



Quais as tecnologias estarão
no VAREJO nos próximos 10
anos e como se preparar para
oferecê-la para seus clientes

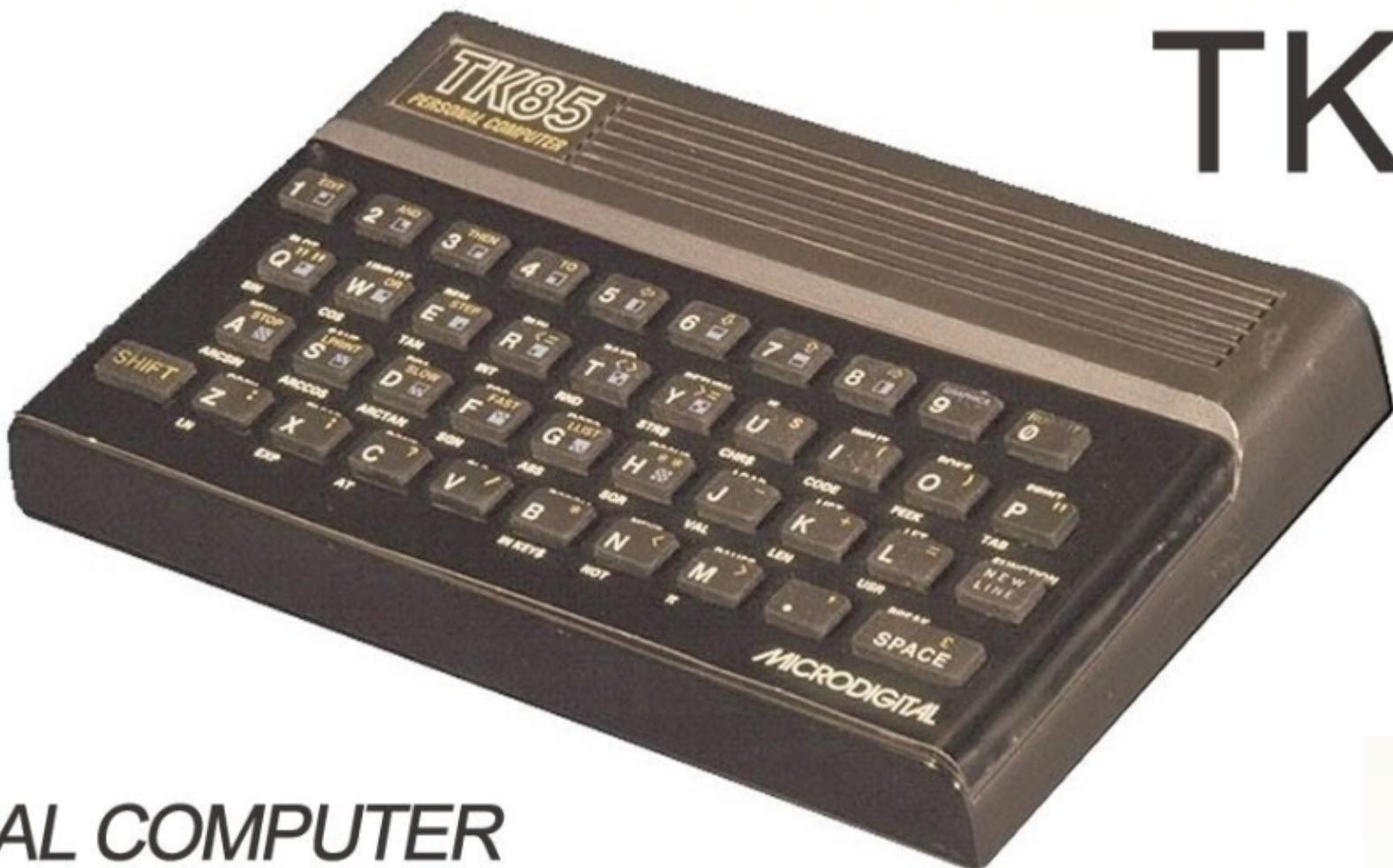
WILSON ANTUNES (ID#72)

