Reimagining Retail at the Edge

Art Miller
Vice President, Business Development
Global Head of Retail IoT
Qualcomm Technologies, Inc.
50 years ago
Average community grocery store:
5 aisles
40 shelves
500 products

5 associates per day
100 customers per day

Today
Average community grocery store:
100 aisles
1,000 shelves
Tens of thousands of products

50 associates per day
1,000s customers per day
Reimagining retail at the edge

Enhance customer experiences
Empower store associates
Improve operational efficiencies
Reimagining retail at the edge
Enhance customer experiences
Empower store associates
Improve operational efficiencies
“Walmart is reimagining the retail experience with a digital mindset—developing and deploying technology to help us continually find ways to enhance the experience we provide our customers while at the same time working to increase the enjoyment and productivity of our associates. Qualcomm is an important strategic partner, bringing next-generation technologies together in support of our mission to help people save money and live better.”

DOUG MCMILLON
PRESIDENT AND CEO, WALMART INC.
Qualcomm Technologies

Enhance customer experiences

Empower store associates

Improve operational efficiencies
What’s possible - customer experience
Improve experiences with pleasant and relevant shopping
Front end customer experience
Improve experience with multiple point of sale options
What's possible - operations
Improve efficiency of associate, infrastructure, and product
What's possible - curbside and beyond
What's possible - curbside and beyond

- Smart car
- Curbside kiosks
- Alerts
- Robot Assistant
- Smart container
- Arrival notification
- Drone delivery

Just walk out
Reimagining the warehouse
Reimagining the warehouse
Reimagining Retail at NRF 2022

Qualcomm Technologies
Enhance customer experiences

Empower store associates

Improve operational efficiencies
Qualcomm Technologies’ NRF booth experience

Welcome
- Customer loyalty
- Temperature measurement & mask detection

In-Aisle
- Smart shopping cart
- Personal shopper device
- Product finder/price checker
- Gesture displays
- Digitize shelf edge

Operations
- Smart cameras & store analytics
- Store associate productivity

Café
- Gesture-based food service kiosk
- Service robot

Checkout
- Biometric face payment
- Line busting payment
Qualcomm Technologies at NRF with:

16 Collaborators

12 Demos

Many more in ecosystem
Qualcomm Technologies' NRF booth experience

Welcome
• Customer loyalty
  Featuring:
  - Arima 6125 10" Enterprise Display Platform (Qualcomm® QCS6125) - a biometrics enterprise display terminal integrated with:
    - Redrock Biometrics palm recognition solution

In-Aisle
• Smart shopping cart
  Featuring:
  - Veea Trollee (Qualcomm® APQ8053, Qualcomm® IPQ7153)
• Personal shopper device
  Featuring:
  - Zebra PS20 (Qualcomm® SDA660)
  - Cyberlink face authentication solution
• Price checker
  Featuring:
  - Elo I-series 4 touchscreen signage (Qualcomm SDA660)
• Digitize shelf edge
  Featuring:
  - SES-Imagotag electronic shelf labels
  - Clover Mini POS (Qualcomm SDA660)

Operations
• Smart cameras & store analytics
  Featuring:
  - Convert simple cameras to smart cameras with Thundercomm EB5 multi-channel AI Box (Qualcomm® QR85165 / Qualcomm® QCS8250)
  - Thundercomm and Pilio.ai AI models
• Store associate productivity - long range scanning
  Featuring:
  - Datalogic Skorpio X5 mobile computer (Qualcomm SDA660)
  - Honeywell CT45 mobile computer (Qualcomm® QCS4290 / Qualcomm® QCM4290)

Café
• Gesture-based food service kiosk
  Featuring:
  - Ultraleap touchless technology (Qualcomm QCS8250)
• Service robot
  Featuring:
  - Orionstar Delivery Robot (Qualcomm® SDA845)

Checkout
• Biometric face payment
  Featuring:
  - Arima 6125 10" Enterprise Display Platform (Qualcomm QCS6125) integrated with:
    - Cyberlink face authentication algorithm
    - Ordyx POS SW
    - Clover Mini (Qualcomm SDA660)
    - Sunmi T2 Lite (Qualcomm® MSM8937)
• POS line busting
  Featuring:
  - Elo M50 Mobile Computer (Qualcomm SDA660)
  - PHOS SoftPOS

Qualcomm QCS6125, Qualcomm QCS8250, Qualcomm APQ8053, Qualcomm IPQ7153, Qualcomm SDA660, Qualcomm QR85165, Qualcomm QCS4290, Qualcomm QCM4290, Qualcomm SDA845, and Qualcomm MSM8937 are products of Qualcomm Technologies, Inc. and/or its subsidiaries.
IoT starts with Qualcomm
Thank you

Follow us on: f /twitter /linkedin /instagram
For more information, visit us at:
www.qualcomm.com & www.qualcomm.com/blog

Nothing in these materials is an offer to sell any of the components or devices referenced herein.

©2018-2022 Qualcomm Technologies, Inc. and/or its affiliated companies. All Rights Reserved.

Qualcomm is a trademark or registered trademark of Qualcomm Incorporated. Other products and brand names may be trademarks or registered trademarks of their respective owners.

References in this presentation to “Qualcomm” may mean Qualcomm Incorporated, Qualcomm Technologies, Inc., and/or other subsidiaries or business units within the Qualcomm corporate structure, as applicable. Qualcomm Incorporated includes our licensing business, QTL, and the vast majority of our patent portfolio. Qualcomm Technologies, Inc., a subsidiary of Qualcomm Incorporated, operates, along with its subsidiaries, substantially all of our engineering, research and development functions, and substantially all of our products and services businesses, including our QCT semiconductor business.