SHAUN PADUANO
Creative Technologist

/

AKQA

It's time to attack
the biggest problem
facing America:

It's time to attack
the biggest problem
facing America: **WAITING.**

Passive Technology.
When technology works for you, **behind the scenes** and **out of the way**.

Imagine a world where a shopper can enter a store, **take the items** they want, and **walk out**.

Imagine a world where a shopper can enter a store, **take the items** they want, and **walk out**.

And they're not shoplifting.

Shop as you normally would. Then walk through the **StreamLine checkpoint** at the front of the store.

If you don't have the funds to pay for all of the items, **nothing is purchased**.

An attendant stands by to offer any assistance you may need throughout.

An attendant stands by to offer any assistance you may need throughout.
You won't need any, though.

RFID (Radio Frequency ID) is a technology that can **replace barcodes** on products in stores.

RFID data is **extremely detectable**: it **does not require contact** or sight, & can be read through bodies, clothing, and most other materials.

RFID readers can access **hundreds of tags** virtually **simultaneously**.

PASSIVE TAGS

Range of 20 ft
No battery.
Read-only.

ACTIVE TAGS

Range of 100 ft.
Battery-powered.
Read and write.

READ-ONLY READERS

Can only query.
Can be portable.

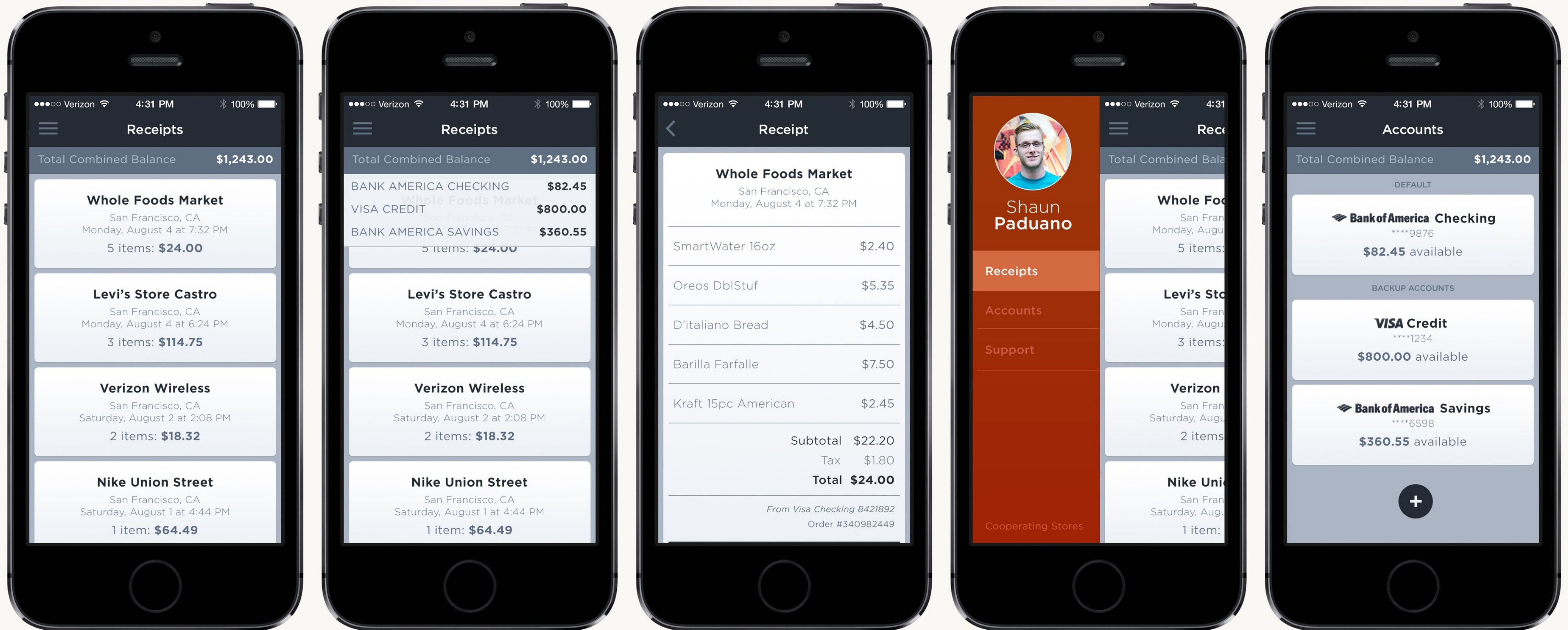**READ-WRITE READERS**

Can query/change.
Can be portable.

