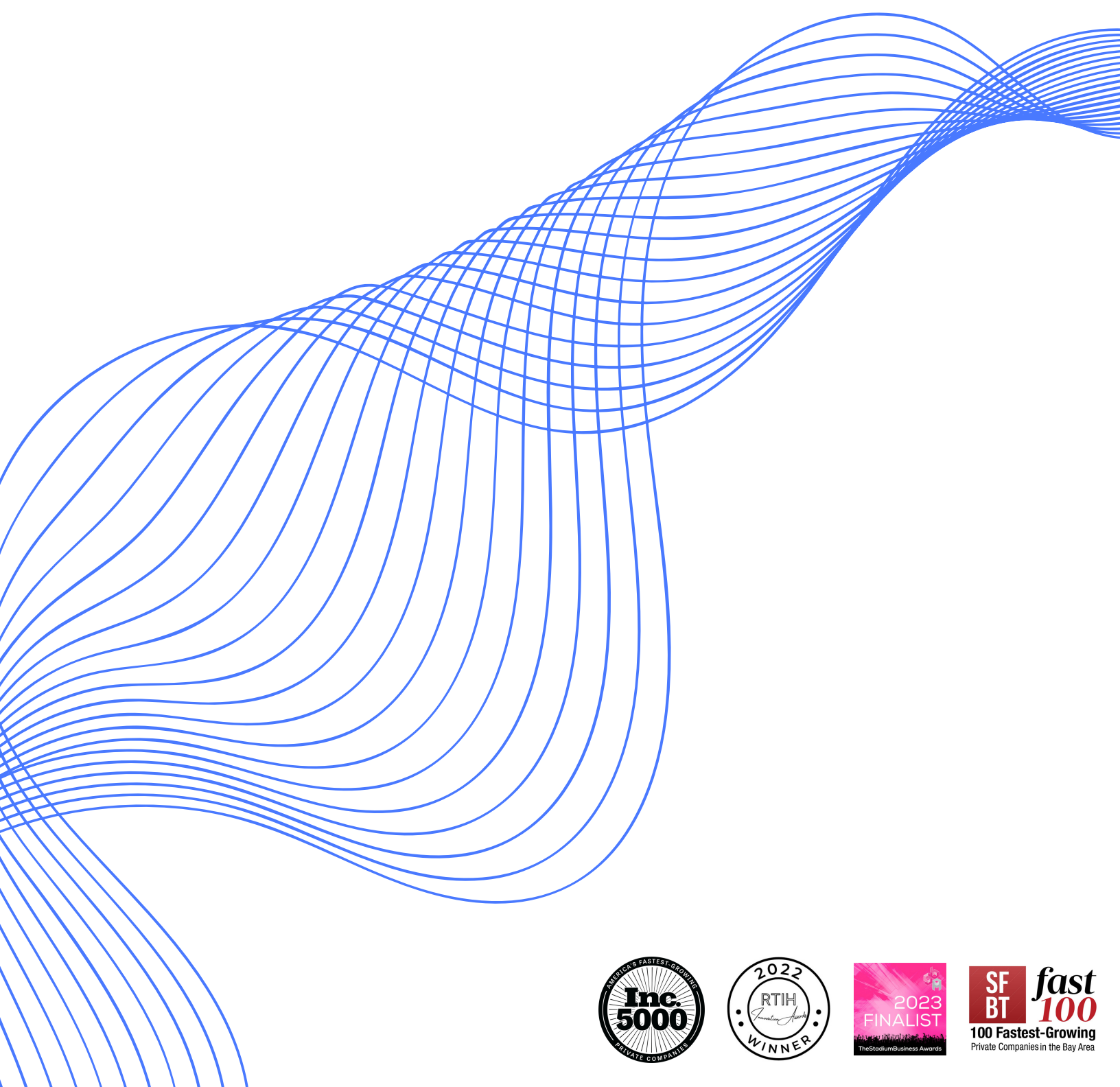


# Lookbook

our stores and the  
stories that make them

2024



# About

## Spaces Made Intelligent

AiFi is the leading AI provider supplying businesses and facilities worldwide with camera-led spatial intelligence solutions that monitor people and objects through space to unlock invaluable industry and performance insights.

AiFi's spatial intelligence platform allows businesses across verticals, including convenience stores, sports and entertainment venues, universities, workplaces, travel hubs, and retail, to fully understand their physical space to improve operations.

AiFi's technology is supported through partnerships with Microsoft and Verizon, and the company has raised a total of \$80 million from investors, including Verizon Ventures, Qualcomm Ventures, HP Tech Ventures, Mithril Capital, Cervin Ventures, TransLink Capital, Plum Alley, and more. To learn more about AiFi, visit [aifi.com](https://aifi.com)



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***Interested in EMEA/APAC stores?***

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# Acrisure Arena

Opened in December 2022, Acrisure Arena is located in the heart of Greater Palm Springs, CA. It is a multi-purpose live entertainment venue built for AHL hockey, live music, and events.

Owned & operated by Oak View Group, Acrisure Arena hosts over 120 events annually and serves as the home for Seattle's Kraken Hockey Team and the Coachella Valley Firebirds



## The Challenge

Acrisure Arena was built with a focus on technology and sustainability and had already implemented self-checkout concession stores within the arena.

One store, for example, had five self-checkout stations. However, they observed that people were still waiting in line to pay and often walked away frustrated, leaving the snacks and drinks they wanted behind or just taking them, resulting in shrink.

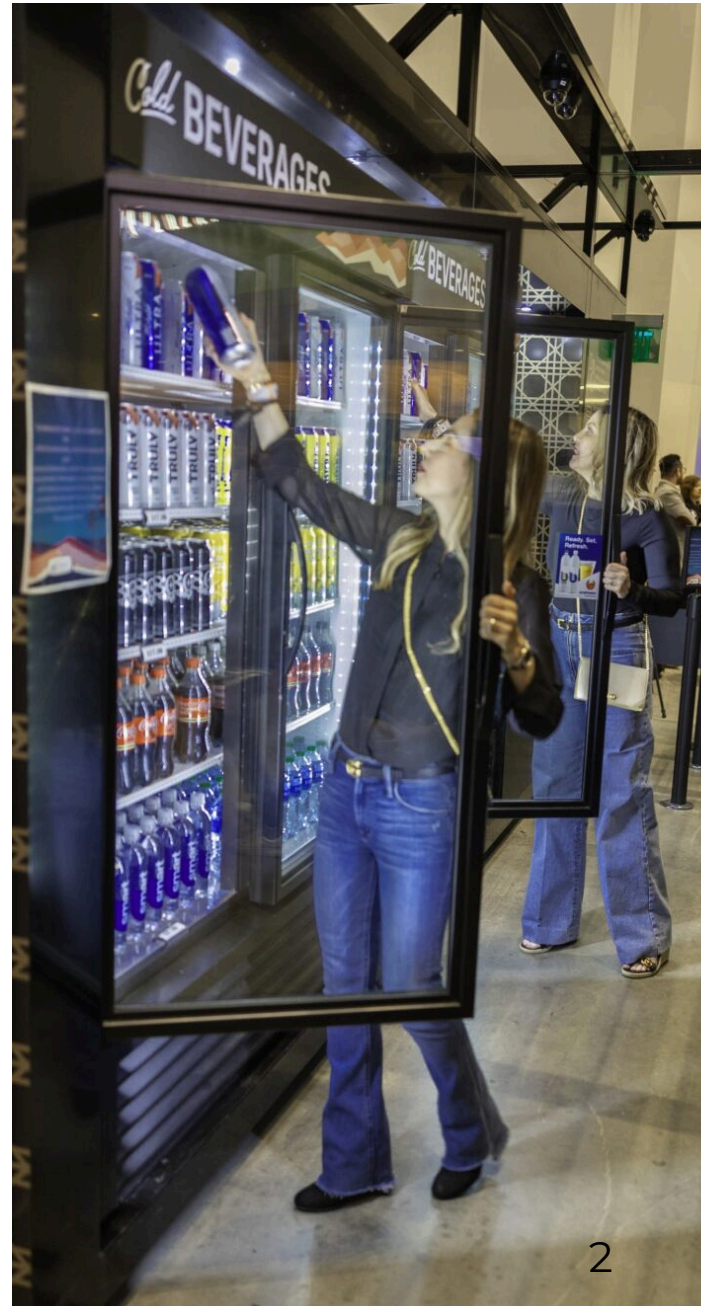
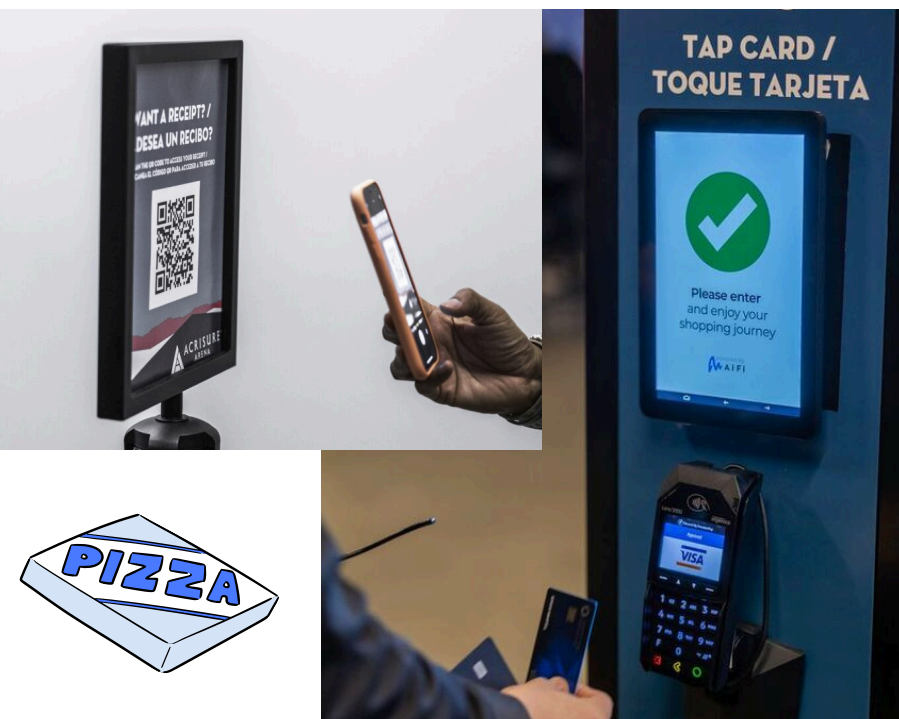
Acrisure Arena was letting fans down and leaving valuable profits on the table - they had to remove that point of friction, the line.



