



Maude Patterson

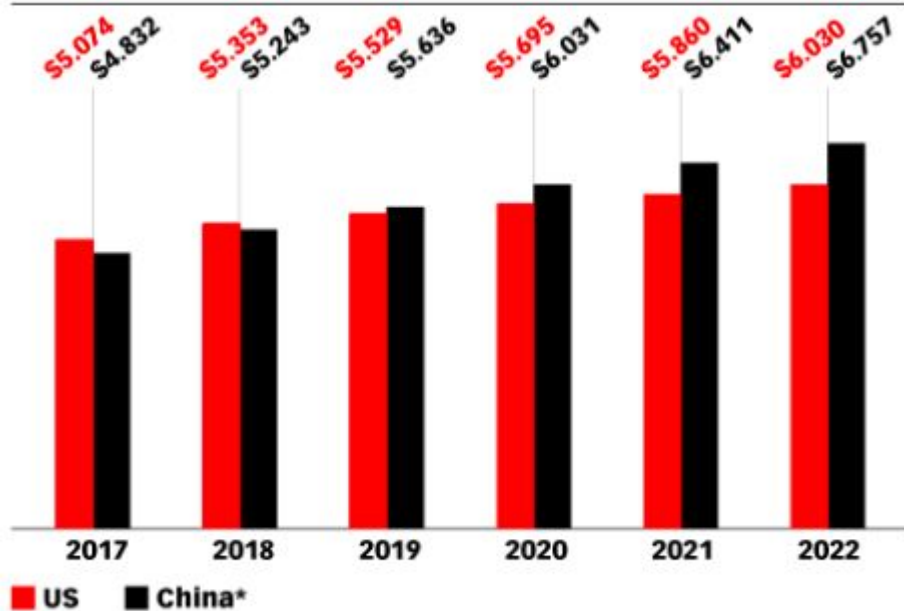
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# How AI will change retail shopping

Tung Le, Ph.D

# Facts & Figures

**Total Retail Sales in China\* and the US, 2017-2022**  
trillions



US & China retail sales figures are close.  
With China predicted to surpass US in 2020

Source: [emarketer.com](https://www.emarketer.com)

# Context

E- commerce is eating the world (or so they thought)

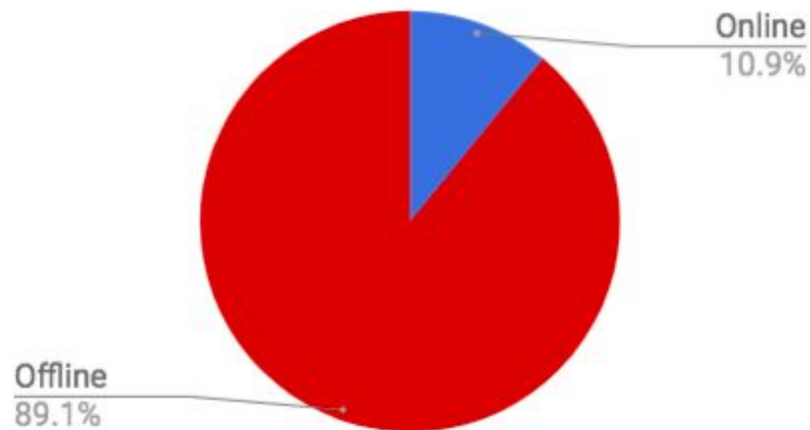
The Amazon logo, featuring the word "amazon" in a bold, black, lowercase sans-serif font. Below the text is a curved orange arrow that starts under the 'a' and points towards the 'z'.The Alibaba Group logo, featuring a stylized orange "A" that incorporates a white silhouette of a person's head and shoulders. Below the "A" is the text "Alibaba Group" in a smaller, orange, sans-serif font.The Tiki.vn logo, featuring the text "TIKI.VN" in a bold, blue, uppercase sans-serif font. The letters "I" and "V" have small blue circles above them, resembling eyes or antennae.The Lazada Group logo, featuring the word "LAZADA" in a large, dark blue, uppercase sans-serif font. Below it is an orange horizontal bar, and to the right of the bar is the word "GROUP" in a smaller, orange, uppercase sans-serif font.The JD.com logo, featuring the text "JD.京东.COM" in a bold, red, sans-serif font. The Chinese characters "京东" are positioned between "JD" and ".COM".

