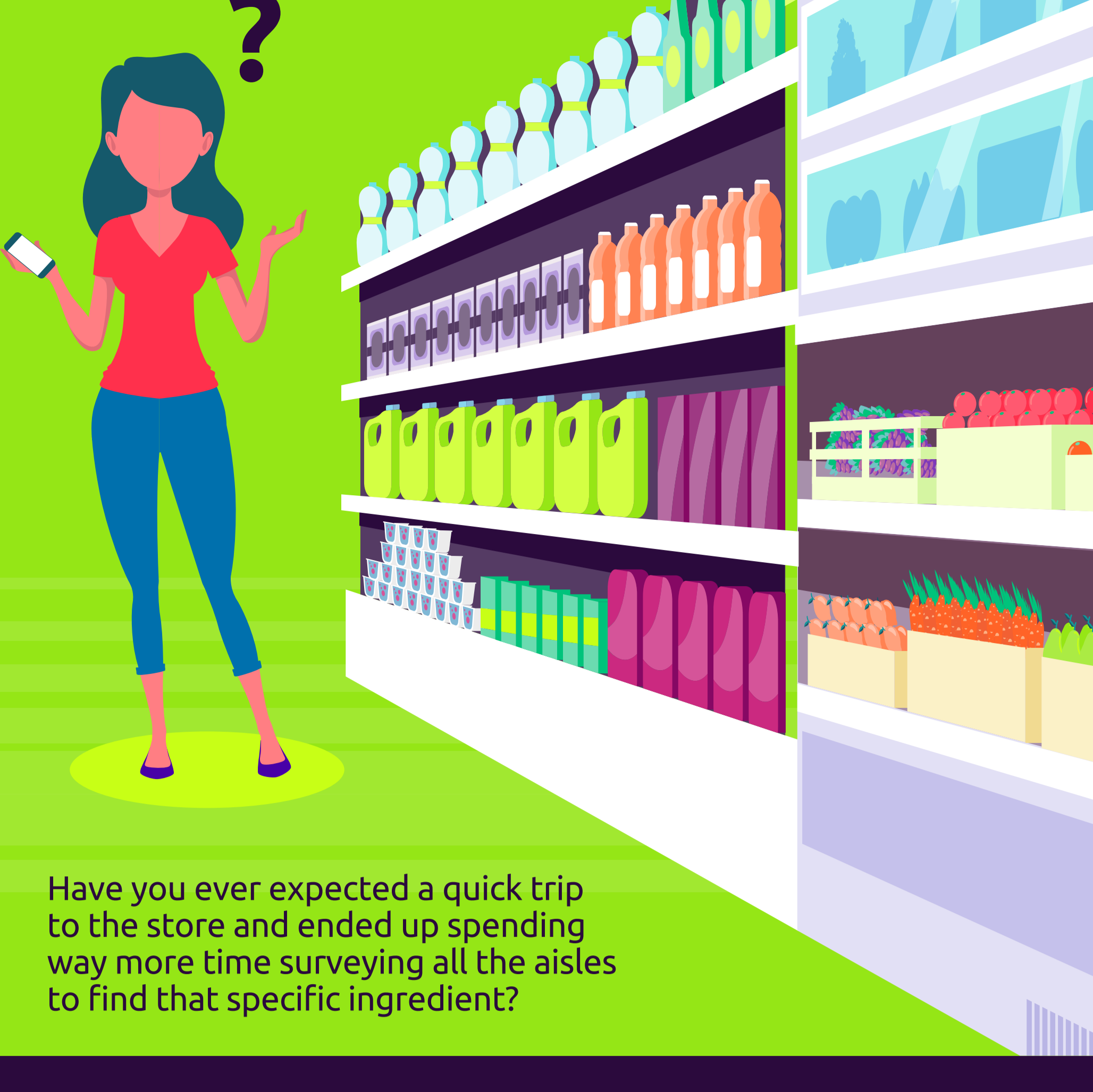