Diretor de Produtos - GERTEC

Da sala de reunião à vida real

Embarcadero Conference 2019

MICRODIGITAL TK85



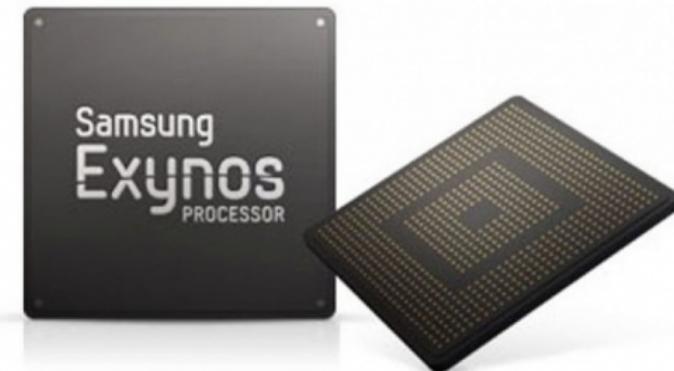
PERSONAL COMPUTER

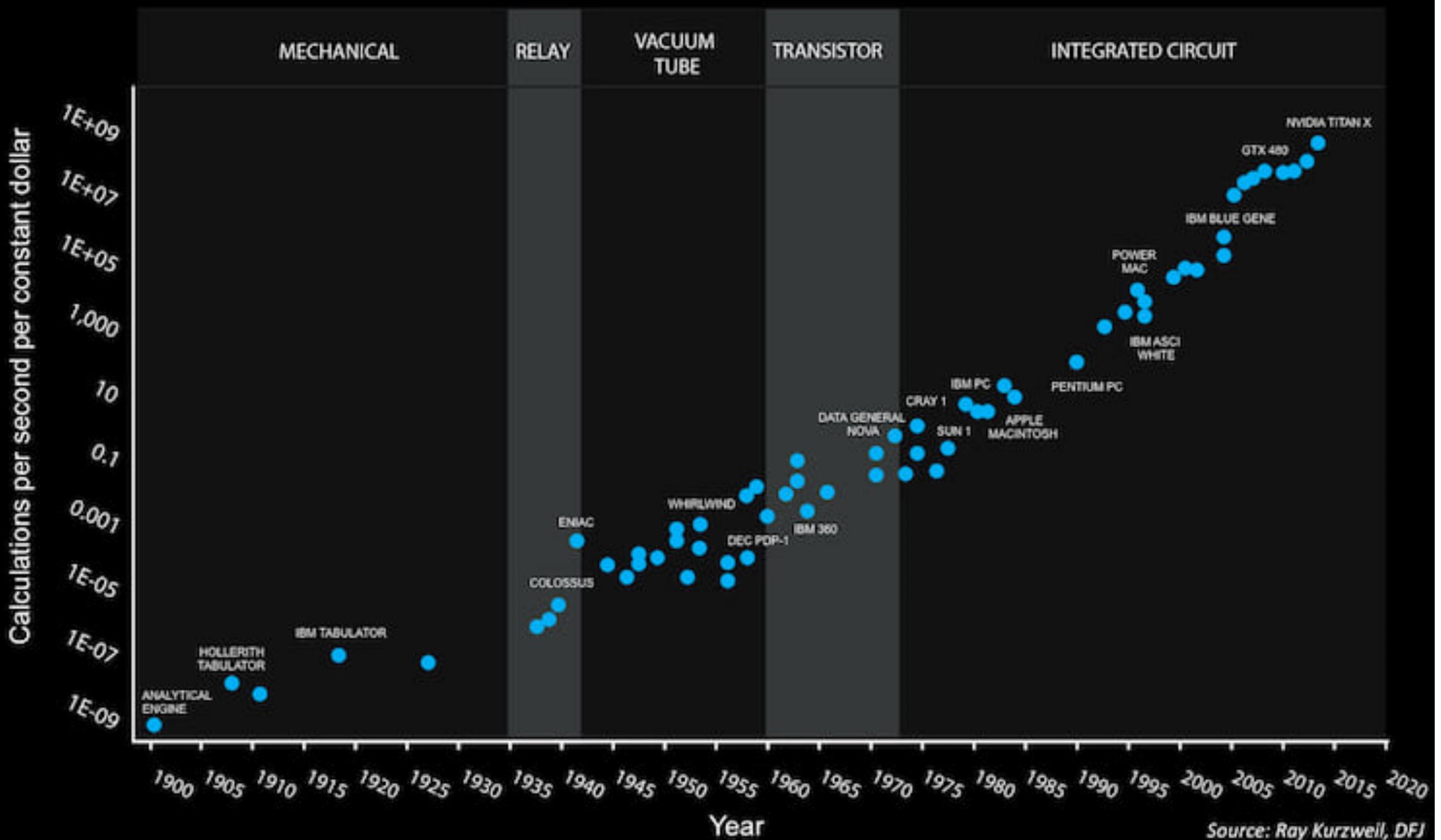
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Year	Picture	Spacecraft	Chipset				
			System	Processor	Frequency	Memory	Weight
1962-1966		Gemini Spacecraft	Gemini Guidance Computer	discrete IC RTL	7.143 kHz	19.5 KB	58.98 lb
			The Gemini Spacecraft was part of Project Gemini, NASA's second human spaceflight program.				
1961-1972		Apollo spacecraft	Apollo Guidance Computer	discrete IC RTL	2.048 MHz	4 KB (RAM) 73.73 KB (ROM)	70 lb
			The Apollo spacecraft was part of the Apollo program, NASA's third human spaceflight program.				