# The Solution

Acrisure Arena turned to AiFi to help them transform this self-checkout store into a fully autonomous store. AiFi partnered with Ikoniq, the custom construction company that built the original self-checkout portable store.

Given that over half of the structure remained untouched, the transition was seamless. Within 48 hours, the five self-checkout POS systems were replaced with two of AiFi's camera-vision-powered autonomous checkout POS systems, and the store was ready for fans.







## The Results

The AiFi x Ikoniq portable store was an easy decision for Acrisure Arena. It was low-cost to deploy, had zero destructive construction work, and maximized its throughput and earning potential. In fact, since opening on May 1, 2024, the AiFi x Ikoniq portable store has served customers in an average of 30 seconds and seen an average basket price of \$31. The store is on track to have a revenue potential of over 2x that of its self-checkout predecessor.

### Revenue Potential

Potential of at least **\$11.6k** revenue per a store with **only two POS.**

Compared to **~\$5.4k** with **~5 POS**



Average trip time of **30 seconds**



**Low cost** to deploy

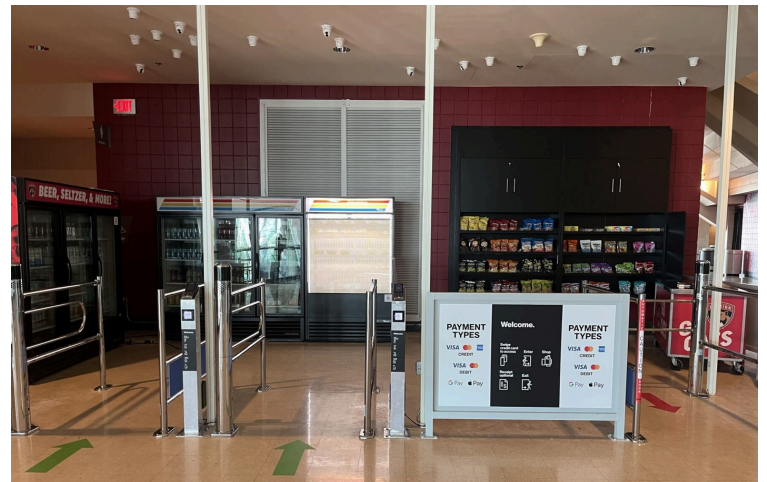


**~\$31 average** basket price



**No destructive construction** work needed

# Amerant Bank Arena



In an effort to improve the fan experience at their home arena, the Florida Panthers of the NHL® implemented cashierless checkout ahead of hosting February's 2023 Honda NHL All-Star Weekend.

It was the next step in the team's ambitious plan to digitally transform operations throughout the organization, and to enhance the fan experience at Amerant Bank Arena.

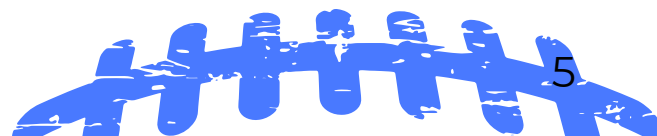
The digital checkout solution allows fans to enter a cashierless concession store, select food and beverage items and walk directly out so they can get back to their seats without missing much or any of the action on the ice.



# Arrowhead Stadium



Arrowhead Stadium has a seating capacity of 76,000, making it one of the largest and loudest stadiums in the NFL. To help serve this massive crowd, Arrowhead has embraced autonomous checkout technology. The Flame Grill Market, a Levy Restaurants store, is available in section 223 on the Club level and is powered by AiFi technology.





# Chase Center



“

The ampm ASAP Grab and Go store is a perfect opportunity to leverage innovative technology that will enhance the fans' food and beverage experience at Chase Center,”

**-Mike Kitts**

**Warriors Chief Commercial Officer**

”



The Golden State Warriors and Chase Center launched “ampm ASAP Grab and Go,” an autonomous checkout store experience, powered by Verizon Business technology, located on the arena’s main concourse, near portal 19.

“The ampm ASAP Grab and Go store is a perfect opportunity to leverage innovative technology that will enhance the fans’ food and beverage experience at Chase Center,” said Warriors Chief Commercial Officer, Mike Kitts. “Innovation is a core component of our business, and both Verizon and ampm have a laser focus on creating opportunities to enhance the customer experience, a unique partnership triangulation that has resulted in a new, innovative grab-and-go contactless shopping concept.”

The ampm ASAP Grab and Go experience at Chase Center allows guests to pick up pre-packaged snacks, candy and freshly baked ampm cookies as well as beverages, without going through a checkout line. Powered by Verizon Business and AiFi technology, guests can tap, swipe, or insert a credit card upon entering the store. After selecting their preferred items, guests can simply walk through the exit gate and items are automatically charged to their card without cashier interaction or any required wait times.



“

The ampm ASAP Grab and Go store is a perfect opportunity to leverage innovative technology that will enhance the fans’ food and beverage experience at Chase Center.

**-Mike Kitts**

*Warriors Chief Commercial Officer*

”

The ampm ASAP Grab and Go, powered by Verizon 5G, enables backend store analytics and computer vision to ensure available stock and prevent shrinkage, driving both efficiency while helping manage overall costs. This differentiated self-checkout technology increases speed of service and reduces wait time so fans can get back to the game or show.

“Our innovative self-checkout technology allows customers at Chase Center to spend less time in line and more time enjoying Warriors games,” said ampm Vice President of Convenience, Lisa Blalock. “This is part of our commitment to enhancing the ampm shopping experience with reduced wait times and increased speed of service. We are excited about putting this technology into action at Chase Center, and we look forward to more innovations at ampm locations.”