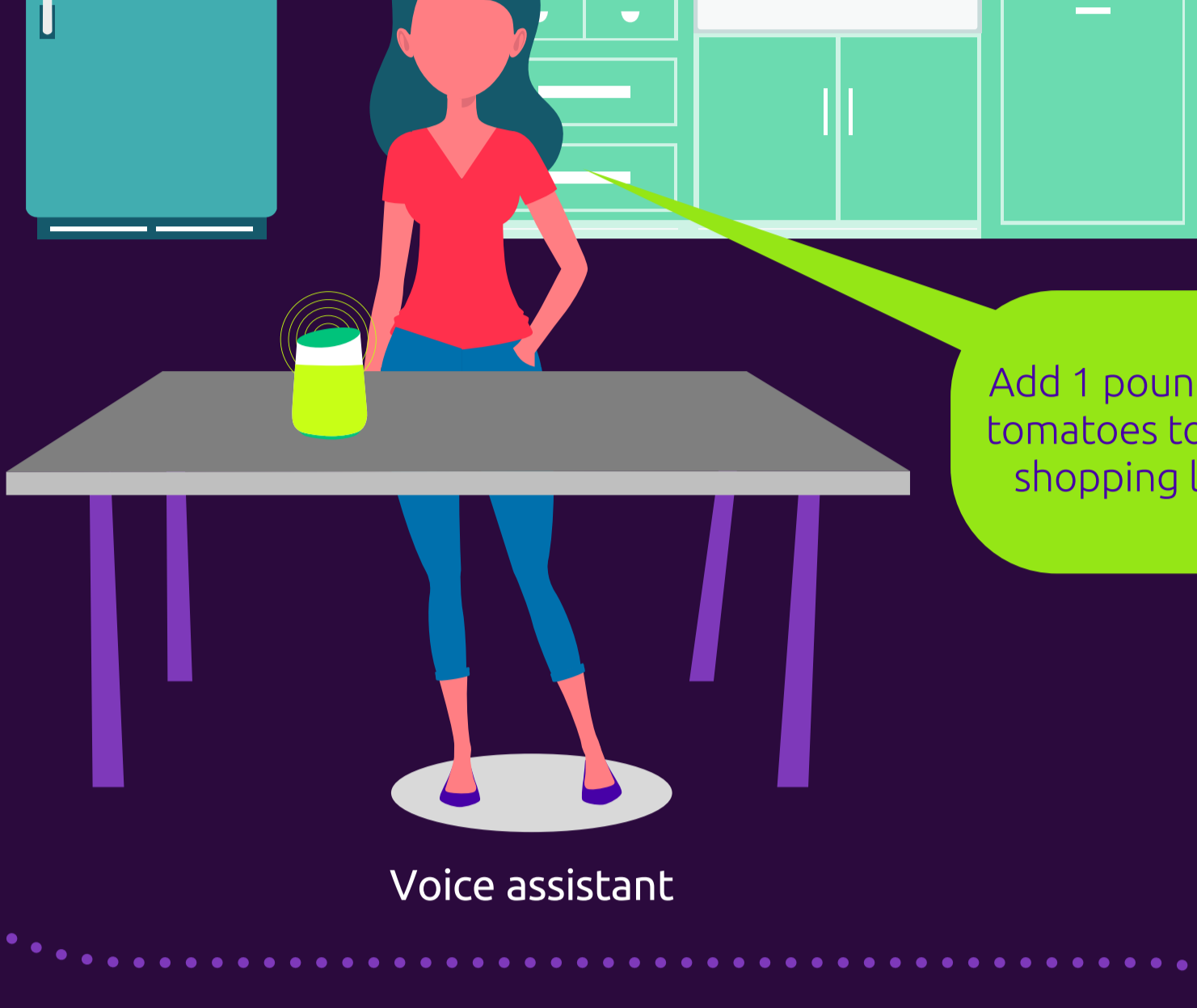