Celular SAMSUNG S10 – 2,7 Ghz – 8 núcleos







ORACLE®

DELPHI

Anders Hajlsberg



Artificial Intelligence

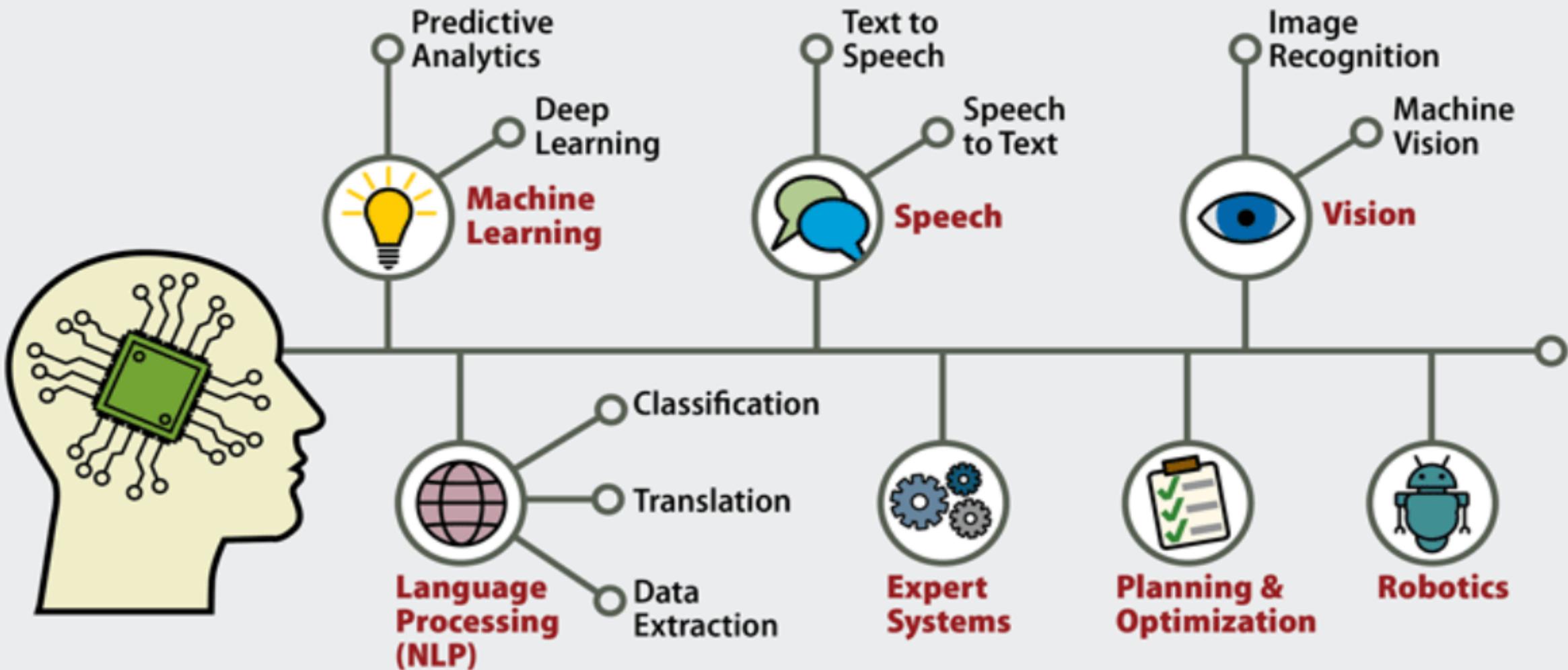
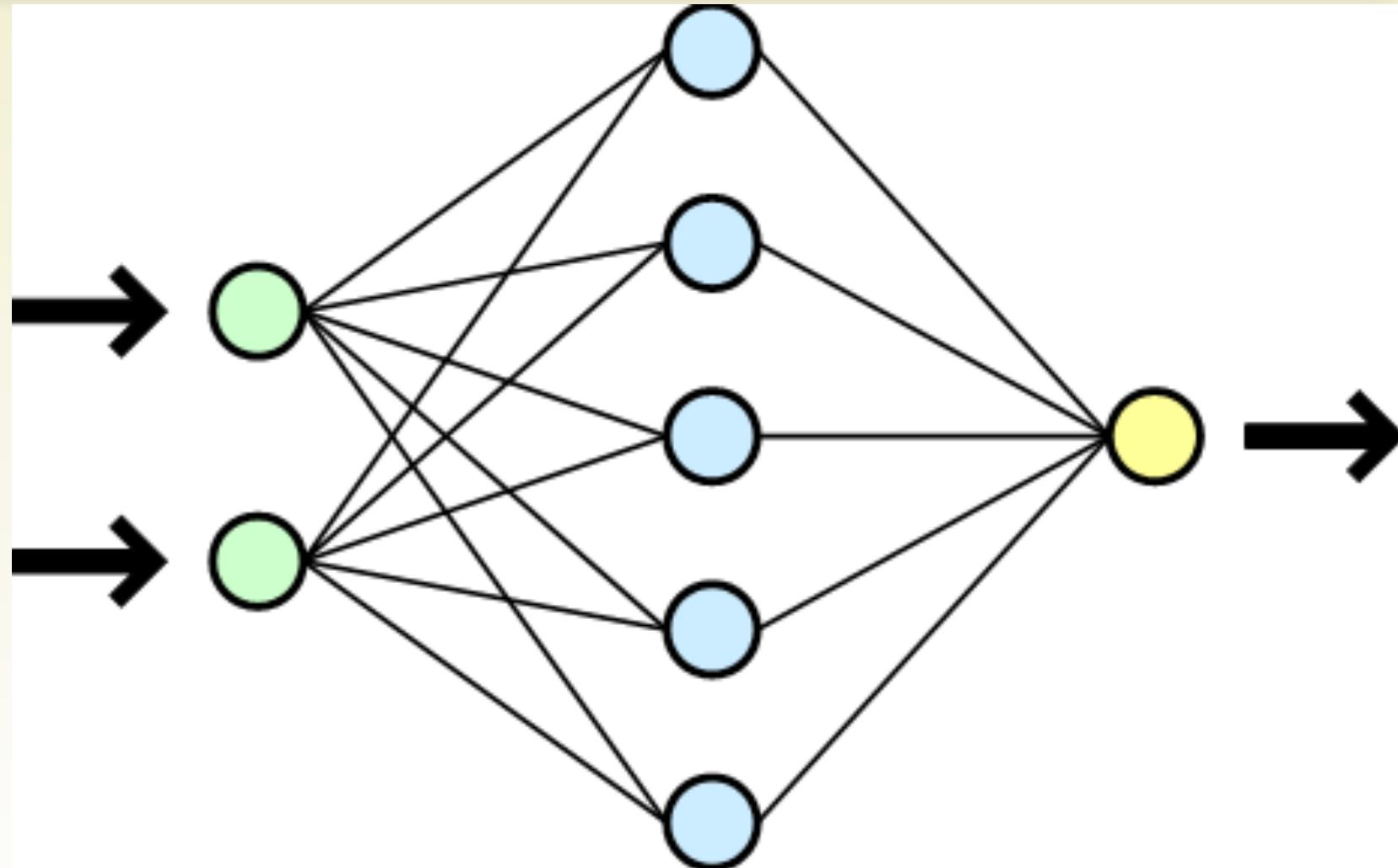
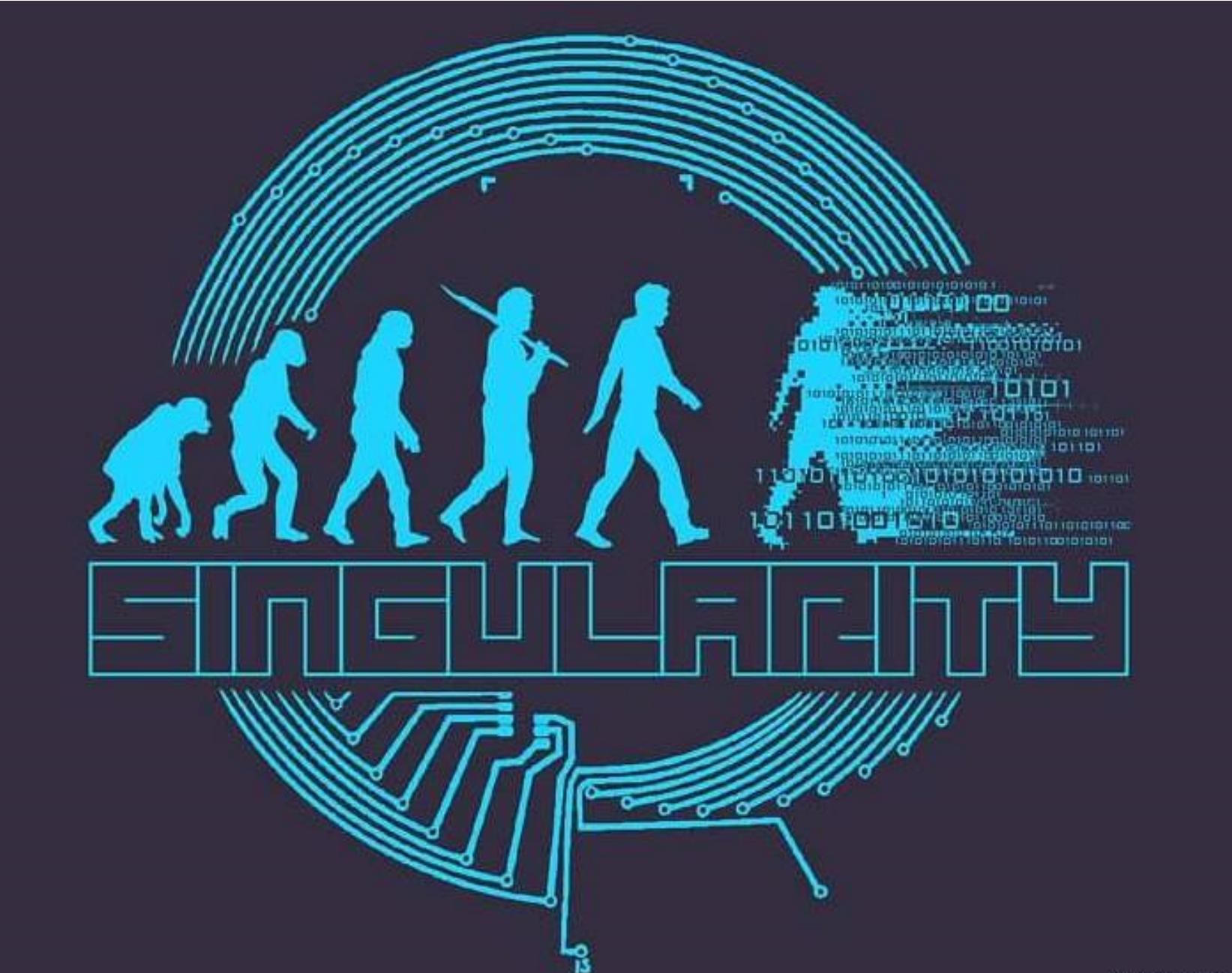