# Footprint Center

Average wait time  
dropped from  
minutes to **seconds**

total return  
shoppers  
averaged **23%**

total orders  
surpassed **32,000**



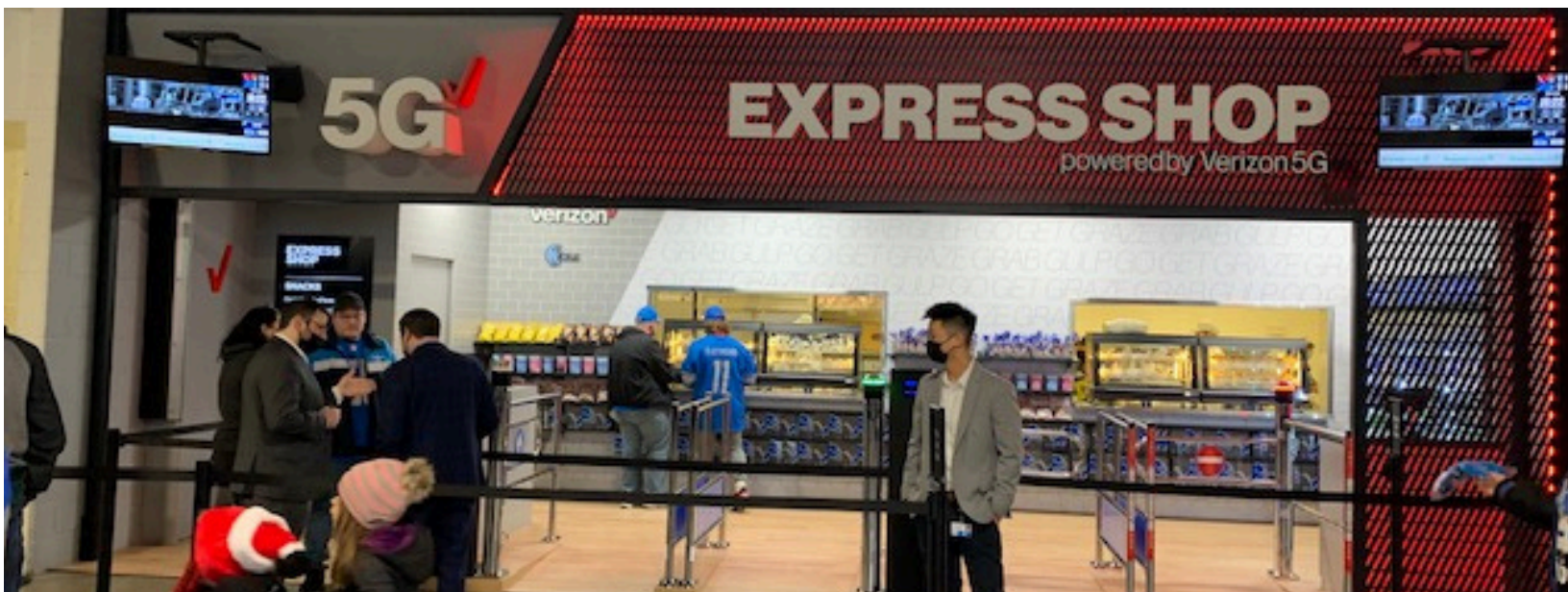
AiFi developed an autonomous retail solution that eliminates the need for traditional checkout processes.

AiFi leverages spatial AI technology and PayPal's In-Person Payments to offer a seamless, checkout-free experience. Customers select their items and leave the concession stand without waiting in long lines. Transactions automatically process through the integrated system.

This autonomous checkout innovation aligns with growing consumer demand for low friction checkout. With the integration of PayPal's In-Person Payments, AiFi's technology ensures secure and accurate transactions, reduces friction and enhances the overall customer experience.



# Ford Field



At Ford Field, AiFi reduced the average transaction and queuing time by **50%**, increasing sales by **139%**



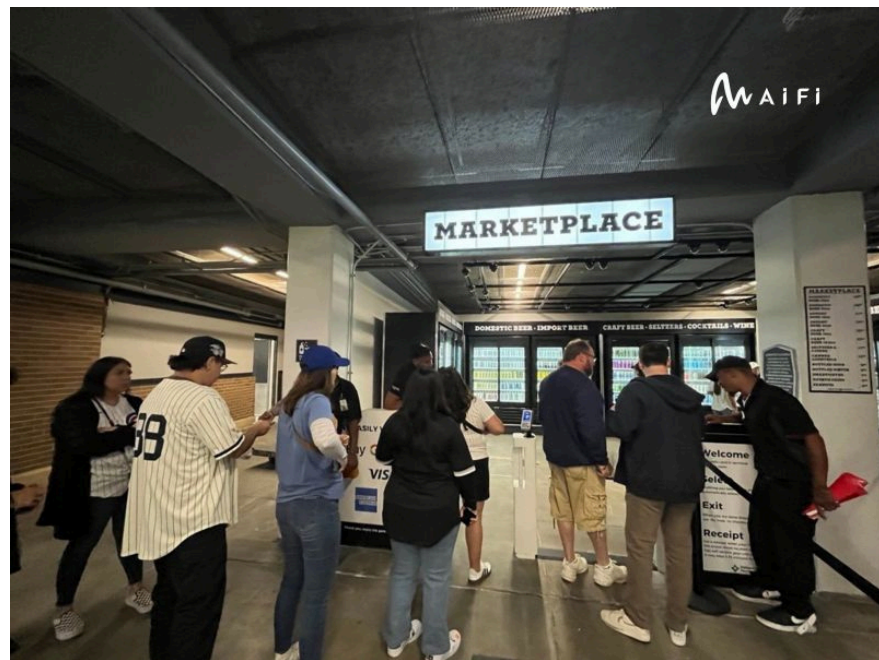


Delaware  
North

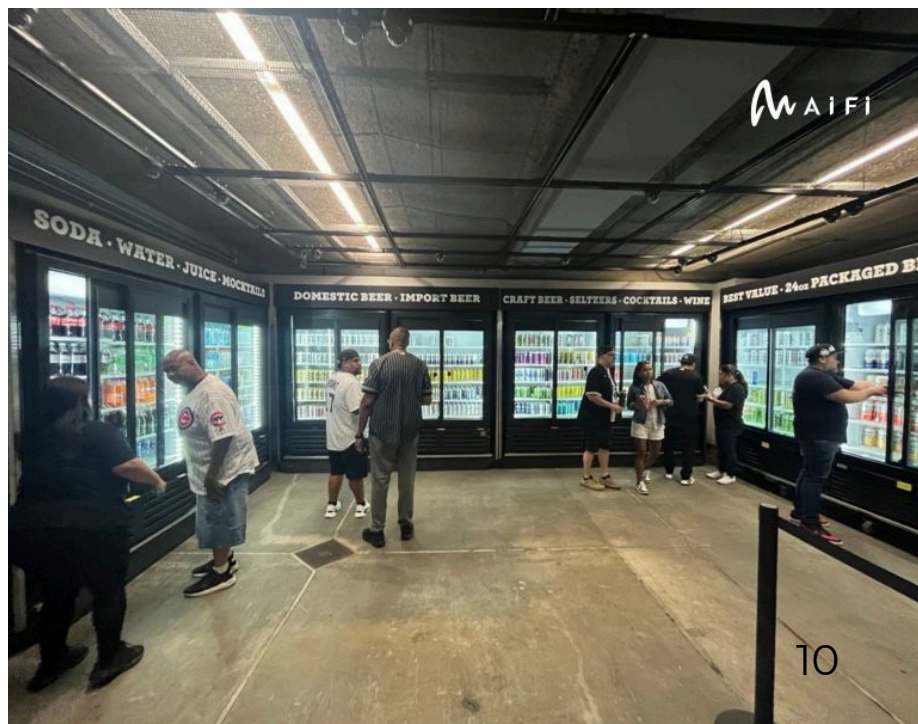
SHIFT ④

Stadiums  
AMERICAS

# Guaranteed Rate Field

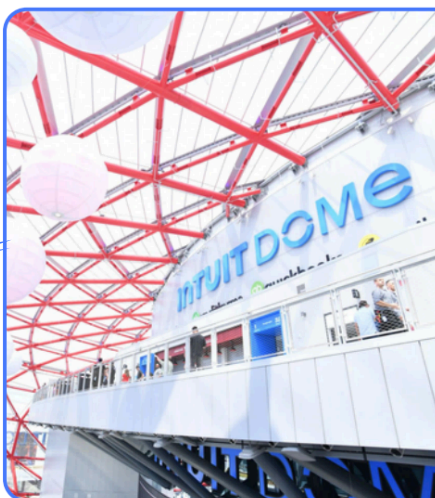


'The Marketplace' handled a crowd of 40,000 on opening weekend -- selling drinks and snacks during the Crosstown Classic. The 480 sq ft store is located on the main concourse in left field.