# Facts & Figures

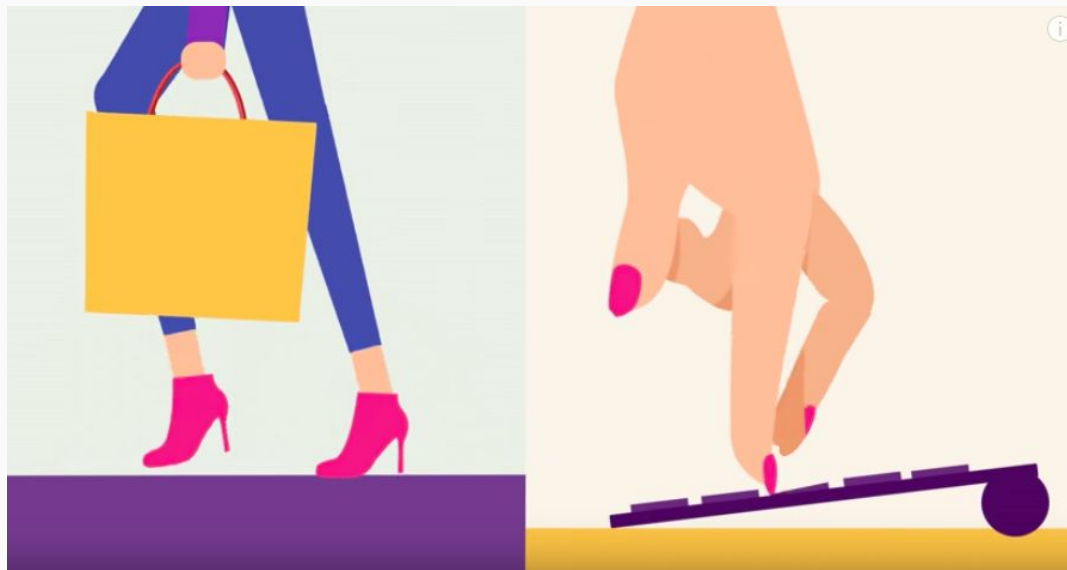
China



US



# Shopping experience: Online vs. Offline



Online: convenient with a few click, but can't touch, try out, eat when crave

Offline: tangible (touch, try out) but can't compare prices, out of stock problem.

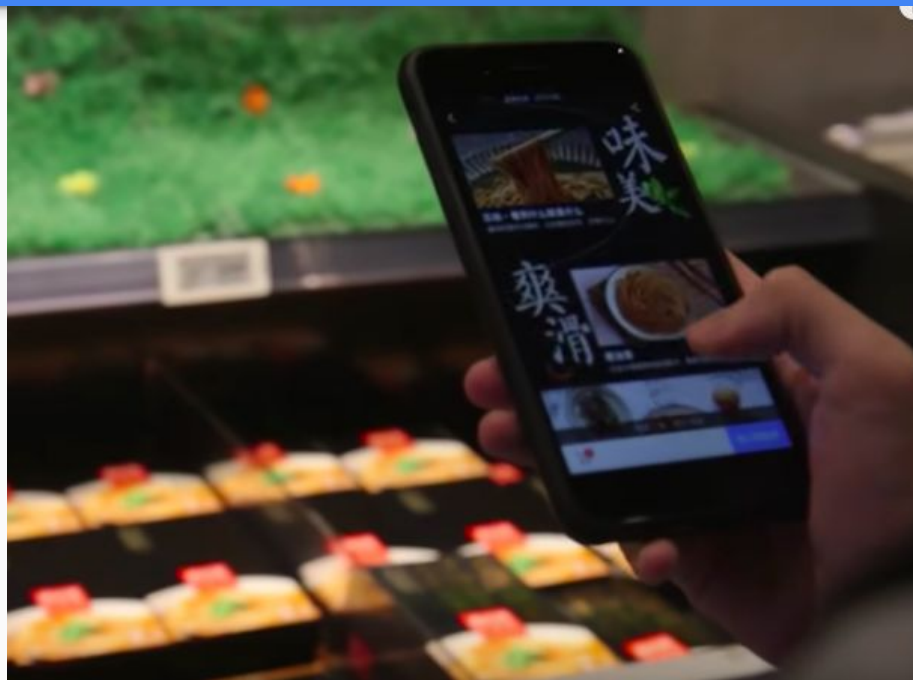
# How to solve: NEW RETAIL



Best of both worlds: Online & Offline

# Smooth shopping experience

- Gather more info?
- Shoe size doesn't fit, no worries
- No-wait shopping



Source: Alibaba Youtube channel



# “Impulsive” purchases

- “Try out” new items
- Like it? Order immediately





# Dining in?

- Freshly cooked seafood
- Served in-store



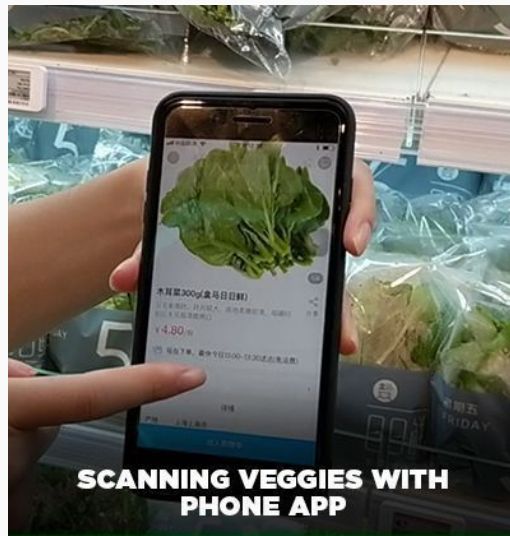
# Payment experience

- **Seamless**
- **By your face**



# What powers everything?

- Mobile app: scan QR code
- AI: facial recognition



# Similar tech in Vietnam?

- Scan & Go
- Virtual store
- By Vingroup



# Similar tech in Vietnam?

- Facial recognition
- By EyeQ Tech
- 100% verification precision
- Less than 1 second





# What's special about EyeQ's solutions

- NO special cameras
- Real-time processing
- Multiple-award winning



Our customers

**DIEBOLD**  
**NIXDORF**





# Thanks & QA