Diagrama simplificado de uma Rede Neural





Intellectual Level/Power

The Singularity

Human Intellect

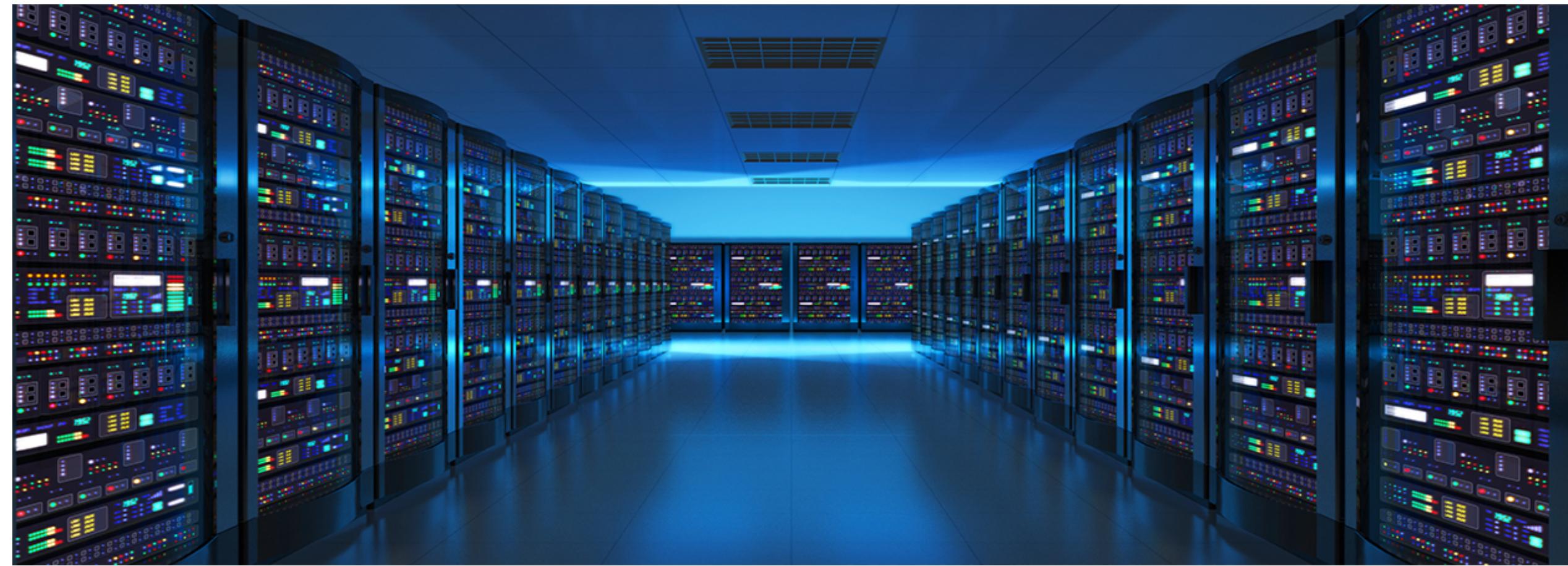
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Time

1950 2000

Trans-
Humans?

Machine
Intelligence



Cloud – Gigantes



(Photo: Brian Duggan/Reno Gazette-Journal)