As equipment **accuracy** and **range** increases, so does the **price.**
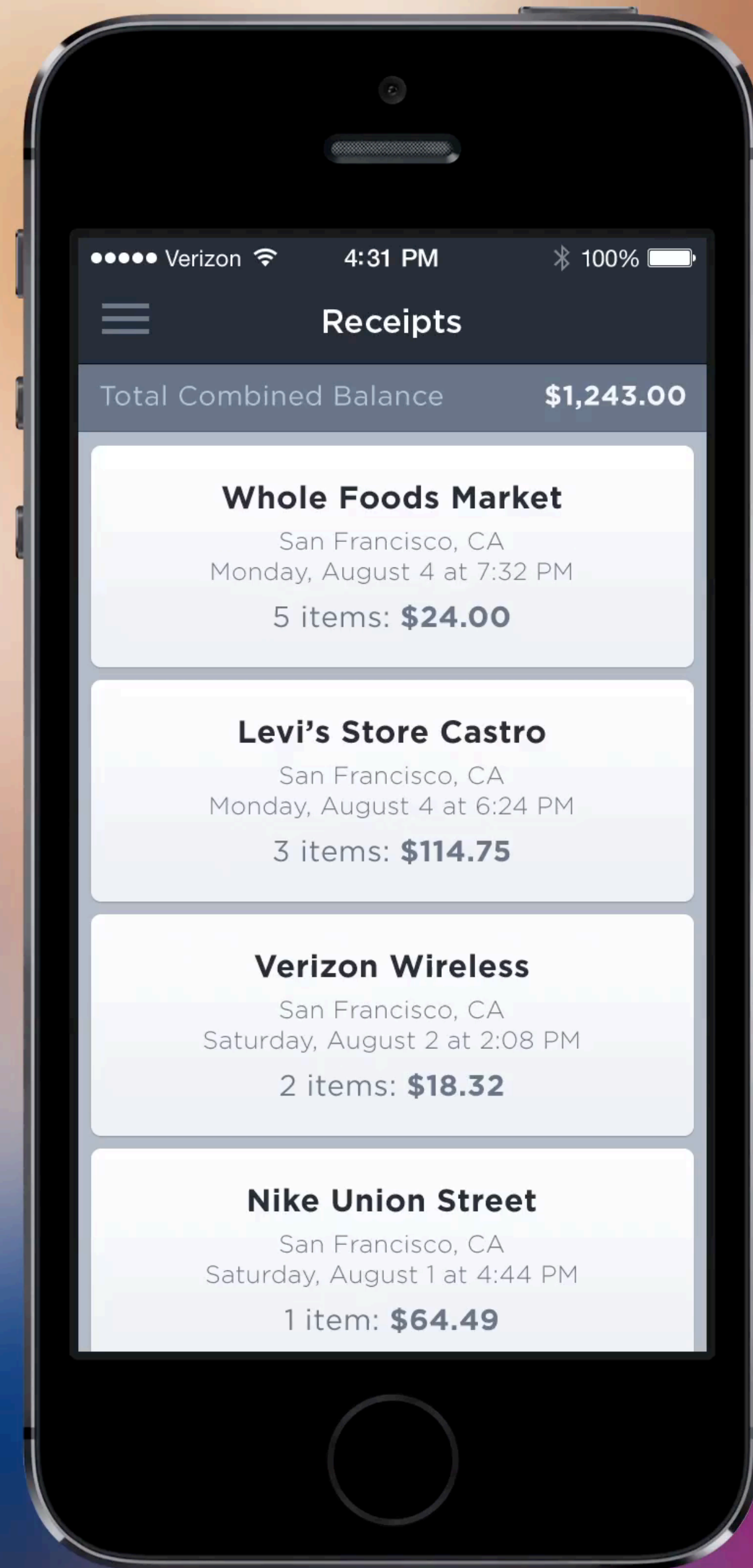
However, the technology is new & **constantly improving**.

