


NRF 2026 Qualcomm Technologies: Connecting Retail to the Intelligent Edge



Verifone Biometric Ticketing: Instant Access for Stadiums and Venues

Verifone, Qualcomm Dragonwing™ QCS2290, Snapdragon® 680 4G Mobile Processors


Seamless, secure ticketing for large-scale events at venues and stadiums, with advanced biometric face and palm verification for streamlined entry and enhanced security.



Qualcomm® Insight Platform: Gen AI Native Video Security Solution

Qualcomm® Insight Platform

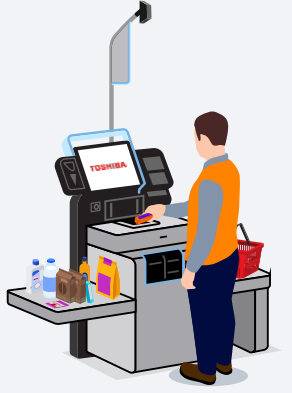
A single pane of glass interface tracking a 'person of interest', with security alerts and identification of VIP customers as they enter to offer personalized service.



Qualcomm Aware™ Terrestrial Positioning Service (TPS) on POS devices

Qualcomm Aware™ Positioning Service, Newland NPT

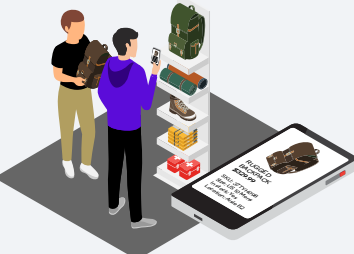
The Qualcomm Aware TPS on POS devices from Newland provides comprehensive fleet management with real-time insights and on-device analytics, including battery status, data usage, memory utilization, and position of POS terminals.



Toshiba POS System with Overhead EDGEcam+ for Loss Prevention

Toshiba Global Commerce Solutions, Qualcomm Dragonwing™ QRB5165 Processor

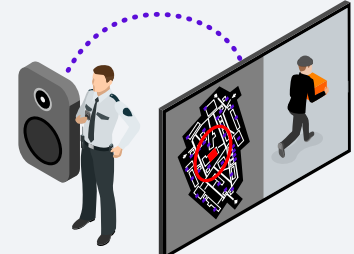
Point-of-sale with EDGEcam+ over cashier, counting items in basket and catching unscanned items and misplaced cash.



Decathlon Store App: Streamline Travel Gear Planning with Integrated RFID

Decathlon store app, Qualcomm Dragonwing™ Q-6690 Dev Kit with integrated RFID


Device powered by Qualcomm Dragonwing Q-6690 with RFID scans tags for sizing, stock, and product traceability. In stores, buyers can ease their check out, thanks to a simple RFID scan of their shopping basket. For retailers, smartphone RFID can easily provide inventory visibility in-store and online, and support both consumer and associate use cases.



Worker Safety with Axon Body Cameras

Axon Body Cameras, Qualcomm Dragonwing™ QCS610 Processor

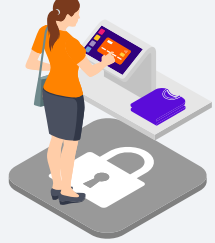
A retail associate wearing a body camera demonstrates the panic workflow by pressing a button that triggers a video stream and location display on Axon's dashboard.



Zebra Companion Day-in-the-Life of Wine

Zebra, Qualcomm Dragonwing™ QCS6490, Qualcomm Dragonwing™ Q-6690 Processors

A TC501/TC701 device powered by Qualcomm Dragonwing with Zebra AI sales companion gives wine shop staff instant bottle scanning, real-time inventory tracking, and delivery verification.



Mobile Authenticity and DPP

Qualcomm Dragonwing™ Q-6690 Processor


A device powered by Qualcomm Dragonwing with RFID and DPP for item traceability, product authenticity, and consumer privacy with self-checkout and protection mode.



Honeywell CT-70 with RFID

Honeywell CT-70 with integrated RFID, Qualcomm Dragonwing™ Q-6690 Processor


Industry-first integration enables rapid, contactless inventory management, eliminating the need for separate RFID readers and reducing TCO while simplifying store operations with an all-in-one device.



Frictionless Crypto Payments with Palm Biometrics and Instant Age Verification

Tools for Humanity, Authsignal, Red Rock Biometrics, Telpo, Snapdragon® 680 4G Mobile Processor, Multi-Factor Device & User Authentication Solution

Combines the world's first palm-based cryptocurrency payment platform with three breakthrough capabilities: contactless biometric authentication, decentralized data security, and instant age verification via mDL.



Advantech/Bricks AI Digital Menu Board

Advantech, Bricks, Qualcomm Dragonwing™ IQ9 Processor

Compelling customer experiences from Advantech's Edge Box powered by Qualcomm Dragonwing IQ-9, generating real-time content at the edge with integrated governance to keep Gen AI supervised and brand-safe.



Retail Media Closed-Loop Attribution

Qualcomm Aware™ TPS, Qualcomm® Insight Platform, Qualcomm Dragonwing™ QCS4490, Qualcomm Dragonwing™ QCS6490, Qualcomm Dragonwing™ IQ9 Processors


Integrated journey showcasing how Qualcomm tech (ESLs, hybrid location, edge AI, RFID, XR, and SoftPOS) delivers deterministic in-store presence, closed loop attribution, dwell, and path-to-purchase insights to unlock retail media monetization.



Smart Fridge with Edge AI and Integrated RFID

Thundercomm, Qualcomm Dragonwing™ Q-6690, Qualcomm Dragonwing™ Q-8750 Processors


Premium 4K smart fridge with RFID and AI camera for inventory management, recipe recommendations, and AI concierge.



Unattended Boba-Making Machine with Gen AI Assistant and Biometrics Payment

Yo-Kai Express, JP Morgan, Qualcomm Dragonwing™ QCS 8550, Qualcomm Dragonwing™ QCM6490 Processors

Combined use case of unattended food machine with Gen AI on Dragonwing QCS8550 and biometrics (JP Morgan) payment terminal for faster secure service.



Voice-Enabled Assistant with RFID

Zebra, Iterate.AI, Qualcomm Dragonwing™ Q-6690 Processor

Zebra IHH powered by Qualcomm Dragonwing Q-6690 running a Voice AI assistant and RFID to help customers select the right merchandise, retrieving care and DPP item information.