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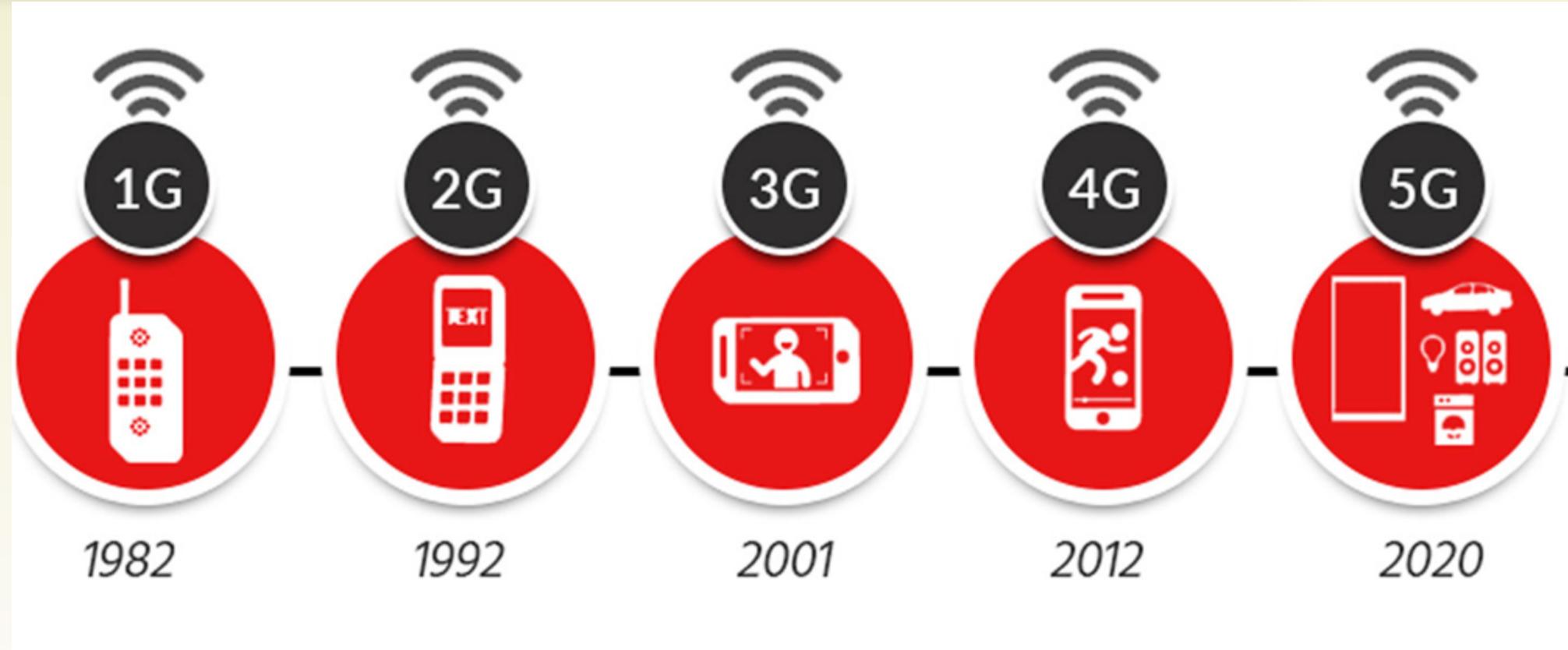
Technology giant Apple appears poised to buy a long-vacant parcel of land in downtown Reno to build a purchasing and receiving center for its data center east of Sparks.

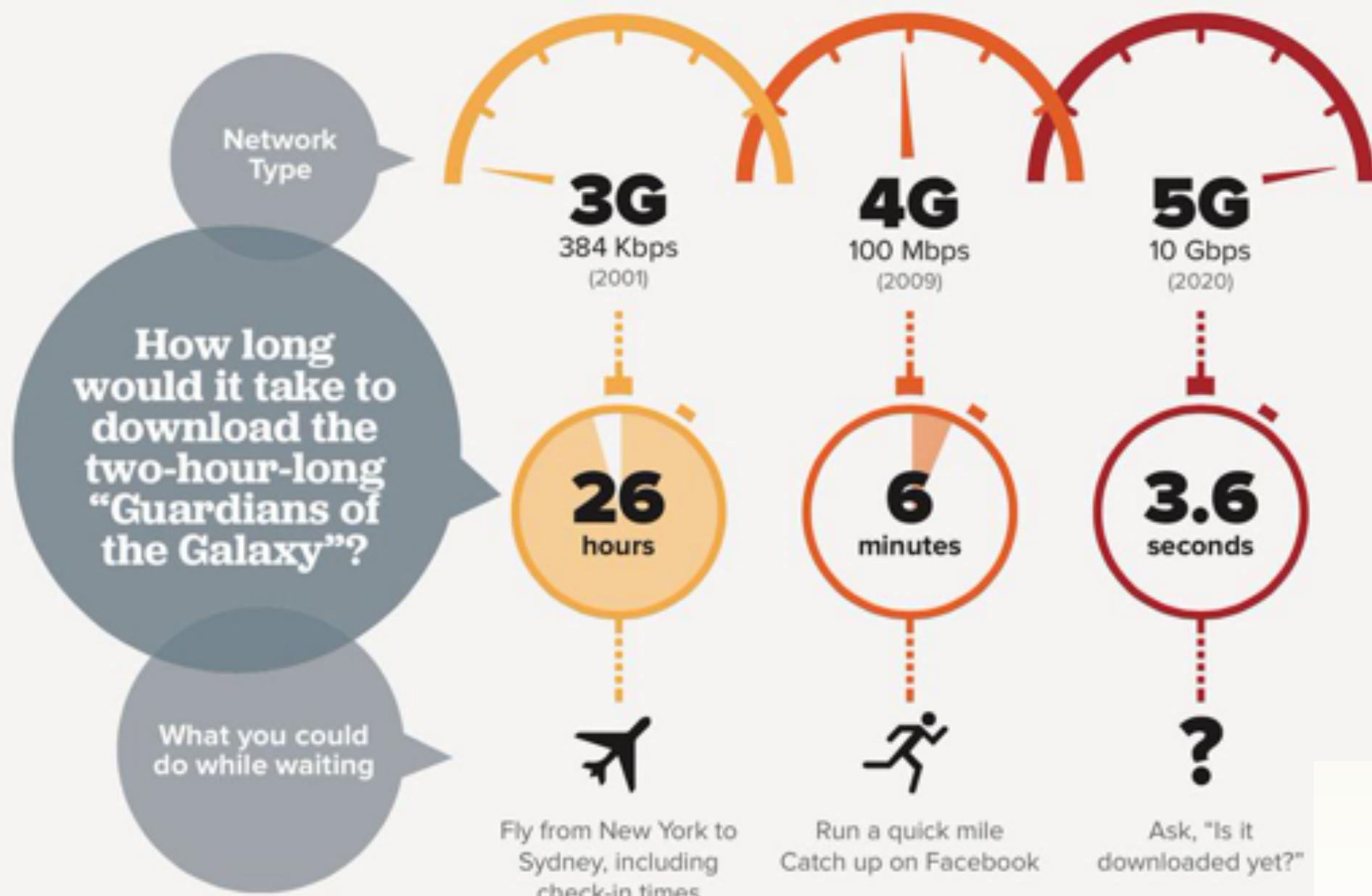
The purchase would enable the company to take advantage of a tax break that will bring its sales tax rate on hundreds of millions of dollars worth of computer equipment to just 0.5 percent.