# Intuit Dome



## Welcome to the Future of the Fan Experience

Step into a game-changing arena with

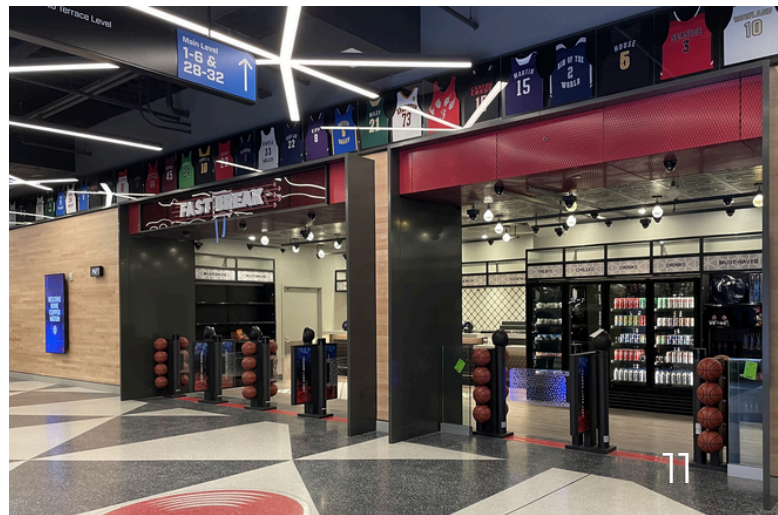
**915,000**

square feet of cutting-edge design.

AiFi technology powers

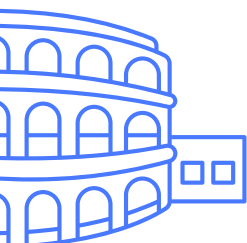
**11.5%**

of this space, completely changing how fans enjoy the game.





# KIA Forum



Located in sections 140 (Express Shop) and 226 (Little Caesars), these “powered by Verizon 5G” stores use Verizon’s network and AI-powered computer vision technology from AiFi to help provide fans with a quick and convenient way to purchase food and drinks onsite.





# Lincoln Financial Field









# Mercedes-Benz Stadium

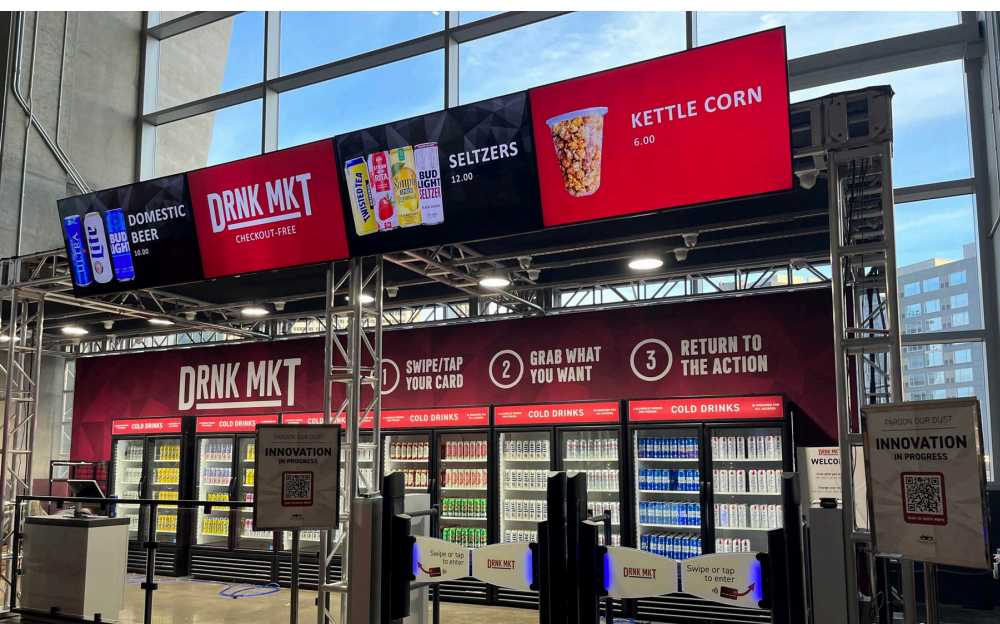
AiFi, an AI platform that enables retailers to deploy autonomous shopping solutions, and GS Draft System Solutions announced the launch of a frictionless stadium market – the Michelob Ultra Grill – at the Mercedes-Benz Stadium. The integration allows stadium attendees to pour and pay for fresh draft beers as well as grab hot food items, candy, and packaged snacks without having to wait in line.

*The Self-Serve TapWalls featuring QuickTap are exclusively from GS Draft and now integrate with AiFi for a truly frictionless drinking experience.*

AiFi's solution can easily integrate with a variety of partners ranging from payment integrations to draft system providers. The collaboration between AiFi and GS Draft connects the QuickTap fast-dispensing draft system with AiFi's computer-vision cameras to enable fans to select and purchase fresh beers and walk out without waiting in line or scanning to pay. Customers will be able to tap their credit card to gain store entry and provide age verification once crossing over from the market side of the store to the draft beer TapWalls. QuickTap powers the industry's fastest taps, pouring a 20-ounce draft beer in less than 6 seconds, and is now available in the North American market through GS Draft.

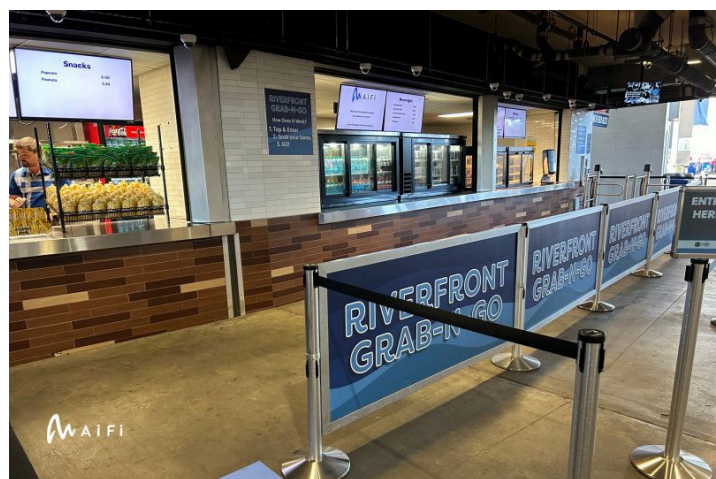
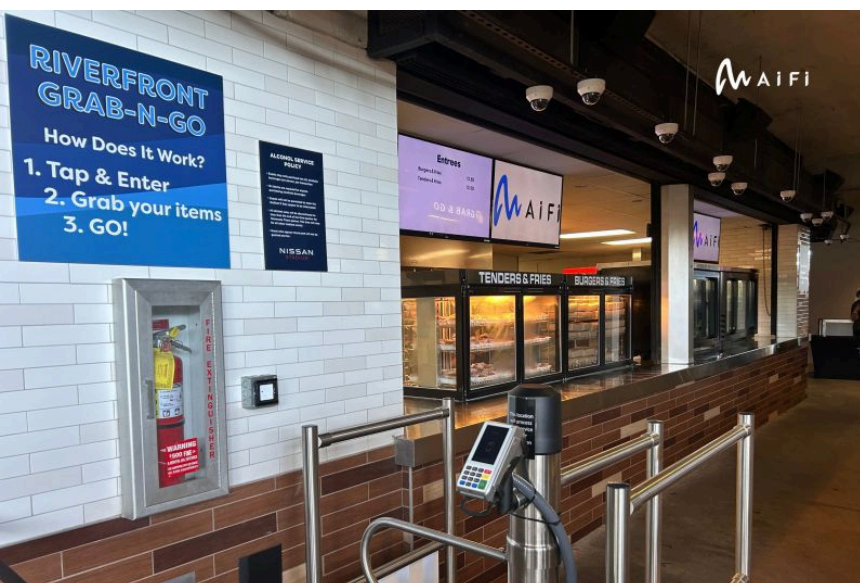








# Nissan Stadium



“

We are always looking for ways to enhance the fan experience at Nissan Stadium and offering a seamless process at concession stands is a top priority. Shorter lines mean more time at your seat enjoying the game.

