

Press release
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Crossscan acquires majority share in Vitracom AG

Witten/Karlsruhe/Berlin, July 19, 2018. Witten based company, Crossscan GmbH, which specializes in cloud-based retail data analytic solutions, acquires 78% of the shares in Vitracom AG, which is based in Karlsruhe and Berlin. Vitracom is a spin-off of the Fraunhofer Institut and specializes in the development and production of high-performance sensor systems, which are used for people tracking in retail, evacuation management and industrial applications in manufacturing plants. "Vitracom's sensor know-how, the cooperation with universities in Karlsruhe, together with Crossscan's cloud and AI expertise in processing large amounts of data, allow us to create a full range of exciting new retail solutions," explain Philip Lehmann and Erwin Berg, the founders and Managing Directors of Crossscan. "We now offer the full range of retail-specific solutions (except cash desk systems) provided by our platform, which utilizes artificial intelligence to provide huge operational costs savings for our customers," Philip Lehmann proceeds.

Expansion plans

"We are very happy that one of our previous shareholders, who is based in Japan, will be staying on board. This will be an asset for our expansion in Asia," Axel Stephan and Ralph Majer, Executives of Vitracom AG say. "Together with Crossscan, we will continue to develop our sensor technologies with no other goal in mind, other than to offer one of the first plug 'n' play solutions." The plan is for both brands, both product lines and both customer service teams to continue and co-exist in the future.

About the group

Vitracom and Crossscan employ about 100 people. The group analyzes the data of more than 20,000 retail stores across 49 countries. The team is based in 3 locations and also develops applications for the 4th industrial revolution under the brand name "Ekko". Our solutions are deployed by large retail chains, automotive OEMs and SMEs.

Links crossscan.com vitracom.de ekko.de

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