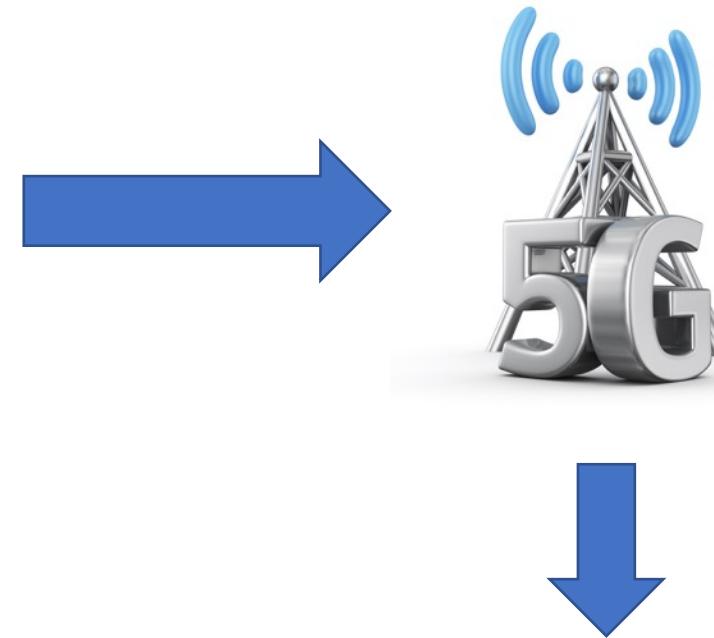
On Wednesday, the Reno City Council will decide whether to approve an agreement that will allow Apple to be eligible for the city tax break if it purchases the land from the would-be developers of the Tessera District—an eight-block swath of land in northeast downtown.



A Revolução da mobilidade 5G













wikimapia.org



TECNOLOGIAS ENTRANDO NO VAREJO

- REALIDADE AUMENTADA
- INTELIGENCIA ARTIFICIAL
- BIG DATA
- HOLOGRAMAS
- IoT
- RECONHECIMENTO FACIAL
- RECONHECIMENTO VISUAL
- CRYPTOMOEDAS
- PAGAMENTO INSTANTANEO
- SUBGIGA RF
- RFID
- CARREGAMENTO SEM FIO
- ROBOS
- BEACONS

Projeto Jade



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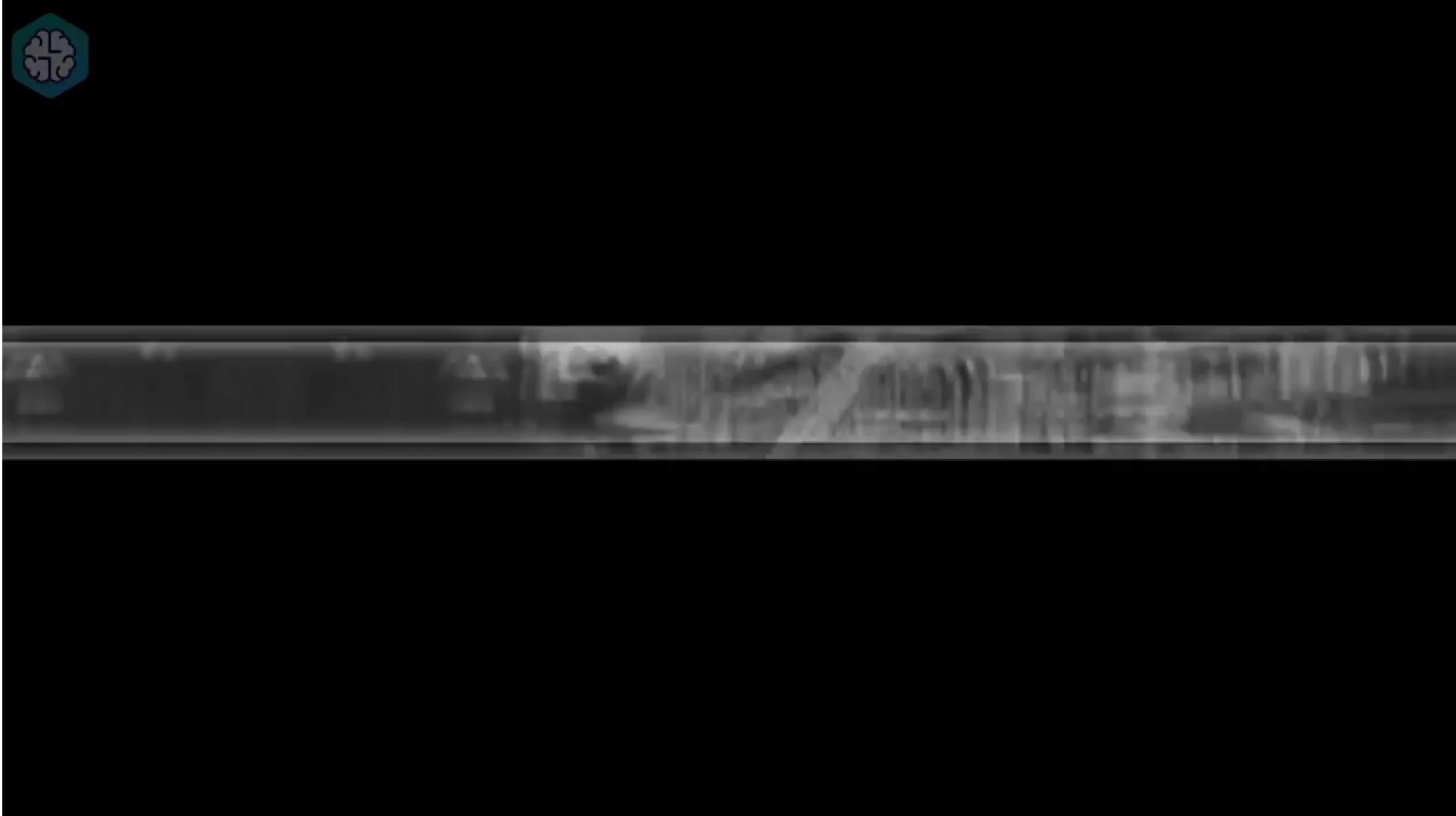
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AMAZON GO