# An immersive and frictionless shopping experience – The Smart Store Guide



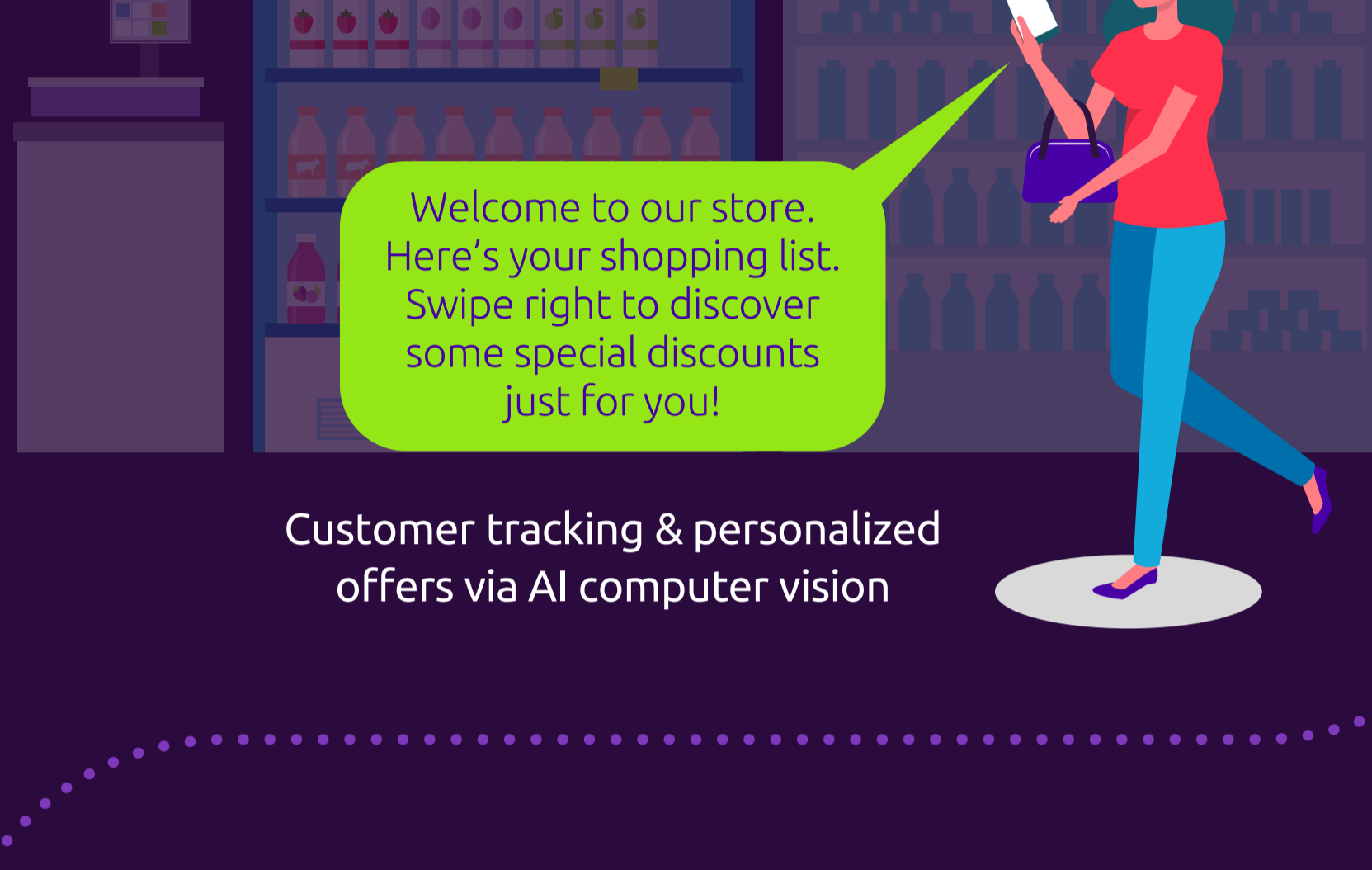
Have you ever expected a quick trip to the store and ended up spending way more time surveying all the aisles to find that specific ingredient?

With the **Smart Store Guide**, you no longer have to dread trips to the store to find everything on your shopping list.