AiFi provides a best-in-class AI platform to help simplify and streamline the checkout process.

We look forward to working alongside their team as we provide fans with this innovative technology throughout the 2024 NFL season.

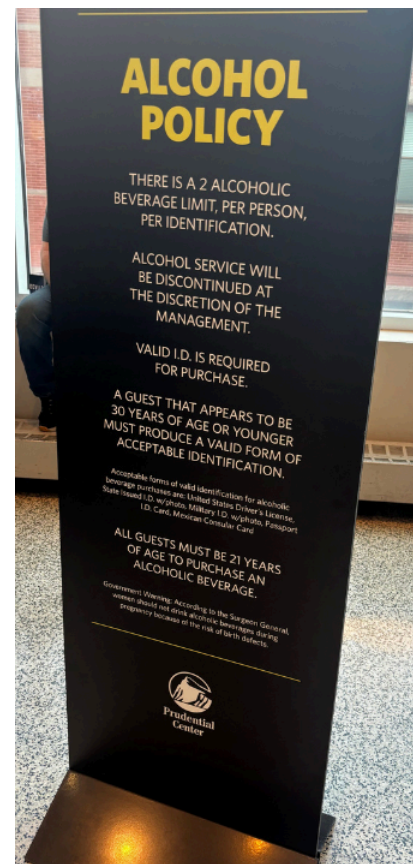
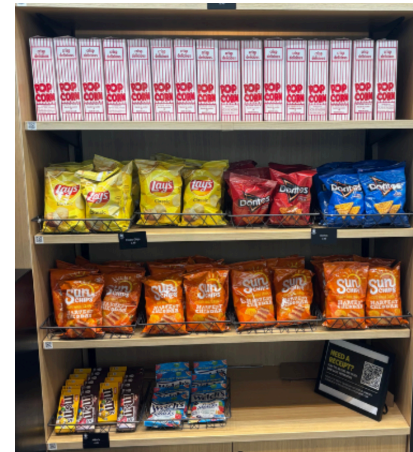
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**Adam Nuse**  
**Titans Senior Vice President**





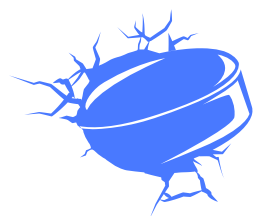
# Prudential Center



“ End to end, the process took about **45 seconds**, and within five minutes, an itemized receipt landed in the web portal, which required I enter the last four digits and expiration date of my payment method, plus the date of my visit.

**-Rob Schaefer**

*Sports Business Journal*  
April 2024





# SoFi Stadium







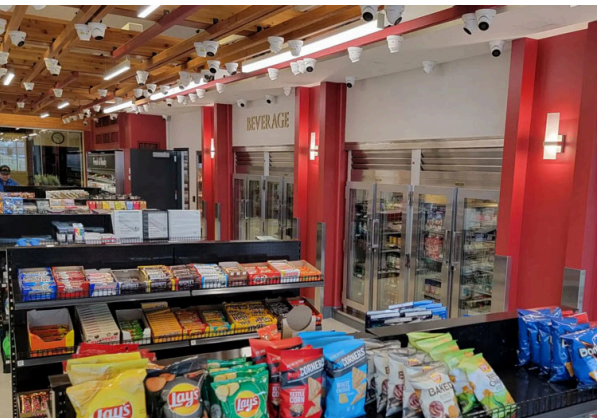


# University of Denver



*Since opening at Nelson Hall, the University of Denver has seen:*

↑ **60%** increase in student shoppers -- reallocating labor to provide freshly prepared meals has led to more customers, higher satisfaction, and improved retention



“

This technology actually supersedes some that's been in the market for a while. It's all by way of camera technology and AI that can calculate when something is removed.

**Kevin Rettle**

Vice President at the university's food services company, Sodexo





# University of San Diego



We were impressed by the flexibility of AiFi's solution and the ability to seamlessly integrate with existing infrastructure in the store. Now, folks come through the Knauss Center for Business Education won't be burdened by long lines or wait times, and we're excited for the future of this technology at our campus.

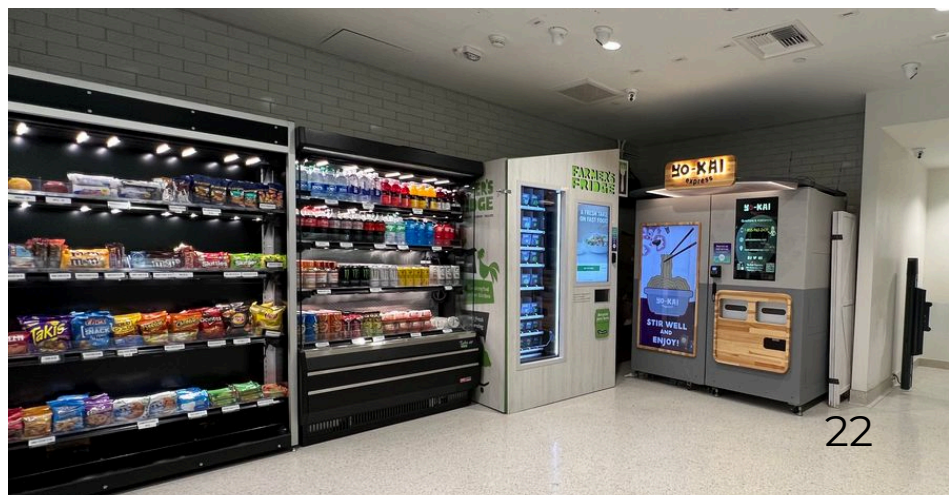


**-Andre Mallie**

*Assistant Vice President, Auxiliary Services & Resource Management  
University of San Diego*

**Since opening, Smart Market at USD has enjoyed on average:**

- total trip time: 1 min 7 seconds
- 67% repeat customers
- avg basket revenue of \$6.01







The University of San Diego retrofitted the Smart Market mini-convenience store located within the Knauss Center for Business Education with AiFi camera vision-based technology, allowing shoppers to select which food and drink items they'd like to purchase and walk out without waiting in line or scanning to pay. Items available for purchase at Smart Market include hot and refrigerated prepared meals, coffee and kombucha on tap, as well as packaged snacks and beverages.



As AiFi continues to expand into more unique spaces, we're excited to provide the University of San Diego community with more convenient shopping options and an enhanced experience. Fast moving and low contact checkout are exactly what college students, professors, and staff members need. As universities embrace more tech-forward solutions to drive their own digital transformation, we're pleased to partner with them in the direction of innovation.

—Steve Carlin  
CEO at AiFi





“

“Grab & Go is one more innovative element that is part of the Oxxo Smart stores, a concept that seeks to offer products and services in customizable formats. With this proposal, we want to fulfill our mission to simplify the lives of our clients and collaborators, creating memorable experiences.”

**Lucy González**

director Canal Tradicional, Oxxo

”