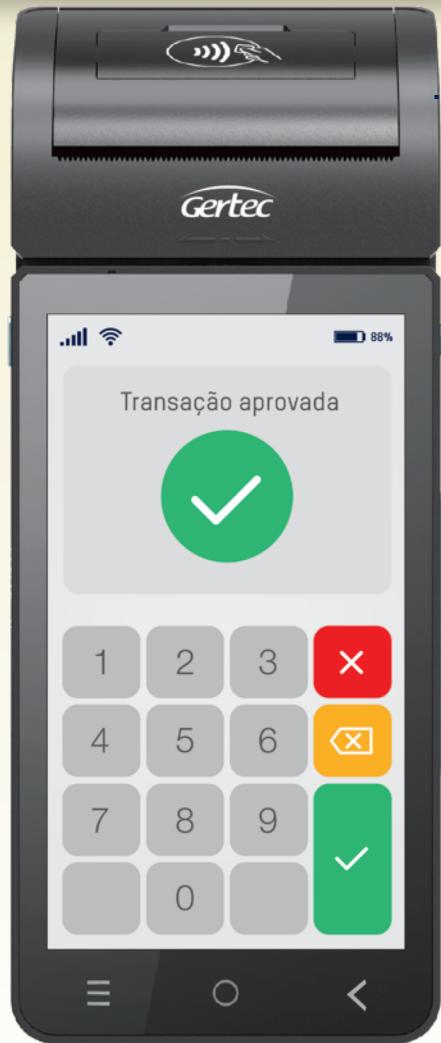
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GPOS700 - SMARTPOS



Contactless
Apple pay, Samsung Pay



Tarja magnética

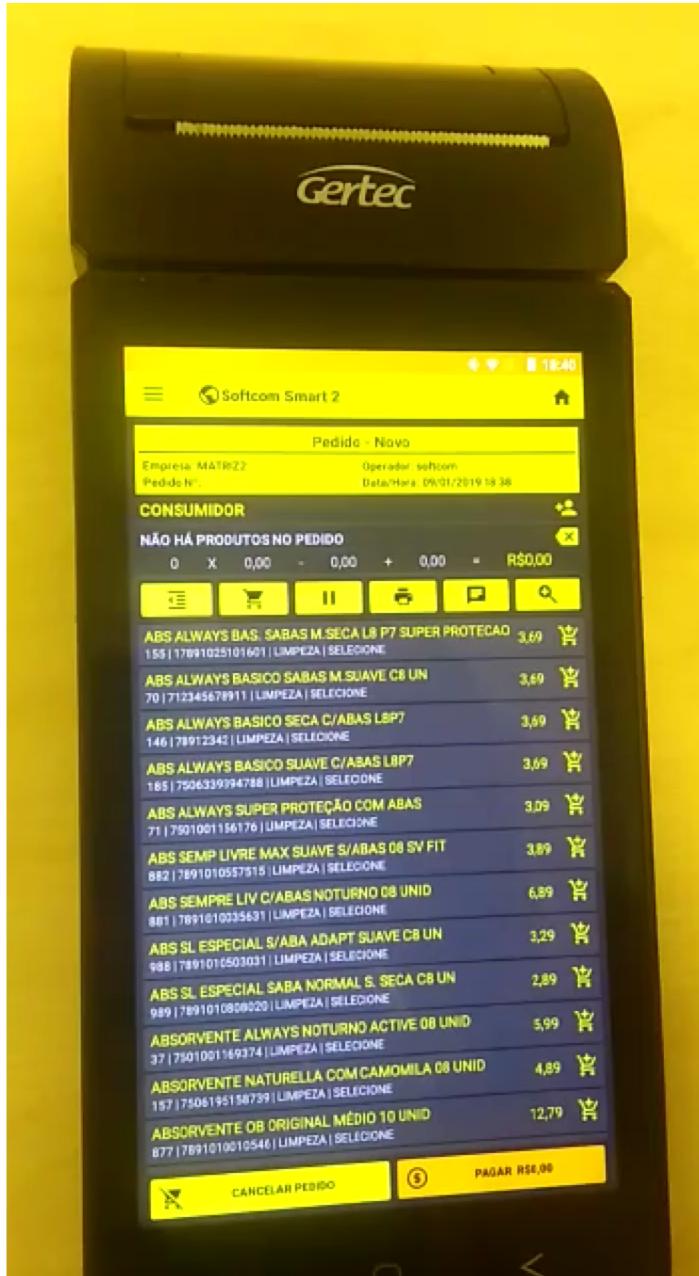
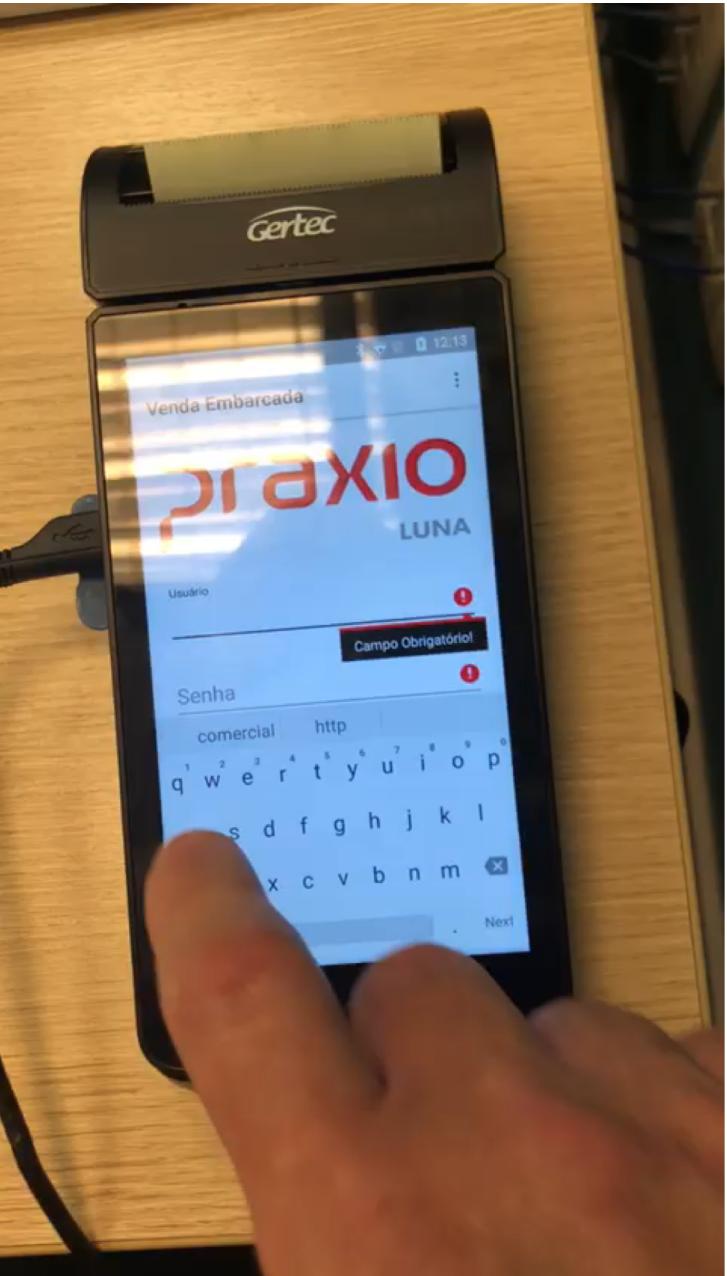
Chip





