

# Discover Latest AI Advancements With NVIDIA at 'NRF 2023: Retail's Big Show'

See how AI is helping retailers improve forecast accuracy, optimize store layout, accelerate throughput in distribution centers and track routing optimization for last-mile delivery at the conference, running Jan. 14-17 in New York.

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AI has been identified as critical to the future success of retail. It's the industry most heavily invested in the technology, with a current adoption rate of 40% that's projected to grow to 80% in three years .

Consumer behavior is rapidly shifting in this environment, making it critical for retailers to transform their businesses to respond to market demand and opportunity.

Dive into the latest AI-powered innovations in retail at NRF: Retail's Big Show , the world's largest retail expo, taking place Jan. 14-17 at the Jacob K. Javits Convention Center in New York.

Attend these sessions featuring NVIDIA customers:

Digital Twins at Lowe's: Unlocking the Retail World's New Superpower : featuring Mason Sheffield, senior director of creative technology at Lowe's Innovation Labs, on Sunday, Jan. 15, at Expo, Level 1, Expo Stage 1.

Kroger Transforms the Customer Store Experience With Simulation, Edge and AI : featuring Wesley Rhodes, vice president of technology transformation and R&D; at Kroger, on Tuesday, Jan. 17, at Expo, Level 1, Expo Stage 2.

From Restaurants to Retail: How New Tech Is Changing the Experience : featuring Atif Kureishy, CEO and founder of Vistry , on Tuesday, Jan 17, at River Pavilion, Level 4, commercetools Stage.

And visit NVIDIA partner booths:

Accenture (booth 4503), Alloy Automation (8038), Alpha AR (8027), Atos (1514), AWS (6138), Deep North (1250), Dell featuring AWM (6521), Deloitte (5607), Capgemini (4174), CDW (5731), Checkpoint Systems (3367), Cisco (5739), Connection (1717), Clarifai (8018), DeepBrain AI, (8102) Everseen (1138), Fortinet (3157), Fujitsu (4803), Google (5607), Harmony (5932), Heuritech (848), HPE (5151), Infosys (6631), Juniper Networks (6563), Kore.ai (208), Labelbox (1839), Lenovo (3665), Microsoft (4503), Nuro (8118), Oracle (5121), Palo Alto Networks (737), Pointr (8022), PTC (6221), RadiusAI (8113), Shopic Inc (4061), Supersmart (8105), Syte (235), Veessual AI (409), Veeva (1555), Verizon featuring AiFi (3556) and Volumetric (624).

By implementing AI, retailers are able to enhance the customer experience across all channels.

Meet NVIDIA team members at NRF to learn more about the NVIDIA AI platform. Send an email to request an onsite appointment and check out these additional activities at NRF .

Explore how NVIDIA's accelerated computing platform is driving innovation in retail and quick-service restaurants .

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