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qualcomm.com/retail



Reimagining Retail at the Edge

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50 years ago

Average community grocery store:

5 aisles
40 shelves
500 products

5 associates per day
100 customers per days



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.

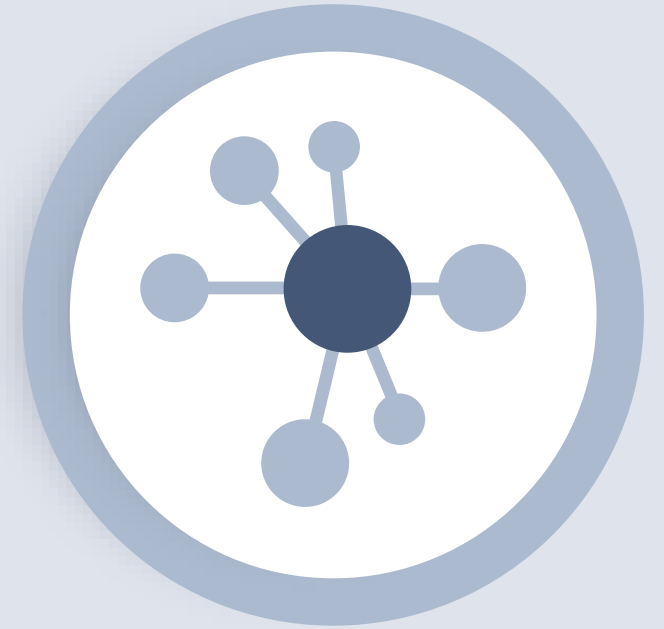
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Enhance customer experiences



