



**WHERE LIMITATIONS END,  
POSSIBILITIES BEGIN**

**SYNCHRONEX**



**COMPANY DETAILS:**

S99 (Pty) Ltd

Registration: 2025/697555/07

Address: 34 Okkerneut Street, Weltevredenpark, Roodepoort, Gauteng 1709, South Africa

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## POSITIONING

You describe the problem. We create the solution. If it's impossible, that's where we start. We build solutions from the ground up - solving the problem you're actually facing. Where others see limitations, we see launching points.

## ORIGIN

S99 started in 2025, from an insight 15 years in the making

Mark Coxen, our founder, spent more than two decades in the EMEA IoT and digital transformation space, watching the same pattern repeat: businesses with real problems met with partial solutions. Template websites that didn't fit. IoT systems that solved one issue while creating three more. Consultants who analysed but didn't implement. Vendors who sold products, not solutions.

Every client conversation revealed the same gap, companies needed partners who understood their actual challenges, not suppliers pushing pre-built answers.

By 2025, the market was ready for something different. Re-branding an existing consulting firm wouldn't work, the old model was part of the problem. S99 was born from necessity: a company built specifically to solve problems others couldn't or wouldn't touch.

The difficulties facing businesses globally, particularly in South Africa and emerging EMEA markets, created the perfect soil. The seed that had been developing for 15 years finally found ground ready to receive it.

S99 exists because the market demanded what didn't exist yet. We just listened long enough to hear it.



## HOW WE WORK

Digital transformation isn't about forcing technology into your operations, it's about understanding where your business flows and where it breaks, then building solutions that strengthen what works and fix what doesn't. Our process follows four essential steps:

### *DISCOVERY & DIGITAL AUDIT*

We start by listening. This might mean joint visits with your customers, observing your operations, reviewing your current systems, and understanding the full picture of your business challenges. We audit your digital presence, operational work-flows, and hidden inefficiencies.

### *PROBLEM MAPPING*

We map what's really happening, not just what you think the problem is. Sometimes you come to us asking for a spreadsheet and we discover you need an entirely different solution. We trace the patterns, expose the waste, and reveal opportunities others miss.

### *CUSTOM SOLUTION DESIGN*

Based on what we've learned, we design solutions built specifically for your business. Not templates. Not off-the-shelf products. Solutions that address your actual challenges.

### *IMPLEMENTATION & INTEGRATION*

We build, implement, and integrate until it works naturally within your operations. Every solution is tested, refined, and delivered ready to use.

### *CORE CAPABILITIES:*

- **Digital Identity & Web Development:** Make your business easy to find, strong and a trusted online presence
- **Fleet Cost Intelligence:** Real cost-per-kilometre clarity for fleet control and decision-making.
- **Synchronex:** Coordinated Experience Systems, bridging the gap in the "last three feet" that brings brands to life.
- **Edge Automation & Control:** Edge Computing, Smart on-site automation with simple web interfaces, no apps required.

### *WHAT WE'VE BUILT*

From digital identity and web development to fleet cost intelligence, synchronised device systems, and edge computing automation, we build what our clients couldn't articulate until we walked through their challenges together.

## NOT SURE WHERE TO START?

Call us anyway. Every transformation begins with a conversation.

## WHAT WE UNDERSTAND

The "Last 3 Feet" Challenge is where sales are won or lost. Your product might be the best on the shelf, but if it doesn't grab attention in those critical final moments before a customer walks past, the opportunity is gone.

Static displays fail because they blend into the background. Whether it's a shelf talker, printed signage, or even a basic video loop, shoppers tune out anything that doesn't signal "this is for you, right now." Without dynamic interaction, your product becomes just more visual noise.

The gap isn't technology, it's relevance. Customers need to feel like the display responds to them specifically. Random motion or continuous animations don't create that connection. Synchronex bridges this gap by making displays that only activate when someone is actually there, creating moments that feel personal and purposeful.

