

GRAB AND GO

AMAZON IS SHAKING up the retail scene again—this time in the form of a check-out-free shopping experience dubbed Amazon Go. That's right, the 1,800-sq.-ft. retail space in Seattle has no lines, no registers, no checkout. Customers only need an Amazon account, smartphone and the free Amazon Go app to shop the store. It *literally* is grab and go.

Amazon's "Just Walk Out Shopping" experience uses the same type of technology as self-driving cars—computer vision, sensor fusion and deep learning. The "Just Walk Out Technology" automatically detects when products are taken from or returned to shelves, keeping track in a virtual cart. When you're done shopping, you just leave the store and your Amazon account is charged (a receipt is sent to you).

Amazon Go offers ready-to-eat breakfast, lunch, dinner and snack options made fresh daily by on-site chefs and local eateries. The selection of grocery essentials ranges from staples like bread and milk to artisan cheeses and locally made chocolates, featuring both well-known brands and special finds. Chef-designed Amazon Meal Kits are also on tap, stocked with all the ingredients to make a meal for two in about 30 minutes.

As of press time, the concept currently is open only to Amazon employees in its Beta program, and will open to the public in early 2017.

— Jessie Dowd