# Inside...

## EU/APAC

### STADIUMS

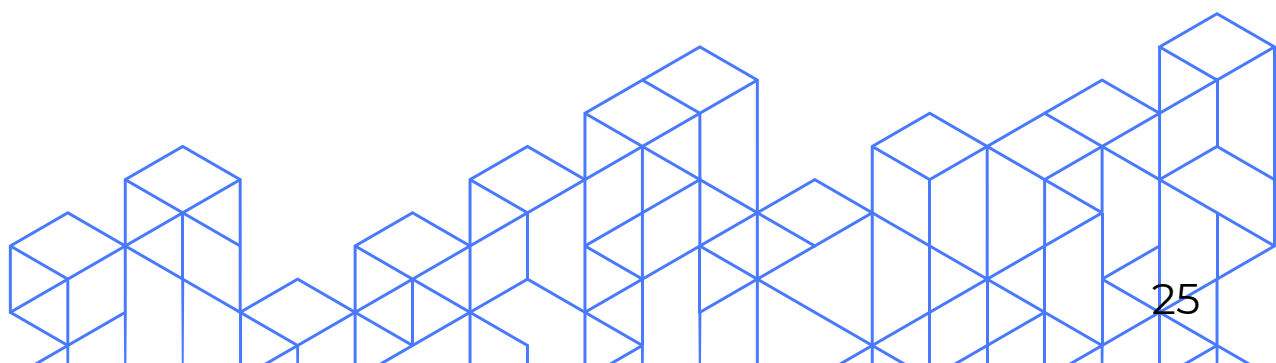
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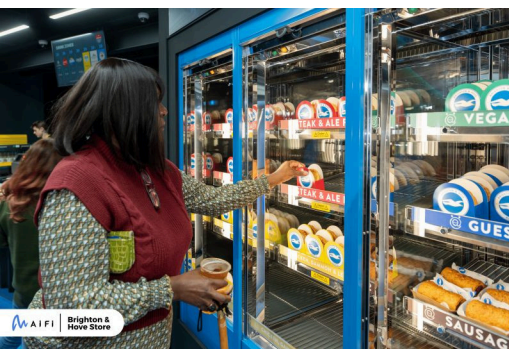
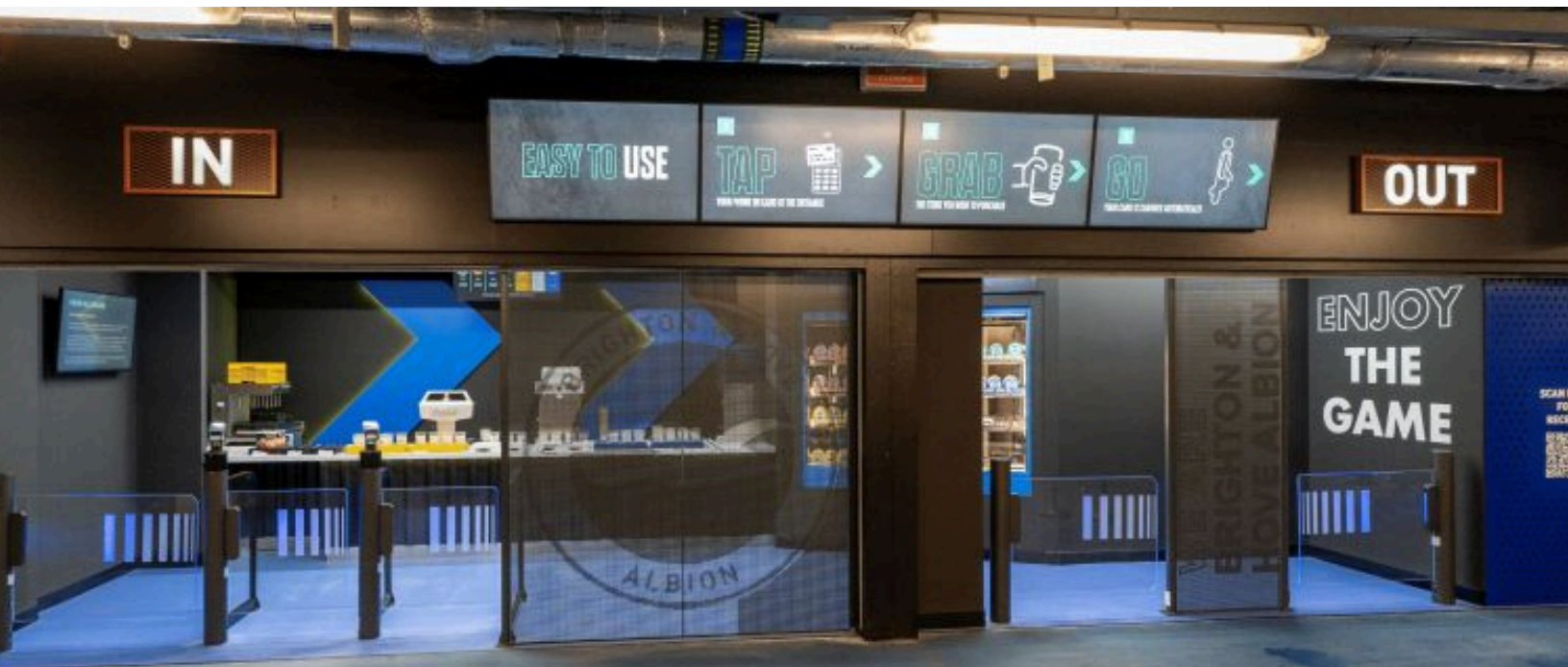
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# American Express Stadium



"At Brighton & Hove Albion we are always looking to innovate and ensure our fans have the best possible match day experience when they come to the American Express Stadium. Working with our venue partner Sodexo Live! we are really excited to have introduced the frictionless kiosk in West Lower, with the sole aim is to simplify and speed up service times for our supporters enjoying their pre-match, half-time and post-match refreshments.

It's been really encouraging to hear the feedback so far, and fans are enjoying the benefits of this brilliant and innovative technology, as it cuts queue times on match days. As a new year beckons, we look forward to working with Sodexo Live! to see what else we can bring to the club to further enhance the fan experience."

Paul Barber

Brighton & Hove Albion Deputy Chairman & Chief Executive

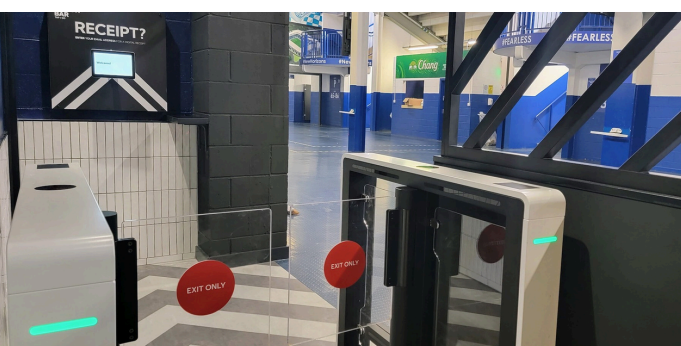


# King Power Arena



“The truly frictionless F&B purchase experience created through Tap + Go marks a major step forward for Leicester City and the fan experience at the King Power Stadium. In an industry currently teeming with innovation, this technology is a fine example of how Levy UK+I stands out in taking the hospitality sector forwards further and faster. We are proud to be working closely with our venue partners to offer guests a revolutionary experience that goes beyond anything currently available in UK stadia.

Rak Kalidas, Commercial Director, Levy UK+I



As the first stadium in Europe to implement this technology, Leicester City Football Club will provide an enhanced, streamlined customer matchday refreshment journey to its fans at King Power Stadium. Guests simply need to tap a payment card upon entry, pick up their items and walk out of the gates onto the concourse, where their card will be automatically charged – a process which takes a matter of seconds.





# Parken Stadium



“

We are constantly looking for new, innovative solutions to improve the total experience in Parken, and we have seen this concept in practice at Aston Villa and Leicester in England. We are now testing it as the first in Scandinavia, and the aim is that Parken Go will help to raise the experience level in the ground, so that it will be even easier for fans to enjoy food and drink on the concourses, while being able to return to their seats and watch the match. We hope with the launch of Parken Go that we can secure the future development within F&B in Parken. We hope that the concept will be well received, and if it proves to be a success, the plan is to expand it across more areas in Parken.

-Brian Månsson, Director of Venue

”





# Villa Park



"I hate Q'ing, I don't want to queue behind someone buying food and drink if I just want a drink, I want to maximise the time with my mates, just make it easy, half time is only 15 mins..."