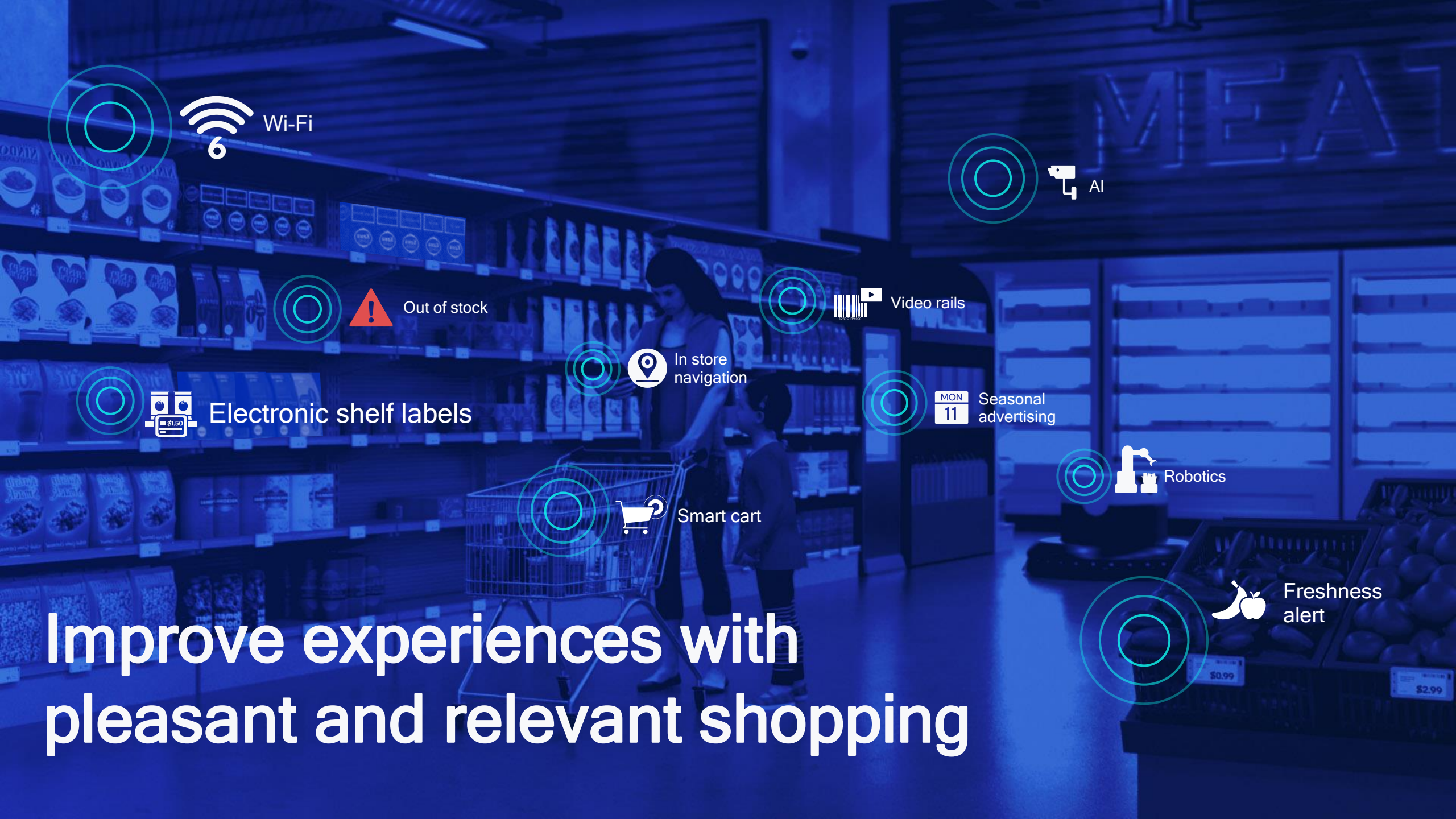
Empower store associates



Improve operational efficiencies



What's possible -
customer experience



 Wi-Fi 6

 AI

 Out of stock

 Video rails

 Electronic shelf labels

 In store navigation

 Seasonal advertising

 Robotics

 Smart cart

 Freshness alert

Improve experiences with pleasant and relevant shopping



Front end
customer experience

SCAN
AND
GO



AI



Smart cart



Attended lane



Scan and go



Self checkout

Improve experience with multiple point of sale options

SCAN AND GO



What's possible -
operations



5G Private Network

Smart camera

Wi-Fi

Preventative maintenance

Robot cart

XR

Industrial handheld

Electronic shelf labels

Video rails

Improve efficiency of associate, infrastructure, and product

What's possible - curbside and beyond



What's possible - curbside and beyond



GRAB AND GO





Reimagining the warehouse

Edge AI

Warehouse Management System

Drone

Robotics

Access Points

AR

Industrial handheld

Mobile printer

Scan Tunnel

Rugged Tablet

Connected worker

Connected label

Wi-Fi

Private

5G

Smart Camera

Reimagining the warehouse

Reimagining Retail at NRF 2022

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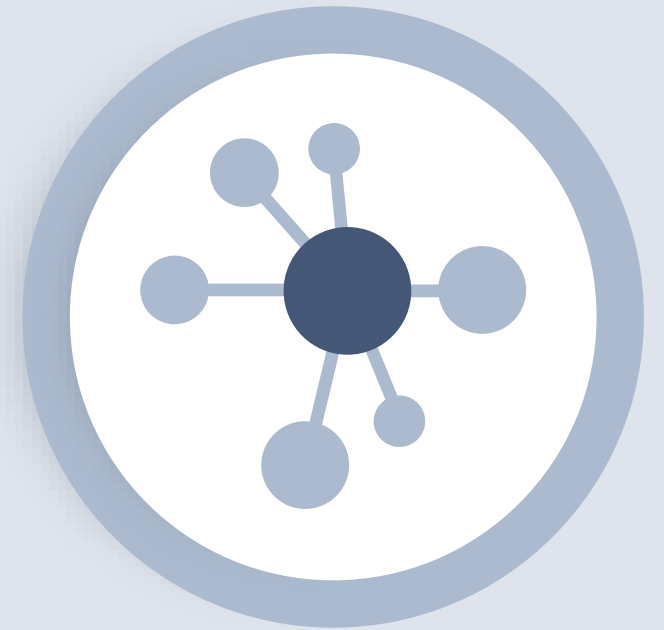
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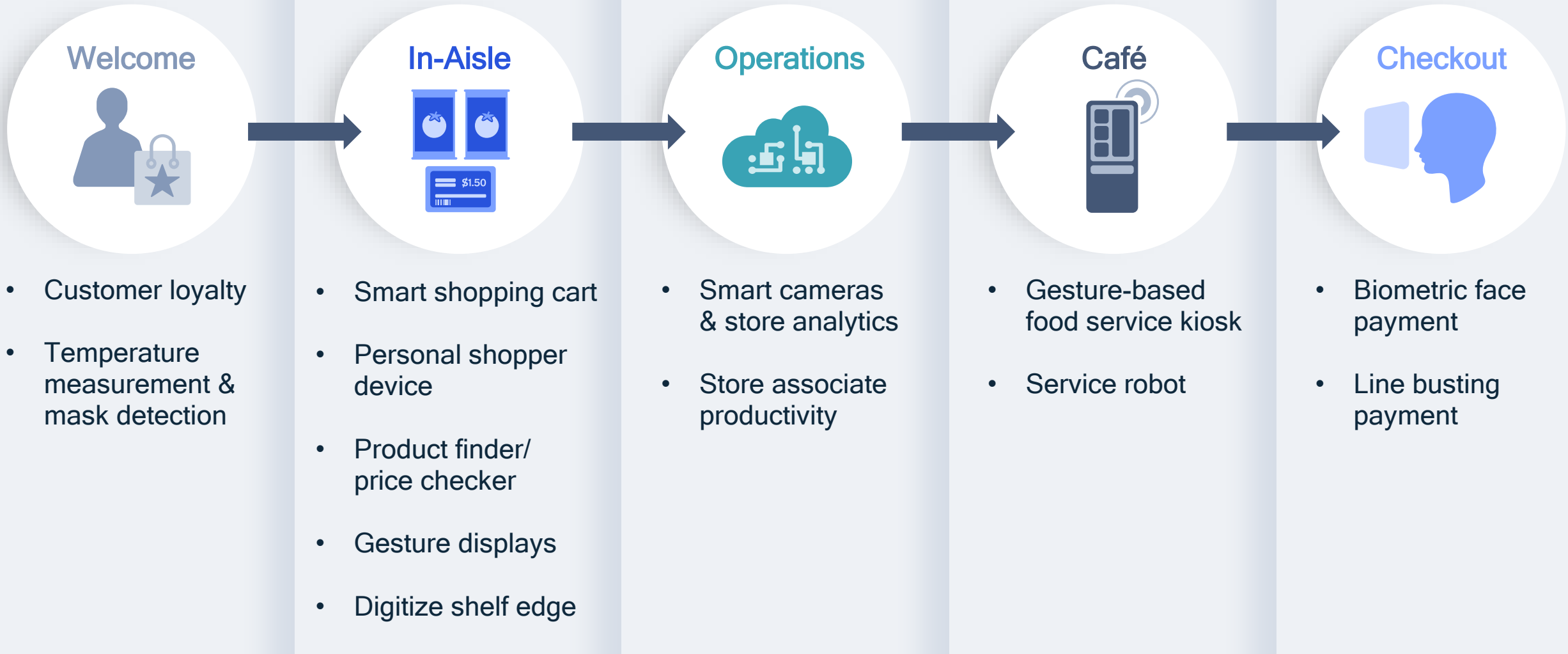
Enhance customer experiences



