

Oh...

Amazon Bringing Technology to Whole Foods with QR Codes and Amazon Go!

Amazon opens a supermarket with no checkouts! So, Can YOU!

In a move that could revolutionize the way we buy groceries, Amazon opens its first supermarket without checkouts - human or self-service - to shoppers today.

HOLD ON! Together, we can go more than one better than Amazon!

It is stated that customers can use their existing **Amazon** credentials to log in to the **Amazon Go** app. In addition to providing a **QR code** to scan at the entrance to the store, the **Amazon Go** app is where the receipt shows up after customers leave the store carrying their chosen items.

It uses ceiling-mounted cameras and electronic sensors to identify each customer and track what items they select.

Purchases are billed to customers' credit cards when they leave the store.

Before entering the store, shoppers must scan the Amazon Go smartphone app. Sensors on the shelves add items to the bill as customers pick them up - and delete any they put back.

If you are one of the leading supermarket chains in the USA, you might think you have just fallen off the earth completely!

- Florida – Publix, Goodings & Winn Dixie**
- Utah – Harmons & Smiths**
- Indiana – Aldi & Krogers (or local name)**
- Ohio – Aldi, Kroger, Giant Eagle & Meijer**
- Iowa – Fareway, Hy-Vee & Aldi**

We have a cost-effective solution for you, we warned you of what Amazon would do. We will assist you in bringing to your customers an even more effective digital shopping experience.

PROXCOMM® RETAIL in-place digital capability will be brought to your stores with even more simpler technology with a savvy solution that is working in Europe!

The purchase by Amazon of Whole Foods opened a whole new competitive world for us with technology foresight. The Smartphones and computers play a major role. Fingers & Thumbs will walk the aisles of our favorite stores, but it is ingrained in us all to physically shop!

Shopping is about control of the shopper, through our eyes, the sound and beat of the music and all importantly, aromas. Yes, we can be led by the nose to increase the amount we place into the shopping trolley as we are offered specials and bargains through proximity bases marketing interaction as the shopper is guided through the store.

At **PROXCOMM** we have the facts, current statistics and importantly the communications skills to lead the way with a trolley that does not have a squeaky or faulty wheel, just one that glides down the right aisles with important information in the palm of the shopper's hands. Using all that the Smartphone can communicate with via ***proximity-based shopping***.

Some shopping facts - We brought you '*sound*' to enhance a shopper's experience and pace their shopping time. Aromas to attract them to the fresh vegetables with moist fresh veggies that had the aroma of a thunderstorm. The fish and meat department that had the sound and aroma of an ocean. With the ultimate draw of the fresh bread with a dash of sweetness, chocolate to entice and succeed. Look how lighting within your aisles has changed and now we must spotlight the ability of the customer to have the control of their shopping and paying for their selected goods.

We encompass the smart shoppers' technology of interactive screens, Bluetooth, Wi-Fi capability, and instant scan *QR Codes*. All with direct connections with anyone with a Smartphone entering the store. Even add our capabilities to your Retail Loyalty Program, simply and effectively.

Loyalty programs must have a place, it always has to be a quality two-way street. It is the fine line between friendly information and not one of '*in your face*'. In fact, we can go so far as tracking their shopping habits by creating grids, showing how much time is spent in each area. Yes, we can intrude and be rude, *we are not*, it is for the betterment of all to make shopping a true experience instead of just dashing in and out trying to find the diapers or the sugar.

Remember when self-service gas pumps were first introduced? The gas convenience store did not shut up shop, it adapted and is thriving, so will you!

Contact our team and discuss how we can take you ten paces forward in enhancing your shopping experience for your true and new customers.

For more information and to order:

Please call: (515) 200.7068 or

Email: proxcomm@proxcomm.technology

Connect, Engage, Communicate... Be Heard...
WE ARE IN THE NOW AND KEEP YOU; IN THE KNOW...

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<http://www.proxcomm.technology>

Email: proxcomm@proxcomm.technology

Telephone: USA: +1 (515) 200.7068

