



LightHaus Appoints Former Best Buy CEO Brad Anderson to its Board of Directors

Company Measures Customer Engagement inside Retail Stores

VANCOUVER, B.C. – LightHaus, a provider of Visual Customer Intelligence solutions for retail enterprises and chain stores, today announced the appointment of former Best Buy CEO Brad Anderson to the company's board of directors. The appointment is effective immediately.

Anderson spent 36 years at Best Buy Company before retiring in 2009 as CEO and vice chairman. He is recognized for transforming Best Buy from a staid, product-centric consumer electronics distributor to a company whose core business focused on understanding customer needs and crafting product sales and merchandising strategies to meet those needs. Anderson's customer-centric philosophy is credited with driving unprecedented growth and revenues for Best Buy during his tenure at the company.

"Brad Anderson is recognized as a luminary and entrepreneurial innovator in the retail sector. His extensive understanding of how to use customer intelligence to drive in-store revenues will help guide LightHaus Visual Customer Intelligence strategies for leading retail customers. We're delighted that he has joined our board," said Ross Mitchell, president and CEO of LightHaus.

The LightHaus Visual Customer Intelligence solution uses information gathered from in-store video cameras to measure customer traffic and evaluate customer browsing and shopping behaviors and trends. It generates reliable data and business analytics that retailers use to increase sales conversion rates and improve the operational and financial performance of their individual stores and overall businesses.

"Understanding the customer is more important than ever before in the brick-and-mortar retail environment. Companies are seeking ways to use 'big data' and business analytics to enhance the in-store customer experience so that more and more store visitors make purchases. LightHaus offers a compelling solution that enables retailers to better capture consumers' shopping motivations at the most critical opportunity—when they are shopping inside the stores," Anderson said.

In addition to his role at LightHaus, Anderson serves on the boards of Carlson Companies, General Mills and Waste Management. He is also active on the boards of several nonprofit organizations, including the Mayo Clinic, Minnesota Public Radio, and the National Council of the American Film Institute. He is a charter member of the Job Creators Alliance and represents the organization on radio and television.

About LightHaus

[LightHaus™](#) fills a previously unmet industry need with its in-store video analytics solutions for retailers. The LightHaus Visual Customer Intelligence™ system (VCI) examines in-store shopping behavior and provides the granular, highly accurate business intelligence retailers require to improve customer service, merchandising, and marketing strategies. Anchored by a veteran team from its headquarters in Vancouver, LightHaus supports customers and partners from strategic sites throughout the globe. It brings deep expertise in pioneering innovative technology rollouts to global retail brands.

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