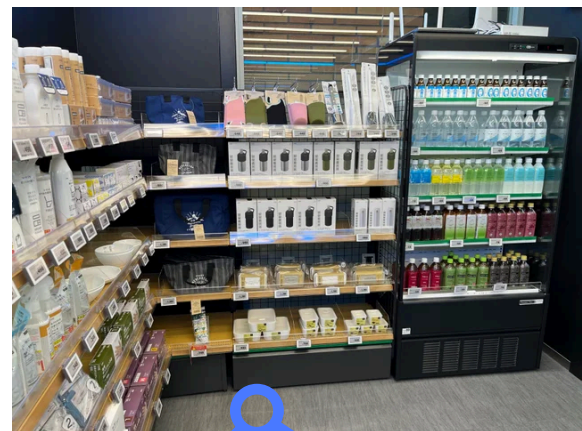
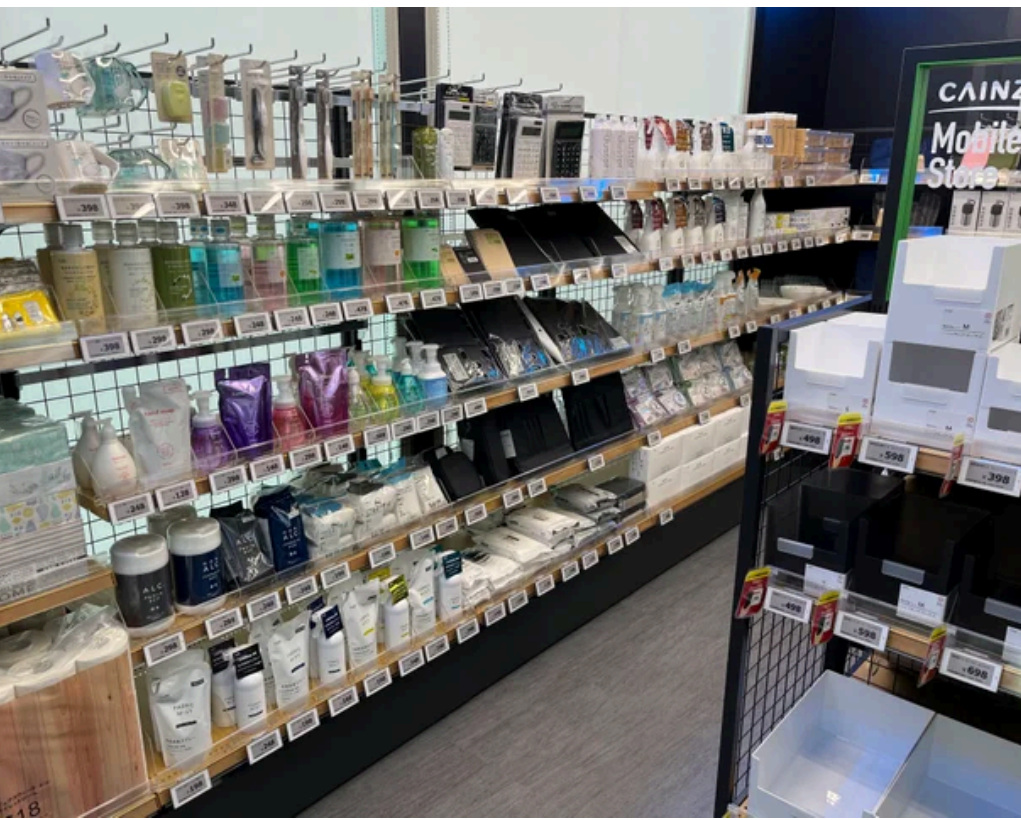
— **-Peter Waugh**

Digital & Data Director, UK/I,  
Compass Group





# Cainz



Japan's Cainz Corporation, a home improvement chain with 230 stores, has an AiFi powered autonomous location, called Cainz Mobile Store, on the first floor of its HQ in Honjo City, Saitama.



# Flutter

Grab & Go  
EU/APAC



The winning store, developed for Flutter by Compass Group, Ireland is the first-ever completely frictionless store in Ireland. Deirdre O'Neill, Managing Director at Compass Group Ireland is excited by the new frictionless technology and the value it provides, she said "Now, customers just pop into the store and pick up what they need, whenever they need it – it's a great flexible solution for busy workers."



# føtex GO

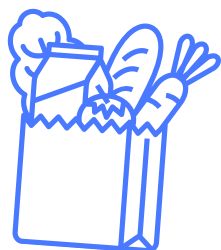


“The team has created a super store, and we can offer our customers a really wide selection with 1,500 items in just 120 sqm. But the most important thing of all is of course that it is super easy.”

**Morten Møberg**  
Executive Vice  
President, Director at  
føtex

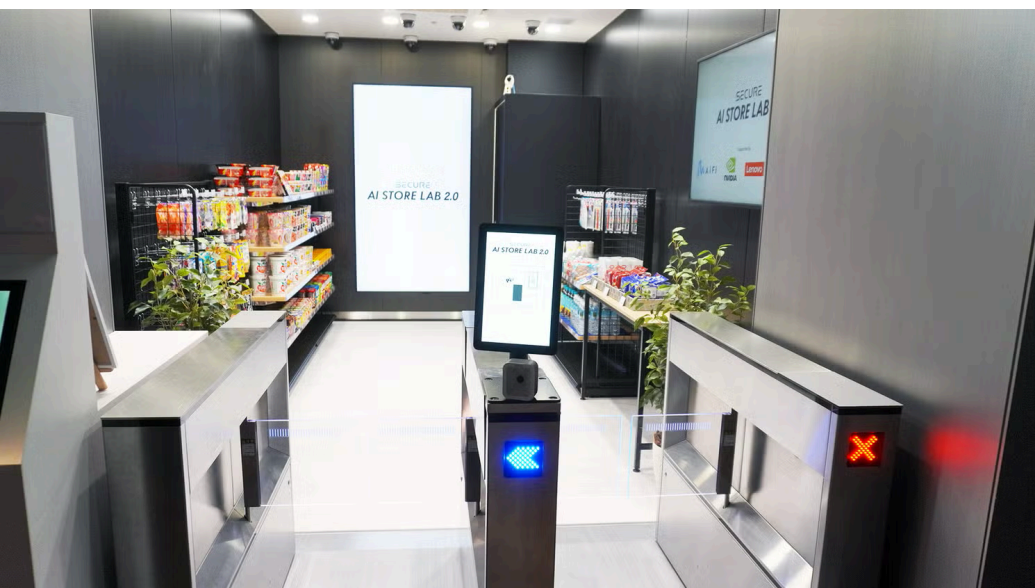


Danish supermarket chain Salling opened 'Føtex Go' store in Aarhus. The supermarket is completely unstaffed in a first for the Nordic country and stocks products including dairy, snacks, drinks and fresh produce. Salling has set a target of reaching a turnover of 100 billion kroner in the coming years and sees technology as a key tool in achieving this goal.





# Secure





# Zabka



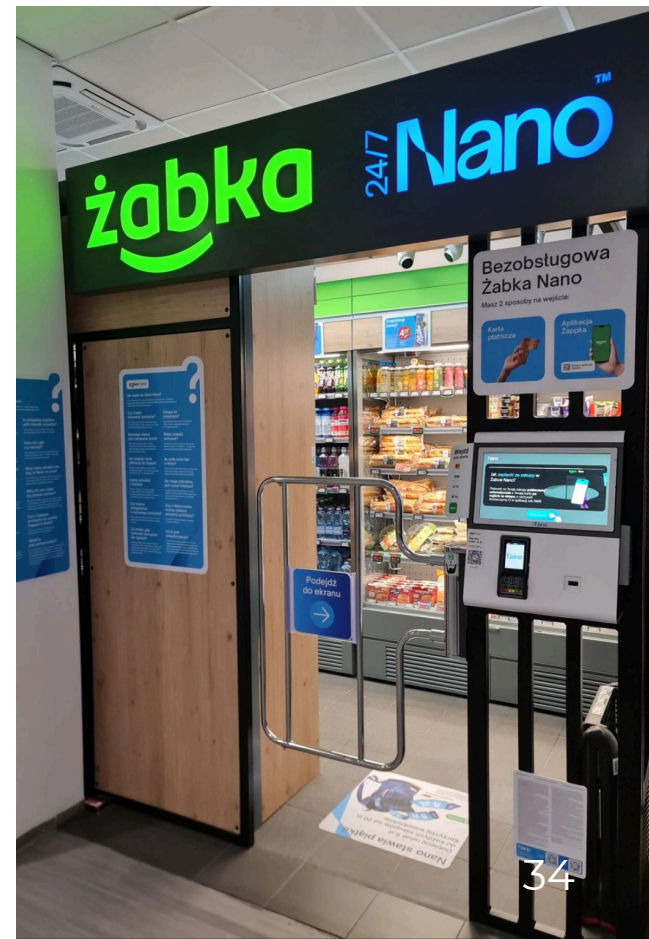
Our enemy is friction, and we are here to defeat that friction and conquer the autonomous world. We want shoppers' lives to be easier, as easy as opening the fridge. This is our mission.

We want to free up the free time of the consumer, so they can return to and enjoy their lives. This is a revolutionary step for physical retailers.

