



## Amazon Go store launch delayed due to technical setback

**Technical glitches force Amazon to postpone the launch of the Amazon Go format - its new convenience store that was expected to be rolled out by the end of March.**

As Amazon takes a brave step away from the Internet and rolls out brick-and-mortar stores, technology – its greatest ally – has got in the way of the highly expected launch of Amazon Go, reports Nasdaq.

The new format, which scraps cashiers and queueing, was first announced in December 2016 and was expected to open to the public by the end of March.

The reason for the delay is a technical glitch that makes it very hard for the store sensors to keep track of more than 20 people at the same time, while also experiencing difficulties when items are moved from one shelf to another. The innovative format has been tested at Amazon's campus in Seattle by company workers.

By using 'Just Walk Out' technology customers are able to avoid cashiers, queueing and complicated self-checkout counters. All they need to do is have the Amazon Go app installed in their smartphones, and Amazon takes care of the rest by using machine learning, computer vision and artificial intelligence systems.

Apart from its Amazon Go store in Seattle, the e-commerce giant had announced plans to open another store in London.