

# IoT Product Vignette



Amazon go Store

# What is Amazon go?

First store with no checkout required

- ▶ Enter Store
- ▶ Browse using Amazon Go app
- ▶ Take products and leave!

Goal

- ▶ Reduce queuing times at cashiers
- ▶ Automatic billing implies time efficiency
- ▶ Smart technology



How does it work?

- ▶ Weight sensors detect when items are taken or put back onto shelves
- ▶ Products placed back on shelves are automatically deleted from the shopper's virtual cart
- ▶ Cameras able to distinguish bodies follow shoppers around the store

# Amazon go : IoT Components



Products weights  
detection

In-store Cameras

Facial recognition

Store or Groserly

Fresh produce

Household essentials

*Same products as any  
other groserly*

Artificial intelligence

Computer vision

LTE Sensors

Mobile application



# Amazon go : Capabilities

## Monitor

No need for physical connectivity at the cashier

The store staff can supervise what's happening inside the store via Remote Softwares connected directly to the system.

## Control

The system is logging items as the shopper goes on.

The system senses that when shoppers leaves, then adds up the items and charges their Amazon account.

Inventory management system may consider past purchase history to predict the customer behavior.

## Smart-Store capabilities

## Optimize

Optimize queue times.

Time efficiency is the biggest advantage of Amazon go.

The whole idea behind Amazon Go is that you grab what you need, and leave in 30 seconds

## Automate

No checkout needed.

The paying operations is done automatically by the time you leave the store.

Amazon Go app executes the transaction when receiving the input from sensors and Cameras.



Standard Use Case of using Amazon Go Store and Amazon go App