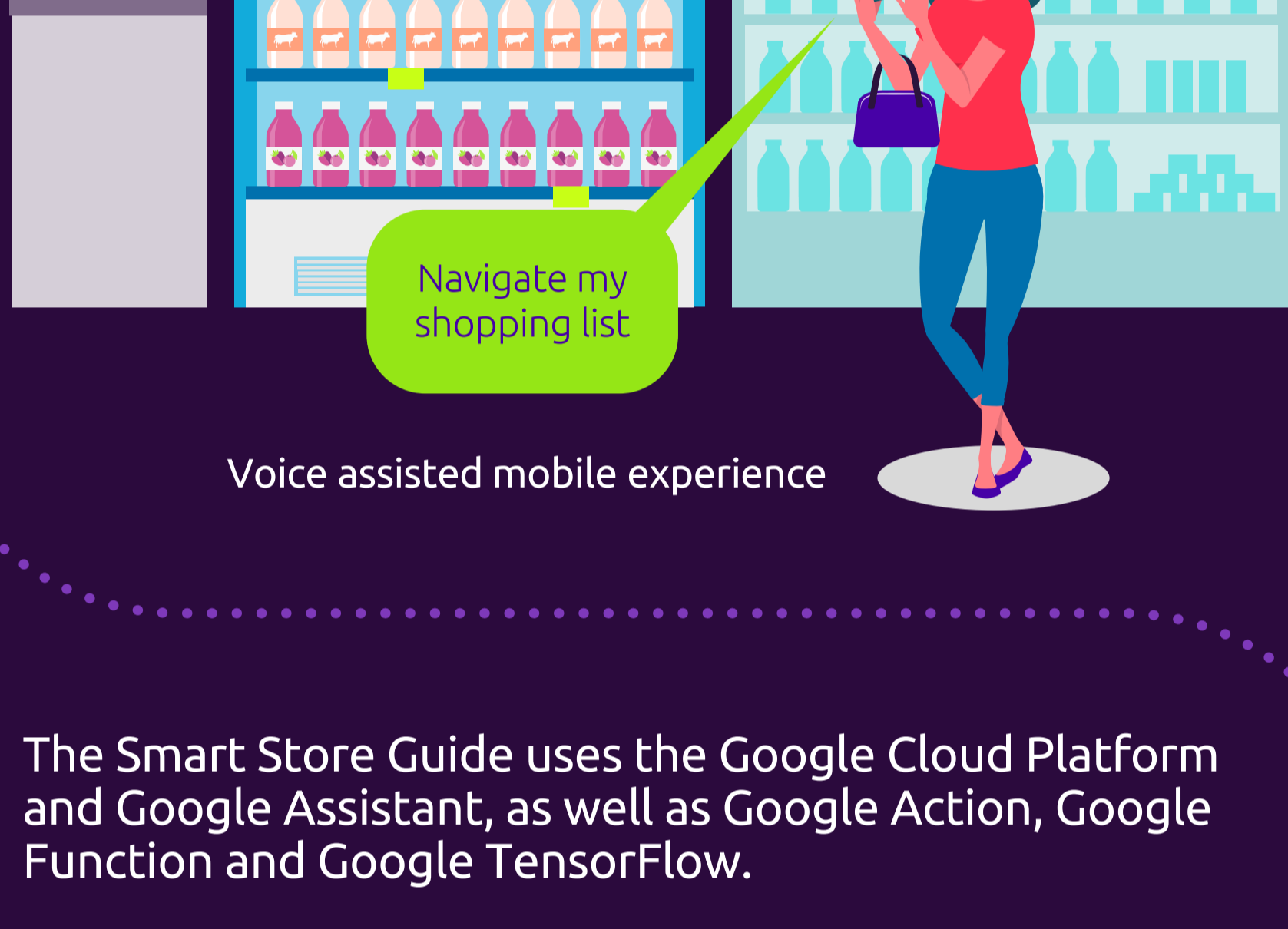
Voice assistant

Just ask the **Smart Store Guide** through your mobile phone to find item location, the quickest way to get to it, and additional details like product discounts and recommendations.



Customer tracking & personalized offers via AI computer vision

Smart Store Guide is powered by the latest technologies from **Intel** and artificial intelligence from **Google Cloud**, mapping out products in store via surveillance camera feeds and dynamically adapting to changes in product locations.