RFID signals **can be blocked.**
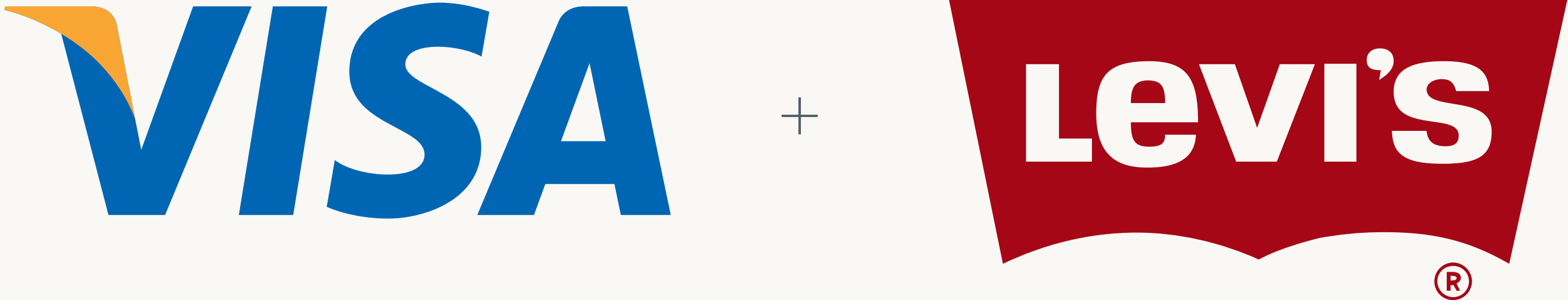
Let's take a look.

Receipts & Accounts

Screen 1 — Receipts

Receipts

Total Combined Balance $1,243.00

Whole Foods Market
San Francisco, CA
Monday, August 4 at 7:32 PM
5 items: **$24.00**

Levi's Store Castro
San Francisco, CA
Monday, August 4 at 6:24 PM
3 items: **$114.75**

Verizon Wireless
San Francisco, CA
Saturday, August 2 at 2:08 PM
2 items: **$18.32**

Nike Union Street
San Francisco, CA
Saturday, August 1 at 4:44 PM
1 item: **$64.49**

Screen 2 — Receipts

Receipts

Total Combined Balance $1,243.00

BANK AMERICA CHECKING $82.45
VISA CREDIT $800.00
BANK AMERICA SAVINGS $360.55

5 items: $24.00

Levi's Store Castro
San Francisco, CA
Monday, August 4 at 6:24 PM
3 items: **$114.75**

Verizon Wireless
San Francisco, CA
Saturday, August 2 at 2:08 PM
2 items: **$18.32**

Nike Union Street
San Francisco, CA
Saturday, August 1 at 4:44 PM
1 item: **$64.49**

Screen 3 — Receipt

Receipt

Whole Foods Market
San Francisco, CA
Monday, August 4 at 7:32 PM

SmartWater 16oz $2.40
Oreos DblStuf $5.35
D'italiano Bread $4.50
Barilla Farfalle $7.50
Kraft 15pc American $2.45

Subtotal $22.20
Tax $1.80
Total $24.00

From Visa Checking 8421892
Order #340982449

Screen 4 — Menu

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Receipts
Accounts
Support

Cooperating Stores

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Total Combined Bal
Whole Foo
San Fran
Monday, Augu
5 items:
Levi's Sto
San Fran
Monday, Augu
3 items:
Verizon
San Fran
Saturday, Aug
2 items
Nike Uni
San Fran
Saturday, Aug
1 item:

Screen 5 — Accounts

Accounts

Total Combined Balance $1,243.00

DEFAULT

Bank of America Checking
****9876
$82.45 available

BACKUP ACCOUNTS

VISA Credit
****1234
$800.00 available

Bank of America Savings
****6598
$360.55 available

+

Prototype

Rome wasn't **built in a day.**

Early 2015   **Levi's Pilot Store**

Spring 2015   **Major Levi's Locations**

Early 2016   **All Levi's Locations**

2018-2022   **Widespread Adoption**

2030-2032   **Late Adopters**

2025-2026   **All Major Cards on board**

Simplicity.
Technology working for you.

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