



## AWM, Microsoft presents frictionless checkout solution

**The technology can be implemented from micro-markets, to convenience stores and larger-format retailers.**

Adroit Worldwide Media, Inc. (AWM) partnered with Microsoft to develop frictionless checkout with their autonomous shopping solution, AWM Frictionless.

AWM Frictionless makes use of specialized cameras and sensors, computer vision / deep learning, and deterministic algorithms. Using Azure Cognitive Services, shoppers will also be able to be identified with their face plus voice or an alternative verifier.

“We have worked hand-in-hand to build out solutions that are truly enabling digital transformation for retail. As we move forward, we are experiencing the customer journey evolving into a seamless experience before our very eyes,” explained Kevin Howard, AWM Chief Executive Officer.

“Our focus is on providing the building blocks that partners can use to build leading-edge solutions,” explained Keith Mercier, General Manager, WW Retail and Consumer Goods, Microsoft Corp.

AWM has already deployed its AWM Frictionless technology for several multi-billion-dollar organizations in the United States and Mexico, with hundreds of locations expected to come online in 2020. Other AWM Smart Shelf solutions have been deployed in 16 countries around the world across North and Central America, Europe, Asia, the Middle East, and Australia. These include AWM’s anonymous shopper tracking, demographics reporting, employee productivity monitoring, on-shelf inventory intelligence, and custom shelf-edge LED.