

Discover the future of retail with the Guided Innovation Tours of EuroCIS 2024

Tours will focus on AI & Machine Learning as well as digital solutions and data security in retail

At EuroCIS, The Leading Trade Fair for Retail Technology, the popular Guided Innovation Tours will again be offered for professional visitors this year. Renowned retail expert Joachim Pinhammer will familiarise them with the most exciting innovations and retail technologies at EuroCIS 2024 on an exclusive tour of the exhibition. On all three days of the trade fair there will be two guided tours, one in German and one in English. In 2024 the use of AI and Machine Learning, digital solutions for an improved customer journey and reduced workloads as well as data security and data use will be in focus.

An overview of the stops on the route:

Ariadne Maps shows analyses of shopper behaviour in real time using current examples of small and medium retailers and the city of Traunstein. By using ultra-modern AI systems and analyses shopper flows can be assessed in detail.

Arrowsys presents technologies for operating 24/7 stores, that are partially and completely autonomous. Thanks to these technologies stores can, for instance, extend their regular opening hours to 24 hours a day by means of “unmanned” operations.

Fortinet demonstrates how their AI-based solutions succeed in securing and simplifying IT infrastructures while protecting them against the latest cyberattacks through Malware, Ransomware and Phishing at the same time.

The Fraunhofer Institute for Intelligent Analysis and Information Systems (IAIS) illustrates how any size of company can use generative AI. The Institute has developed two solutions based on Large Language Models especially for wholesalers and retailers.



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Öffentliche Verkehrsmittel:
U78, U79: Messe Ost/Stockumer Kirchstr.
Bus 722: Messe-Center Verwaltung

Freshflow introduces a novel solution for automatic fresh produce management. By using AI to order fruit and vegetables, food waste can be reduced and shelf compliance optimised.

Instore Solutions launches the latest generation of electronic shelf labels, including ones operated without battery and chip. This avoids the costs associated with purchasing, replacing and disposing of batteries in large quantities.

Pentland Firth demonstrates the smart shopping cart Easy Shopper, which is deployed at EDEKA Hannover/Minden. This shopping cart flags up offers when entering the store and eases shopping thanks to in-door navigation, the use of shopping lists and a cashierless checkout.

Relax Solutions exhibits modern AI-based planning tools for advertising campaigns and price optimisation. This enables retailers to better organise their campaigns and develop profitable pricing strategies.

Shopopop presents its crowd-shipping solution designed to solve the “last-mile” logistics problem for retailers who want to opt for sustainable delivery types.

Tare Tag shows retail or food service operations how to sell and manage their goods online easily in reusable containers. TareTag uses a QR code on the container to transfer packaging information to a digital label.

Tour Details:

- Duration: 90 minutes
- Meeting Point: EHI Stand, Hall 10 F40
- Tuesday and Wednesday: 10.30 am (German), 2.30 pm (English), Thursday: 10.30 am (English) and 2.00 pm (German)

Places for the complimentary Guided Innovation Tour are limited. You can register for tours at innovation@pinhammer.de

About EuroCIS

EuroCIS 2024 will be open to trade visitors from Tuesday, 27 February, to Thursday, 29 February 2024, daily from 10.00 am to 6.00 pm. Admission tickets are only available online at www.eurocis.com/2130. 1-day tickets cost € 28, 2-day tickets € 39 and the season ticket costs € 50. For more information go to:



www.eurocis-tradefair.com. For current news and information on retail technology trends go to www.euroshop-tradefair.com/en/Media-News/EuroShop-mag/Technology.

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