**-Tomasz Blicharski**  
EVP of Zabka Group

[Microsoft] Smart Store Analytics pulls store data from the AiFi platform to deliver insights that allow retail managers to maximize store layout, product recommendations and inventory. This “phygital” experience, where the physical and digital world blend together, can ultimately help boost sales, lower costs and improve the in-store experience.

**-Microsoft Article, January 2023**



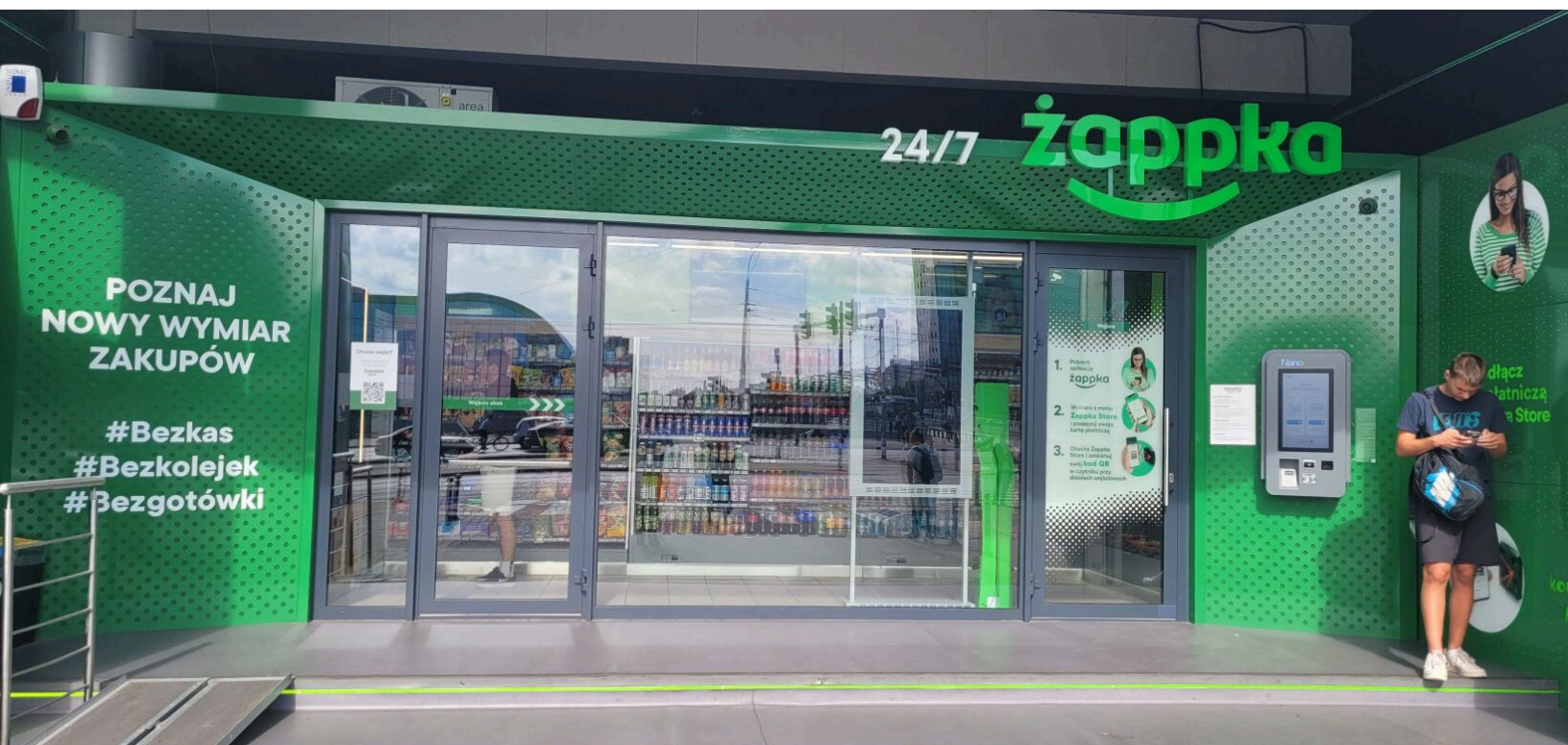




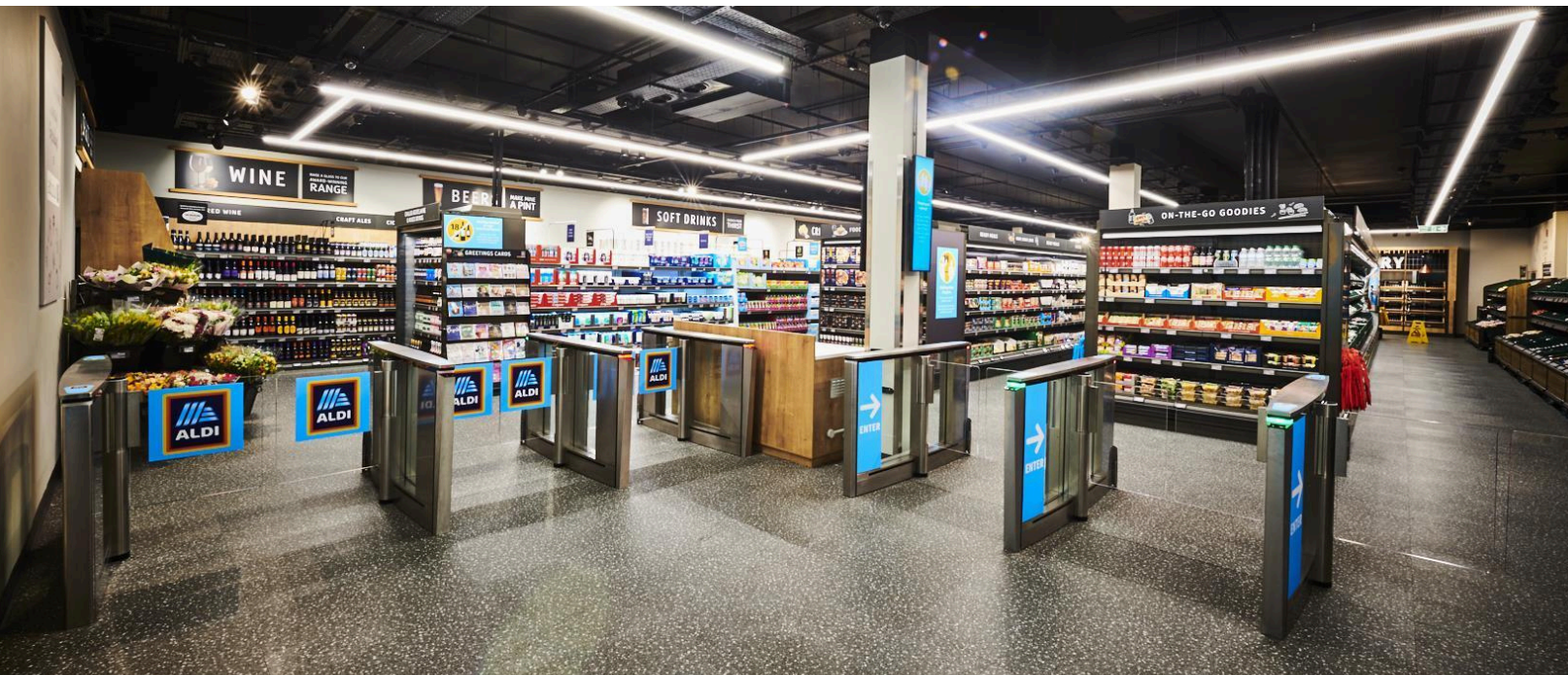
The compactness of our stores fits perfectly into the requirements of this type of location. The assortment is tailored to the needs of customers in a given place, and the speed of using Nano allows us to minimize the time of shopping.



-Zabka, on Linkedin (October 2024)







“This store utilises the very latest in retail technology offering Aldi’s award winning products and unbeatable prices to customers in a new and innovative way. The team [is] really excited about seeing customers come in and experience Aldi Shop&Go.”

**Giles Hurley**  
CEO at Aldi UK and  
Ireland



# Konzum



"This is just another step forward in the digitalization of Konzum's business. The technology used for this concept of the store is based on computer vision for recognition. And the space is covered with 150 cameras thanks to which we can track which items the customer took from the shelf and charge only those that he took with him from the store.

The goal was to provide customers with faster and easier purchases."

**-Jozo Džakula**

Director of the Field of Informatics  
at Konzum

