

## Self Checkout So Easy, Customers Can't Ignore It: shopreme Aims to Breathe New Life Into US Retail at NRF 2024.

- shopreme to introduce next-gen self checkout and Scan & Go systems to the US market.
- The shopreme ecosystem, successful in Europe, is a solution to major pain points in US retail.
- shopreme matrix and vector hardware prioritize efficiency and loss prevention.
- Customer apps, data, and integrated features can see Scan & Go become a major revenue driver.

**shopreme will be at NRF 2024 from January 14–16, Booth 261, Level 1.**

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Under the mantra *Self Checkout So Easy, Customers Can't Ignore It*, **shopreme** heads to NRF 2024 in New York. The dynamic Austrian retail tech company aims to redefine the landscape of **self-checkout and Scan & Go systems** on the US market, utilizing an approach that focuses on solving key challenges for retailers. Likewise, the company's integrated approach to software, hardware and data promises to ensure a tech-powered gateway to growth.

With an impressive customer roster in Europe, shopreme is confident that its ability to create efficient checkout processes for retailers – **create experiences, not queues** – will resonate across the Atlantic. shopreme believes that its **ecosystem approach provides a major USP**: seamlessly linking software, like customer and employee apps, to exit and self-checkout hardware, with the ability to shape user experience using data.

In New York, shopreme aims to address pain points for US retailers with two hardware products. The first, the **shopreme matrix**, is a self-checkout system designed to streamline the retail experience and help stores become more efficient in the checkout area: a long-term solution to the issue of labor supply.

Likewise, the **shopreme vector** is an exit solution that enables stores to trust in the advantages that Scan & Go can provide, without exposing themselves to unnecessary risk from shoplifting. Combined with the shopreme ecosystem's **algorithm-based spot check approach**, and compatible with the company's own hardware and third-party gates, the vector can form part of a checkout strategy that keeps Scan & Go profitable, practical and secure.

In addition to solving problems, shopreme will look to NRF as a chance to show how their technology can **drive growth for partnering stores**. By providing white labeled apps, in addition to the collection of data on buying habits and past purchases, retailers can use the shopreme ecosystem to boost sales. For example the app can be used to draw customers to relevant promotions and offers, while the integration of loyalty programs can bring customers back to stores more often.

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Nico Müller, CCO at shopreme: *"The US retail market has challenges, and we have solutions. Loss prevention is a major talking point across the industry, but shopreme technology is purpose-built to solve the issue without compromising on efficiency. Our ecosystem helps retailers not just overcome challenges, but grow long into the future. **NRF 2024 is the perfect opportunity to show – with our targeted, coherent offering and track record in Europe markets – how we can ensure a safe, profitable experience for retailers and their customers."***

Images



shopreme ecosystem



shopreme Portfolio

**shopreme** helps brick & mortar retailers excel in the digital age and create outstanding customer experiences – not queues.

Our industry-leading **Scan & Go** technology makes mobile self-checkout and payment quick, easy, and secure. Customers benefit from shopping lists, personalized recommendations, support of all common payment methods, and much more.

With native white-label apps for Android and iOS, an instant access web client, and a powerful Software Development Kit (SDK) for seamless integration in existing apps, we have the right solution for every use case. To round off the in-store customer journey, we also offer a dedicated exit solution for Scan & Go customers, where they complete the checkout and have the option to pay by card.

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