Qualcomm

The Power to Transform Retail with AI –

Real Solutions for Real Results.

From AI and retail analytics to payments and frictionless shopping solutions, Qualcomm Technologies demonstrated a variety of use cases at NRF. These demonstrations show how the retail environment is transforming to be increasingly security focused, efficient, and beneficial to the customer journey.

To learn more, visit the Qualcomm Retail webpage

http://qualcomm.com/retail

Retail Transformation Qualcomm® Interactive Experience Wall

In this Qualcomm interactive experience wall, you can see for yourself how Qualcomm Technologies enables frictionless experiences for retail, tracking, logistics, warehouse, and fleet management, and more, to improve in-store navigation, minimize theft, improve re-stocking efficiency, dynamically update pricing and more.
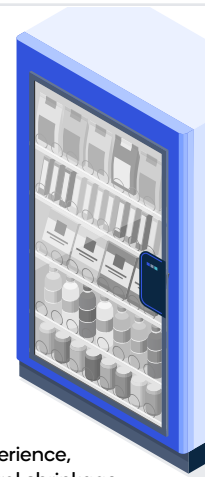
Unattended Shopping with AI / Biometrics Payments

GLOBAL PAYMENTS, REDROCK BIOMETRICS, SANDSTAR, TELPO

Utilize dynamic computer vision and AI technology in a connected smart kiosk for a purely unattended shopping experience and smart operational management. This smart cooler demonstration features cameras with edge AI product recognition that recognize what product a customer removed from the cooler, and using palm biometrics, automatically charges the customer's linked card or wallet. This solution can help enhance shopping experience, streamline retail operations, reduce labor costs, control shrinkage, and increase revenue.
- Sandstar Smart Kiosk (featuring Qualcomm QCS6490)
- Global Payments Innovative Payment Acceptance Solutions
- Redrock Biometrics PalmID Pay
- Telpo Palm Payment Terminal (featuring Qualcomm QCM6125)

Your Personal Shopping Assistant – Generative AI

Generative AI whether in the cloud or at the edge can serve as a personal shopping assistant, enhancing the customer shopping experience by providing customized shopping lists, suggesting items for purchase, and in-store direction, resulting in monetization opportunities for retailers and increased store efficiency.
- Qualcomm QCS8550

RFID for Automated Checkout and Loss Prevention

IMPINJ

Self-checkout can reduce lines, but scanning each item individually and looking for barcodes adds to the total amount of time in-store. This demonstration highlights how a tabletop reader can scan an entire basket of items based on their RFID tags, and instantaneously calculate the total purchase amount, speeding up the checkout process, improving store operations, and enhancing customer experience.
- Impinj R720 RAIN RFID Reader (featuring Qualcomm QCS404)

Frictionless Shopping and Payments through Pre-Authentication

PAYRANGE

To reduce theft or underage access, items such as alcohol, medicine, and other expensive products are separated from customer access requiring the assistance of a store associate. To reduce friction and allow for ease of access, while ensuring the same level of protection, customers with a retailer's application on their phone can open locked cabinets through Bluetooth®. In addition, high value products like power tools can be activated and unlocked through the app after purchase.
- PayRange BlueKey Access™ (featuring Qualcomm® CSR1010 Bluetooth Low Energy SoC)

Point-of-Sale with Multi-OS Support

SUNMI

Qualcomm Technologies has been a leader in enabling Android Point of Sale Terminals category for past few years. Now there is support for Multiple Operating Systems on the same platform enabling Sunmi to offer POS Terminal with Android and Windows with the same design. In addition, the POS Terminal can support many AI use cases such as product recognition, Biometrics, Voice UI, etc. Enabling amazing customer experience and operational efficiency for retailers with multiple configurations on one HW design.
- Sunmi T3 Pro Series (featuring Qualcomm QCS6490/ Qualcomm QCM6490)

Interoperability and Intelligence on Retail Shelves

VUSIONGROUP, ZEBRA TECHNOLOGIES

This demonstration guides visitors through the booth by following a blue dot on the screen and ESLs that light up powered by Qualcomm Aware™ Location and Vusion Platform. The demo showcases in-store geolocation capabilities, built-in proximity sensing, and a blend of tech-forward features. Digital shelf systems can usher in the transformation of retail, reinventing the way retailers, associates and consumers interact within stores.
- EdgeSense™ by VusionGroup (featuring Qualcomm® Ultra-Low Power Bluetooth Low Energy SoC)
- Qualcomm Aware Location
- Zebra TC58 (featuring Qualcomm QCS6490)

