors item flow from 3rd-party providers into the store environment.

### BOPIS Fulfillment Workflow

Item-level picking into totes or mixed boxes for replenishment or fulfillment scenarios.

### RFID Tag Writing / Enrollment Station

Encodes and tracks products throughout lab workflows.

## Service Bureau – Commissioning

Supports commissioning workflows to prepare items for supply chain movement.

## Mobile RFID Workflows – Order Picking / Cycle Counting

Simulates warehouse-level shelf reads for accurate inventory locationing.



## Traffic Insights

### ShopperTrak Analytics

Core traffic analytics to understand when shoppers visit and how they move through space.

### Store Guest Behavior Solution

A configurable environment to test dwell time, shopper journey pathing, draw rate, and demographic insights.



[Schedule Your Visit Today](#)



# 1966

Year Founded

# 185K+

Stores with  
Solutions Deployed

# 85+

Countries

## About Johnson Controls:

Johnson Controls, a global technology leader in energy efficiency, decarbonization, thermal management and mission-critical performance, helps customers use energy more productively, reduce carbon emissions, and operate with the precision and resilience required in rapidly expanding industries such as data centers, healthcare, pharmaceuticals, advanced manufacturing, and higher education.

For more than 140 years, Johnson Controls has delivered performance where it really matters. Backed by advanced technology, lifecycle services and an industry-leading field organization, we elevate customer performance, turn goals into real-world results and help move society forward.

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## About Sensormatic Solutions:

Sensormatic Solutions, the leading global retail solutions portfolio of Johnson Controls, powers safe, secure and seamless retail experiences. For more than 60 years, the brand has been at the forefront of the industry's fast-moving technology adoption, redefining retail operations on a global scale and turning insights into actions. Sensormatic Solutions delivers an interconnected ecosystem of loss prevention, inventory intelligence and traffic insight solutions, along with our services and partners to enable retailers worldwide to innovate and elevate with precision, connecting data-driven outcomes that shape retail's future. Please visit [Sensormatic Solutions](https://www.sensormatic.com) or follow us on [LinkedIn](#), [X](#) and our [YouTube channel](#).



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