BTS MUC session 2016

Script of audio 3 : The Store testing shopping technology

The Dandy Lab in trendy East London might look like an ordinary posh trendy shop but it is also an amateur lab for testing the latest shopping tech.

I am sure stores in the street all want to be able to do what online shops do and offer us products at every opportunity. But in order to target more they need to know more about the target.

Look at this! I know that shops are more interested in footfall but here when you walk in what you walk in in is analogues. Here apparently our shoes say all lot about us. Heels, trainers, shoe size are just some of the features this software is looking for.

At the moment it can figure out the number of shoppers coming in, the gender and whether they are coming in on their own or with their family.

"The idea is to invent a technology that could profile people and be used in stores to count people's demographics but it was not privacy invasive. So most of the solutions out there right now about satisfaction recognition, people don't like them they think they are creepy and ruin their environment." says Owen McCormack, CEO of Hoxton Analytics.

But this is just the starting point. The artificially intelligent device (?) will get better over time and start building profiles for different types of customers categorized and then based on their shoe choice and then making predictions about types of products they are more likely to buy.

In here there is a device which tracks the WIFI-FI pins of customers'smartphones as they move around the shop. It's really accurate so they can tell where people are stopping and looking so that they can work out which displays they are walking past and their moves around the shop.

Now here two security cameras which are recording videos throughout the day and uploading into a server ready for some pretty clever video analysis.

BBC News