Empower store associates



Improve operational efficiencies



Qualcomm Technologies' NRF booth experience

Qualcomm
Technologies at
NRF with:

16
Collaborators

12
Demos

Many more
in ecosystem





Welcome

- Customer loyalty
Featuring:
 - Arima 6125 10" Enterprise Display Platform (Qualcomm® QCS6125) - a biometrics enterprise display terminal integrated with:
 - Redrock Biometrics palm recognition solution
- Temperature measurement & mask detection
Featuring:
 - Arima 6125 10" Enterprise Display Platform (Qualcomm® QCS6125) integrated with:
 - PMD/Infineon time of flight (TOF) sensors
 - Cyberlink face recognition solution



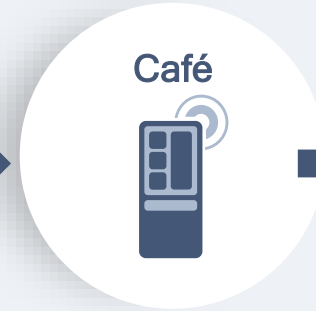
In-Aisle

- Smart shopping cart
Featuring:
 - Veeva Trollee (Qualcomm® APQ8053, Qualcomm® IPQ7153)
- Personal shopper device
Featuring:
 - Zebra PS20 (Qualcomm® SDA660)
- 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)



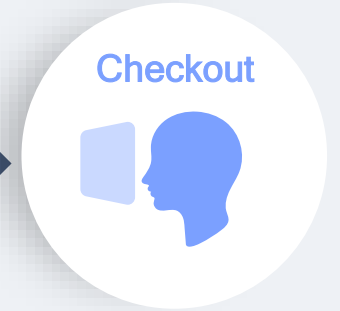
Operations

- Smart cameras & store analytics
Featuring:
 - Convert simple cameras to smart cameras with Thundercomm EB5 multi-channel AI Box (Qualcomm® QRB5165 / 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 QRB5165, Qualcomm QCS4290, Qualcomm QCM4290, Qualcomm SDA845, and Qualcomm MSM8937 are products of Qualcomm Technologies, Inc. and/or its subsidiaries.





Qualcomm Technologies' NRF booth experience



IoT starts with Qualcomm



Thank you

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