



**ARTIFICIAL
ASSISTANT**

A software agent that can perform different tasks or services based on written or spoken commands. Can be used e.g. to get basic information like news, traffic, or weather; to order a taxi or to check local offers.



**AUGMENTED
REALITY**

An integration of digital information with the user's environment in real time. Digital content is overlaid on the real world. Can be used e.g. to “try” new furniture at home before purchasing it.



BARCODE

A machine-readable visual representation of data, used for identifying products and for storing information, such as the price.

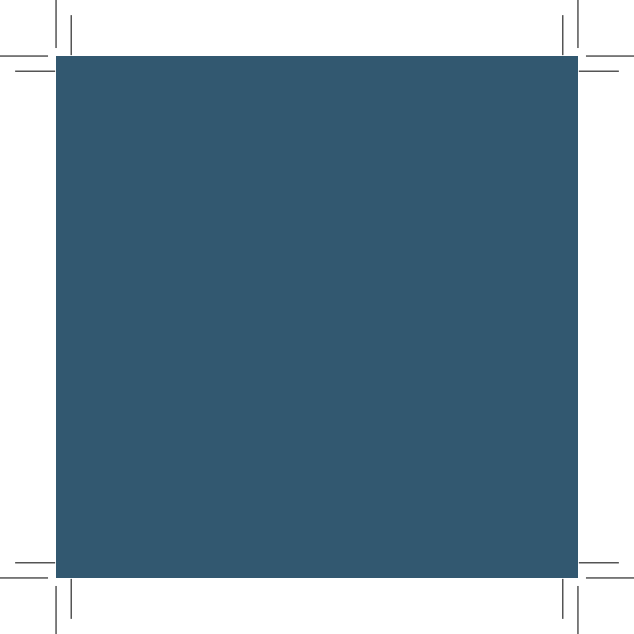


BEACON

Small device designed to monitor and track a certain location, or provide information to customers and devices in that area. Can be used e.g. in stores to identify where people are and send them information.



**CUSTOMER
SERVICE**





FACE RECOGNITION

A computer system that identifies a person from digital image or a video. Can be used e.g. for recognizing the customer when coming inside the store or in the airport's check-in.



**IN-STORE
CAMPAIGN**

A sales promotion at the seller's location, can consist of physical assets such as posters, or digital assets targeted for example to a customer's mobile phone.



**INTERACTIVE
SCREEN**

Touch screen that displays multimedia content and enables interactions between the machine and the customer. Can be used e.g. in showrooms to showcase and personalise products that can't be displayed in the showroom itself.

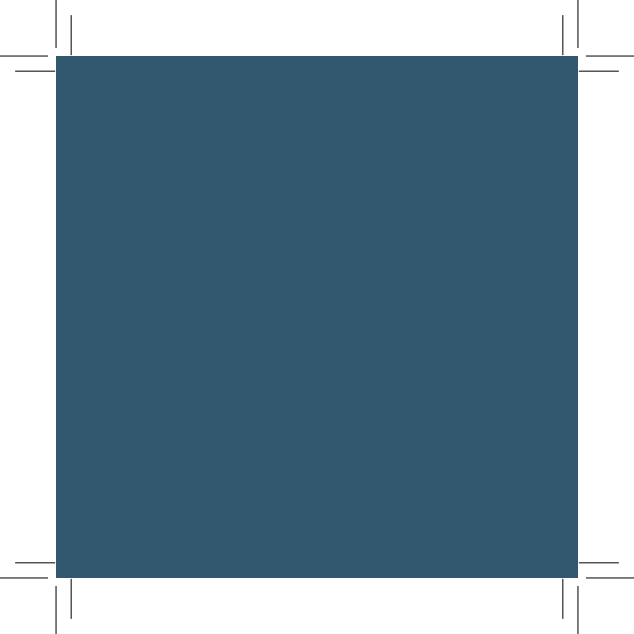


LOYALTY PROGRAM

A rewards program offered to customers who frequently make purchases. Rewards may include free merchandise, coupons, and so on. Can be used to offer targeted marketing campaigns and other offers.