### FREE STANDING UNIT (FSU) CHALLENGES

Overcrowding kills engagement. When FSUs compete for attention in high-traffic zones, shoppers experience visual overload and keep walking. Poor placement compounds the problem, units positioned in low-traffic corners or below eye level become invisible, no matter how good the product is. Static displays lose the battle quickly. Without motion or interaction to signal "look here, this matters," even well-placed units fade into the retail background within days.

The result? Shortened dwell times, missed conversions, and eventually markdowns on overstock that never had a fair chance.

**Goal:** Make it effortless for shoppers to find you, notice you, and engage with your product in the moment that matters.

### LAST "3 FEET" CHALLENGES

Low engagement at the critical moment. With average retail conversion rates hovering around 2%, the final approach to purchase is where most opportunities die. Cluttered displays create decision paralysis, shoppers facing walls of competing products with no clear guidance simply move on to avoid the mental effort. Generic messaging fails to connect. Without timely, adaptive cues that address specific hesitations in real-time, browsers stay browsers.

The "moment of truth" slips away, taking both the immediate sale and long-term loyalty with it.

**Goal:** Funnel traffic through high-conversion zones using interactive units that transform awareness into purchases.

ASPECT	STATIC STYLE DISPLAYS	SYNCHRONEX - INTERACTIVE DISPLAYS
Engagement	Continuous loops grab attention initially, then fade into background noise as repetition kills interest	Motion activates only when shoppers approach, feels responsive and personal, not pushy
Durability/Operation	24/7 operation causes overheating unless heavily cooled; requires regular maintenance and monitoring.	Presence triggered operation with built-in redundancy means displays stay active without constant babysitting, just reliable performance
Conversion Impact	Static content informs but doesn't compel action, shoppers look, then keep walking	Adaptive sequences guide decision-making, creating clear pathways from interest to purchase.

## WHAT IT DOES

We turn empty space into a sales journey. By mapping customer proximity to specific display responses, Synchronex creates escalating engagement that feels natural, not forced. Sensors detect how close shoppers are and trigger the right action at the right moment, subtle at a distance, compelling up close.

### SYNCHRONEX - COORDINATED ENGAGEMENT SYSTEMS

#### *Awareness Zone (6-8 meters)*

Soft ambient cues, gentle lighting shifts or subtle movement signal "something interesting is here" without being pushy. This increases initial dwell time by 15% compared to static displays.

#### *Interest Zone (2-4 meters)*

Synchronised animations and product highlights activate, building curiosity and drawing shoppers deeper into the experience. Movement feels choreographed, not random.

#### *Decision Zone (within 2 meters)*

Detailed product demonstrations or direct calls-to-action guide the final choice. Content adapts to traffic flow, faster during rush, detailed when shoppers have time to engage.

#### **Goal:**

Transform casual browsers into buyers through presence-triggered engagement that escalates naturally from distant awareness to close-range conversion.

**"PEOPLE IGNORE DESIGN THAT IGNORES PEOPLE." - FRANK CHIMERO**

## HOW IT WORKS

### *Presence-Triggered Sequences*

Detection zones recognise approach patterns and trigger coordinated responses. Subtle motion begins as visitors enter engagement range, building to full choreography at decision distance. Studies indicate 15-20% longer average dwell time when motion responds to presence versus continuous loops.

### *Sub-50ms Coordination Across Distributed Devices*

Multiple motion elements respond as a single unified system. Timing precision reads as organic rather than mechanical, whether it's two devices or a complex multi-node network, the choreography stays fluid.

### *Adaptive Motion Patterns*

The system automatically adjusts to traffic flow. High-traffic periods trigger faster sequences to maximise throughput. Low-traffic moments allow extended presentations for engaged visitors. No manual intervention required.

### *Custom Choreography Engineering*

Every deployment receives purpose-built motion sequences designed for specific products, spaces, and brand experiences. No templates, each installation is engineered to amplify your unique positioning.

