



## How smart shelves will change the way we shop

### *Smart shelves are now using RFID technology to monitor items in display*

Smart shelves are a revolution! Companies producing these innovative shelves are disrupting how supermarkets display their products.

During our trip, we had the opportunity to see a few examples and to witness how they worked. The interesting part about smart shelves is that they can be branded to match a company's colours and logo. We will surely see them developing, especially in supermarkets where they would go well among other, traditional shelves.

On a technical point of view, smart shelves are time effective. They allow brands and supermarkets to monitor their inventory, and to know which product has been taken by a customer, and therefore sold. A cool feature we saw was for a L'Oréal smart shelf which displayed the ad where the client could see the product he picked up being displayed.

The challenges however are linked to data protection and security of data. As everything is monitored, brands and supermarkets could now know who you are, what product you bought, just like it happens online, but in the physical space.

*My card from China*  
 Solène PRATMARTY  
 MiM programme - IoT specialization