MOBILE PHONE





MOTION SENSOR

Detects movement in an area.

Can be used to e.g. start a video in a screen as customer approaches or to turn lights on in a fitting room.



QR CODE

A machine-readable visual representation of data, used for storing information about the item to which it is attached. Similar to a barcode, but can hold more information.



RFID TAG

A tag used for tracking and monitoring items. Can be affixed to objects such as books or mobile phones. Multiple RFID tags can be read at a time.



RETINA SCANNER

Biometric method to identify
and authenticate people based
on the blood vessels in their eye.
Can be used e.g for verifying
identity at ATMs.



**ROBOT
ASSISTANT**

Physical robots which can assist humans with various activities, from carrying shopping bags to assisting doctors in performing surgeries.



SEARCH ENGINE

A software system, such as Google, designed for searching information from online sources.



SELF CHECK-OUT

Technology allowing customers to process their own purchases. The mechanism can be machine-led or biometrics-led.



SMART MIRROR

A semi-transparent mirror, which can show information in text and visual form. Combined with face-recognition, a smart mirror can for example recognize a customer and show personalized information based on their data.



SMART SHELF

A store shelf equipped with a RFID reader, which continuously scans the RFID tagged items and reports to another system if items on the shelf are sold out or have been misplaced.



**SMART SHOPPING
BASKET**

Detects the items customer puts
in the basket, calculates the bill
and might even bag the items or
communicate to the customer.
Enables easier flow with self
service cashiers.



SOCIAL MEDIA

Various virtual communities and networks, primarily based on user-generated content. Can be used e.g. to check-in and get offers in the location.

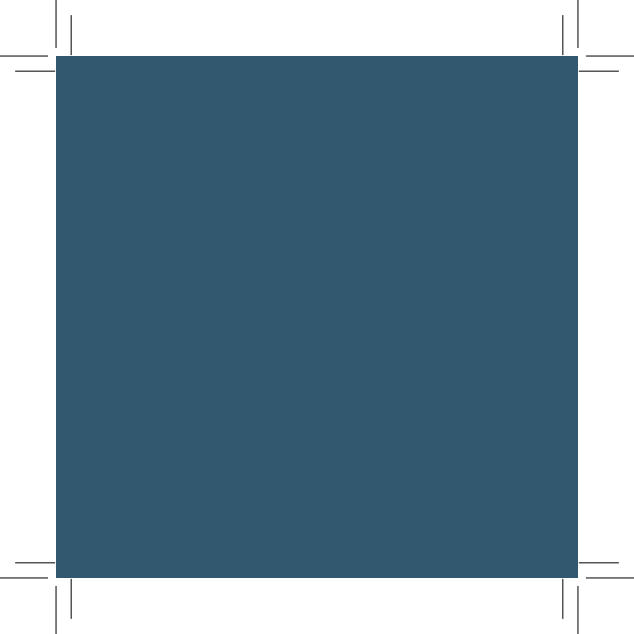


SOUND/VOICE RECOGNITION

An ability of a computer system to understand sound (e.g. spoken language or music) and carry out commands in response. Can be used e.g. to automatically identify a song, or communicate with an artificial assistant.



**STORE
PERSONNEL**





**TARGETED
MARKETING
CAMPAIGN**

A marketing campaign where different materials are sent to different customers (or customers groups) based on their identified needs and interests. Can be used e.g. to send emails about products on sale only to customers that are likely to buy them.



VIRTUAL REALITY

Technology which simulates a user's presence in an artificially created world. Can be enhanced with sounds and other senses.



WEBSITE

A collection of related online
pages.



WEBSTORE

An electronic shop, where consumers can buy goods and services directly from a seller over the internet.

**OTHER /WRITE
YOUR OWN**

Didn't find what you are looking
for? Fill in here.



LAPTOP