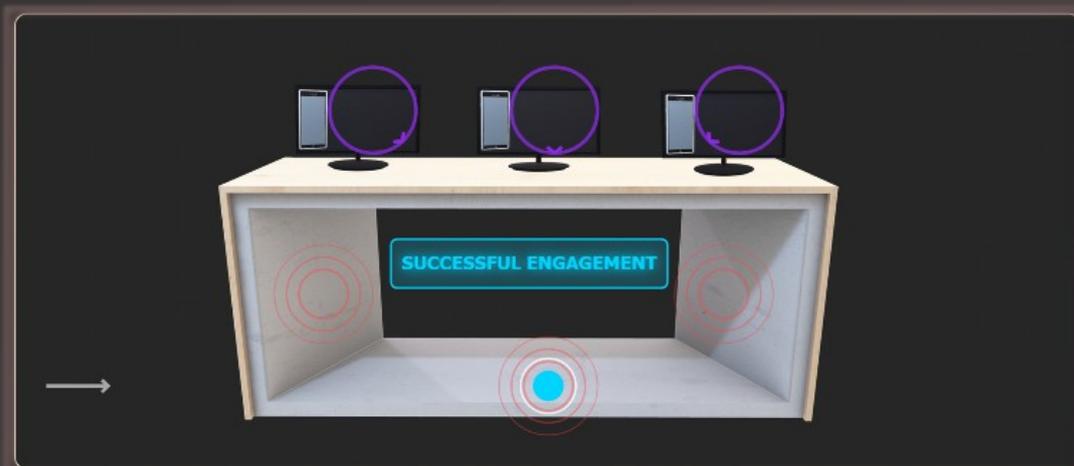
### *Autonomous Operation*

Zero cloud dependency means installations operate independently of internet connectivity. All processing happens locally on your network infrastructure, configure once, deploy permanently, with no ongoing subscriptions or external dependencies required.

Real-time engagement monitoring gives your team operational awareness of where shoppers are actively engaging, enabling responsive customer service at the moments that matter most.

### *Scalable Network Architecture*

Start with a single-product demonstration or deploy coordinated networks spanning multiple display zones. System architecture scales from two-device coordination to complex multi-station choreographies without infrastructure redesign.



## TRANSFORMATION INVITATION

You've seen what presence-triggered engagement can do. You understand how coordinated systems outperform static displays.

Your challenge is unique. Your solution should be too. We don't offer one-size-fits-all templates. Every Synchronex deployment starts with understanding your space, your shoppers, and your conversion goals, then we build the engagement zones that work for you.

*Ready to transform your last three feet?*

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## WHAT WE TRANSFORM

Transformation means your business operates differently after we're done. It means:

- Problems you managed daily become automated
- Information buried in spreadsheets becomes actionable intelligence
- Operational costs you couldn't track become visible and manageable
- Digital presence that was costing you customers now generates them

We don't just deliver technology, we change how your business functions.



## OUR CLIENTS

We work exclusively with private sector businesses focused on growth, innovation, and legitimate commerce. Our partnerships are built on shared values:

VALUE	IN PRACTICE
Integrity	We build what we commit to. No unnecessary complexity. No hidden agendas.
Stewardship	We design systems that save time, cost, energy, and attention.
Excellence	We deliver solutions built to last, clean, clear, and reliable.
Service	Solutions exist to help businesses work better, not just to look impressive.

## DELIVERY MODEL

Based in Johannesburg, delivering across South Africa and EMEA markets. We're accessible digitally from day one - discovery calls, progress updates, and ongoing collaboration happen efficiently online. Face-to-face engagement happens when it adds real value: initial site audits, customer visits for research, critical implementation milestones.

For Greater Johannesburg clients, on-site visits are standard. For clients outside the region, we'll discuss travel requirements transparently during scoping - some projects need boots on the ground, others don't. You'll know upfront what's necessary and what the costs are, no surprises.

## DELIVERY TIME LINES

Discovery call: 12-24 hours

Prototypes: 30-90 Days

Complex Synchronex implementation: 3-6 months

*\* Rental options available on Request*



## HOW TO ENGAGE

*Ready to transform your business challenges into solutions?*

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*Start with a discovery call. We'll listen to your challenges, audit what's really happening, and show you what's possible.*

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V CARD - Mark Coxen



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**A TREE NEVER EATS ITS OWN FRUIT – MARK COXEN – FOUNDER S99**