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SMARTPOS - Aplicações



Papa fila
em redes varejistas



Venda em condomínio



Foodtrucks



Postos de gasolina



Restaurantes



Espaços de venda
em shoppings



Venda de ingressos

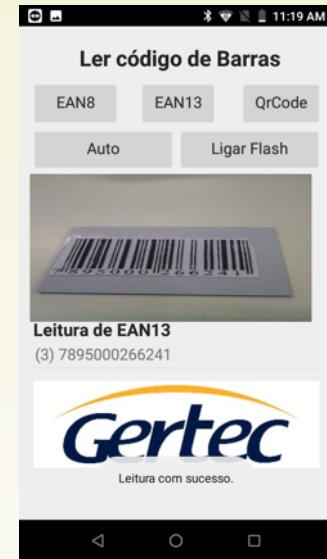
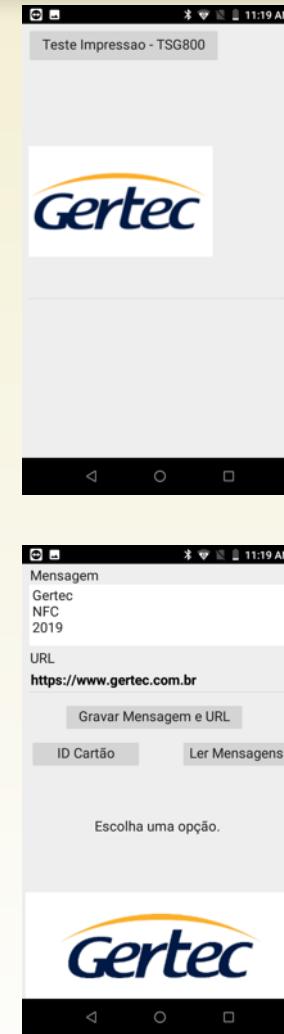


Espaço de venda
em eventos

Vantagens e benefícios SmartPOS

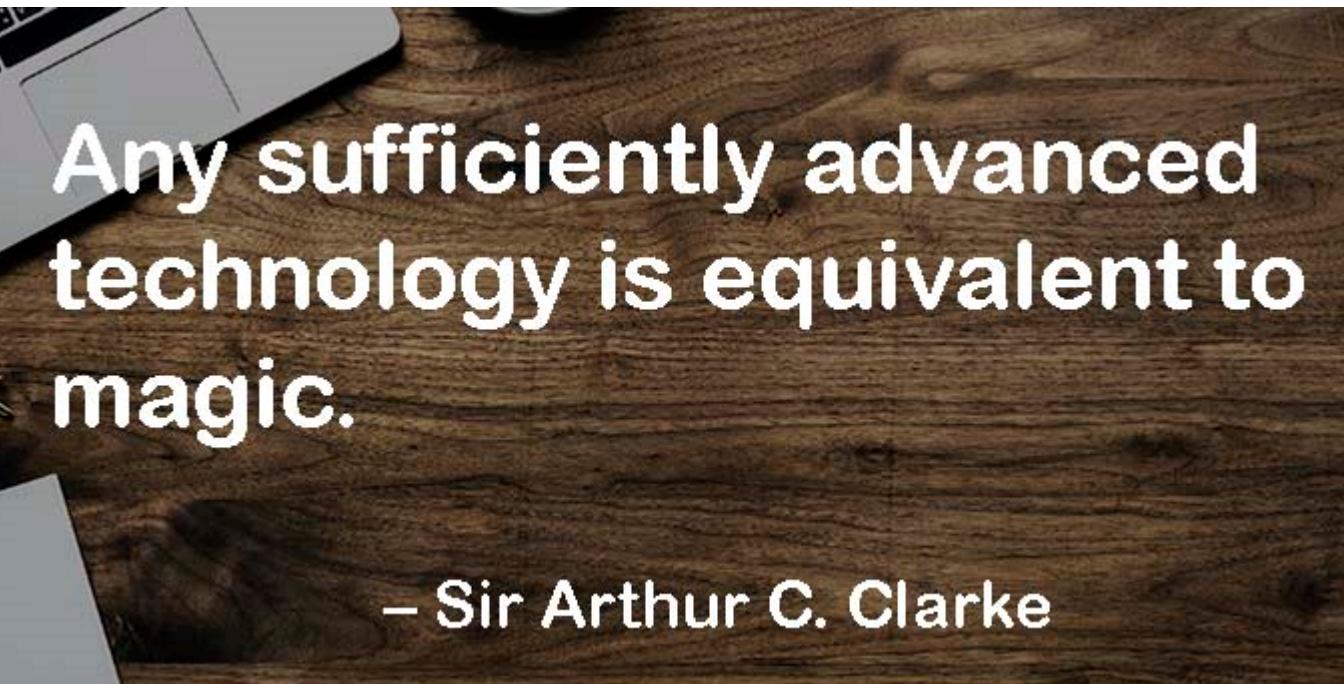
- O SMARTPOS ocupa pouco espaço.
- O SMARTPOS possibilita MOBILIDADE para o atendimento.
- Possibilita flexibilidade para EXPANSÃO RÁPIDA de checkouts.
- NÃO NECESSITA de “TEF” para conexão com os adquirentes homologados.
- NÃO NECESSITA de impressora externa para emissão da NFC-e ou S@T.
- Pode fazer a leitura do código de barras ou QR CODE através da câmera externa.
- Portal MDM possibilita o acompanhamento da vida do SMARTPOS.

FRAMEWORK DELPHI - EMBARCADERO



**Computers are
incredibly fast,
accurate,
and stupid;
humans are
incredibly slow,
inaccurate
and brilliant;
together
they are powerful
beyond
imagination.**

Albert Einstein



**Any sufficiently advanced
technology is equivalent to
magic.**

– Sir Arthur C. Clarke



Da sala de reunião à vida real

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Obrigado



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