Generative AI Customer Service Kiosk

NEXRETAIL

An interactive AI customer service kiosk that can answer complex questions in retail environments can be a great tool for offloading store associates while enhancing customer experience. The Gen AI based assistant helps customers find information, get "How To" instructions and/or personalized recommendations in stores. While there are many cloud-based Gen AI assistants, this Gen AI service is running completely on the Kiosk HW itself. Customers get benefits of Edge AI with reduced cost of deployment, data privacy, low latency, and uninterrupted service even when the network may not be available.
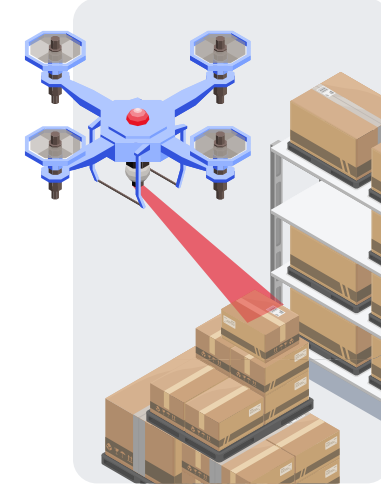- NexRetail Interactive Kiosk with Gen AI (featuring Qualcomm QRB6125 and Qualcomm QCS8550)

Logistics and Inventory Management with Drones

DRONUS S.p.A.

The usage of drones in warehouses and in the back of stores for inventory management can greatly improve operational efficiencies. The ability to fly around in a warehouse and read bar codes allows warehouse workers to gather information at a much faster speed.
- Dronus K500L (featuring Qualcomm Flight™ RB5 platform)

Loss Prevention with Computer Vision Cameras and Advanced Edge AI

TOSHIBA GLOBAL COMMERCE SOLUTIONS

The ELERA™ solution fully orchestrates computer vision cameras powered by the Qualcomm® QRB5165 System-on-Chip (SoC) for IoT to provide one of the best on-device AI processing platforms in the market for the self-checkout system that can respond to incidents, and even differentiate customers' personal effects from unpurchased store items. The system helps prevent losses and enhance shopper experiences.
- Toshiba TC EDGEcam+ for the AI-powered ELERA® Security Suite and Loss Prevention System (featuring Qualcomm QRB5165)
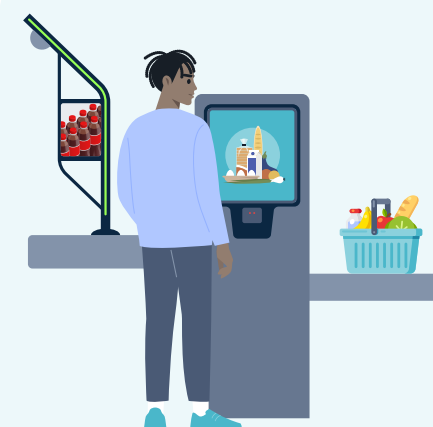
Frictionless Checkout for Quick Service Restaurants with AI

ITERATE.AI

A voice AI and license plate recognition experience helps restaurants meet consumer demands for fast, convenient service—all in a natural, engaging, and virtually seamless interaction. Customers place an order in their application, and by pre-registering their license plate, the items are prepared as the car arrives to the window and the license plate is scanned, eliminating the need to stop and pay for the items ordered.
- Iterate.AI Interplay for Quick Service Restaurants (featuring Qualcomm QCS8550)

Interactive Lane Light and Point of Sale

NCR VOYIX

Waiting for an open check-out lane can delay the flow of customers. The Interactive Lane Light (ILL) from NCR provides messaging to store staff and customers to provide a better experience for the customer – showing when a lane is available, what payment methods are accepted, and alerting staff when a customer needs help at the checkout lane. The ILL also allows for advertising opportunities for the retailers and consumer packaged goods companies.
- NCR Voyix Interactive Lane Light (featuring Qualcomm QCS5430)