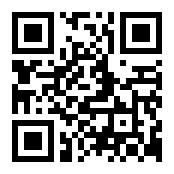
What is Amazon Go?

Amazon describes Amazon Go as "a new kind of store with no checkout required". That means, when you shop at Amazon Go, you'll never have to wait in line. The store works with an Amazon Go application - you enter Amazon Go, take the products you want and, thanks to the app, just leave again. The first Amazon Go is basically a grocery store with roughly 1,800 square feet of retail space.

It works by using the same types of technologies found in self-driving cars, such as computer vision, sensor fusion and deep learning. This technology can detect when products are taken or returned to the shelves and keeps track of them in your virtual cart.

When you leave the store with your goods, your Amazon account is charged and you are sent a receipt.

Amazon Go App

To get started with Amazon Go, you need an Amazon account, a supported smartphone and the free Amazon Go app.

The story (by scanning the QR code above) shows customers opening the Amazon Go app on their phones, then holding it to a scanning device, which works like a subway turnstile and entering the store. Customers then put away their phones and began shopping, picking up items, putting them in bags found in-store or brought from home (without needing to scan each item).

Just Walk Out technology

According to this Amazon patent application, when a person exits the Amazon Go store, the store's system triggers a receipt that is sent to the shopper indicating the items sold and the purchase price. As to how Amazon would be able to connect a product with a specific shopper, the application described the use of cameras that would take photos.

They would take photos when people enter the store, when they removed items from a shelf, and when they left with items in their hands. There is also a mention of "facial recognition" and user information, which may include images of the user, details about the user like height and weight, user biometrics, a username and password, even user purchase history.