

## Homework 1



# Supermarkets of the future

**BBC News Online visited the "Future Store" in Rheinberg, Germany, to investigate some of the technology being tested.**

There are nifty machines like the Intelligent Scales using IBM's Veggie Vision software. The machines, are supposed to be able to recognise fruit and vegetables by sight, regardless of whether they are packed in a plastic bag or not.

When we had put tomatoes on the scale, its digital camera took just a split second to recognise the produce, weigh it and print a bar-coded price tag. No wait at a checkout to have them weighed. No need to find "tomatoes" on a 50-button display.



### Marketing the easy way

Not sure what to buy? In key sections - multimedia, baby care, hair colours, wine, meat, and fruit and vegetables - touchscreen terminals give in-depth information.

How a particular wine tastes, which food to have with it, and a smattering of the wine region's history - in colour, interactive, and on demand as a print-out.

Learn how to cook asparagus and skin tomatoes. Get recipes for the meat and veg. available and in season .



### Don't scream for ice cream

Personal Shopping Assistants (PSA) are the clincher, though - small tablet computers clipped to shopping trolleys and activated with a loyalty card.

Want some ice cream but don't know where to find it? Type "ice cream" on the touch screen and you are directed to the correct aisle - floor plan included.

Regular purchases show up on a favourites list, with price and location.

Special offers are flagged up as you move from section to section.

Write your shopping list online - at home or work - and soon it will be automatically downloaded to the PSA.

The integrated scanner gives you both a running total of your shopping and fast-track treatment at the check-out.



### At the checkout

Smart self-scan check-outs, tackle fraud by comparing the weight of your shopping bag with the items you scanned and prevent underage drinking by prompting staff to check out customers scanning alcoholic products.

### Looking past the bottom line

There is just one problem. Surveys suggest that some customers dazzled by the snazzy technology think prices must be higher as well.

Not so, says Metro's Mr von Truchsess.

But he admits: "There will always be certain areas where customers will not accept a high-technology store".



### TASK

Write a short report (maximum one side A4) about the technology that could be used by supermarkets (don't forget loyalty cards). In your opinion, who benefits the most – supermarkets or their customers?

*You may:*

- Guide teachers or students to access this resource from the [teach-ict.com](http://www.teach-ict.com) site
- Print out enough copies to use during the lesson

*You may not:*

- Save this resource to a school network or VLE
- Adapt or build on this work

**A subscription will enable you to access an editable version and save it on your protected network or VLE**