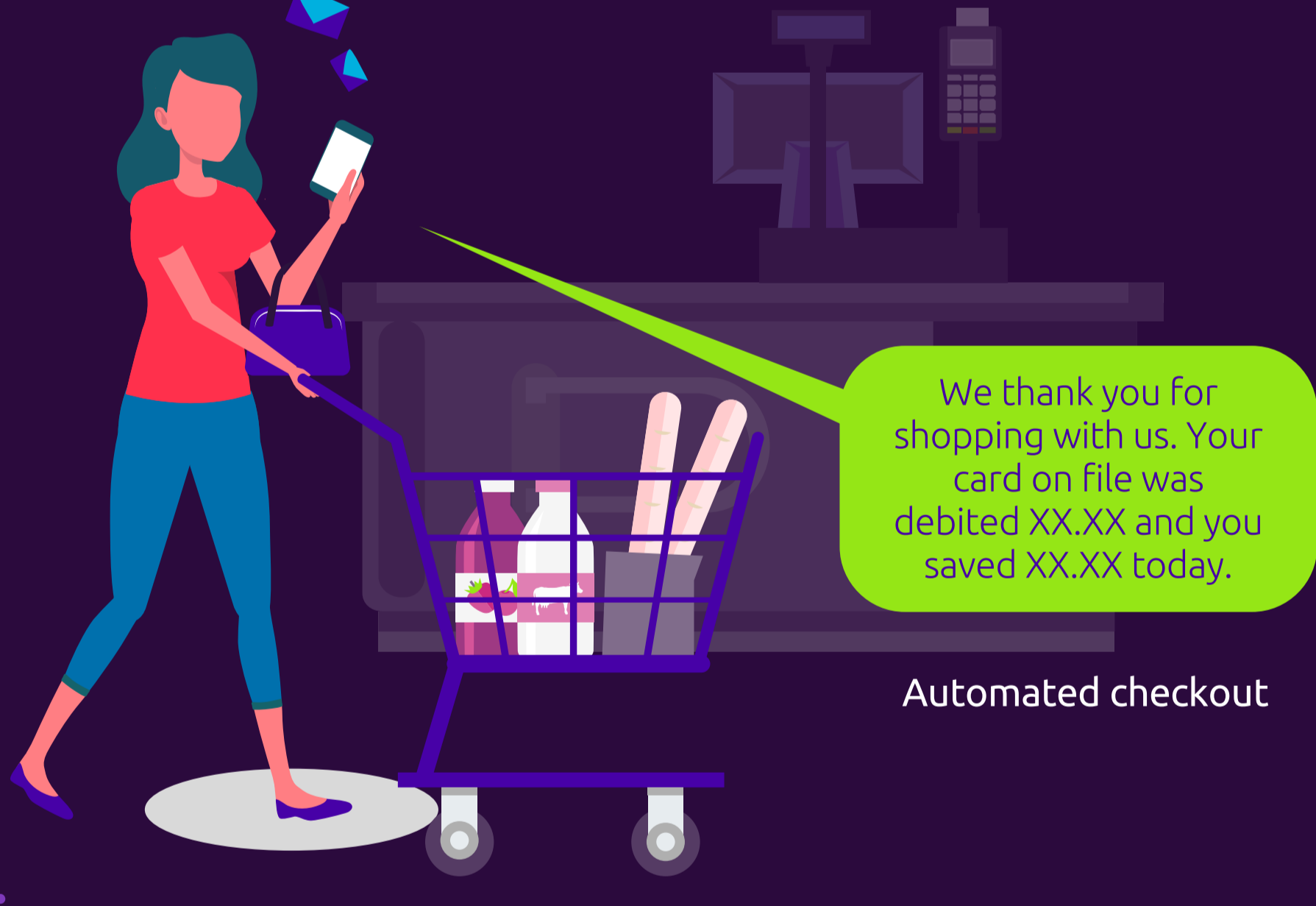


Voice assisted mobile experience

The Smart Store Guide uses the Google Cloud Platform and Google Assistant, as well as Google Action, Google Function and Google TensorFlow.





Augmented product via AI computer vision OR barcode/QR scanning



Automated checkout


## Key highlights

**App-less voice-based product locator:** Use Google Assistant (or any other smart assistant) to voice commands. No additional hardware or software required. 

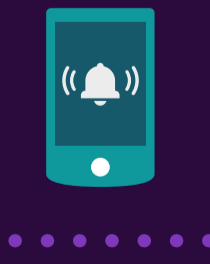
**Shopping list:** Create and access your shopping list across multiple iOS and Android devices, e.g. smart phone, smart speaker. The guide finds all your items and delivers the shortest path to pick them up, and dynamically picks up changes to product locations. 

**In-store navigation:** Visual map directions add voice for an enhanced experience. 

**Recipe search:** Search for recipes and ingredients; add directly from webpage to shopping list. 

**Product information at your command:** Query specifications, recommendations and discounts. The guide also promotes cross sell and upsell during the shopper journey. 

**Endless aisle:** Automatically locate out of stock items at other stores for convenient pick-up or home delivery. 

**Optimized performance:** Scales seamlessly and leverages AI at the edge, powered by Intel Xeon processors, OpenVINO and Deep Reference Learning Stack (DRLS). 


**Low capex investment:** Uses existing cameras in store. 

**Extensible framework:** Add features like real-time alerts for misplaced products or low stock volumes. 

**Unique intuitive VUI:** Voice or text auto-enables customers; no user manual needed. 

**For retail and beyond:** Solves store delays, and is easily augmented for non-retail uses. 

## Outcomes:

**Enriched shopper experience:** Hassle free shopping with on demand self-help. 

**Frictionless:** Remove manual search bottlenecks for products in store, and easily find an assistant when needed. 

**Increased average basket size:** With up-sell and cross-sell recommendations, shoppers are likely to purchase the item queried and also additional "paired" items. 

**Staff availability:** The Smart Store Guide handles the basic queries freeing up store staff to focus on value added services. 