

ExCeL London Becomes First Event Space in the UK to Introduce a Frictionless Checkout-Free Store, powered by Amazon's Just Walk Out Technology

3 years ago



This week saw the launch of 'Market Express' at London's largest event venue ExCeL, becoming the first frictionless, checkout-free store within an events space in the UK.

Driven by the desire of both ExCeL and its long-standing catering partner, Levy UK + Ireland, to be pioneers in retail tech, the store, powered by Amazon's Just Walk Out technology, will further enhance the visitor food and beverage experience with the introduction of the latest checkout-free technology. Designed to be an effortless experience, this will speed up the customer journey, allowing them to purchase items without queuing to pay.

Visitors to ExCeL's Market Express simply tap their payment card or mobile wallet upon entry and then the Amazon Just Walk Out technology detects what is picked up from or returned to its shelves, creating a virtual shopping session. When guests have completed their shopping experience, they are able to leave the store and their payment method will be charged for their items. Just Walk Out technology is made possible by artificial intelligence which accurately determines who took what in any retail environment.

Developed for ExCeL by Levy UK+I's multi-disciplined service solution – BUILT by Levy – 'Market Express' has an extensive retail offer with something for everyone: hot beverages, nutritious grab-n-go hot meals, sweet and savoury bakery items, salads, sandwiches, a wall of fridges stocked with soft drinks, fruit juices, and milk-based drinks. An enviable snack range including fruit, nuts, granola bars, cereal, biscuits, crisps,

sweets, and chocolate; plus, essential convenience items from medical supplies and toiletries to reading glasses and umbrellas.

Rak Kalidas, MD of BUILT by Levy, said: “We’re excited to be part of another industry first and bring checkout-free technology to visitors of ExCeL. This follows the successful launch of frictionless kiosks within the Levy UK + Ireland stadia portfolio, so we know we have a winning formula which will transform the customer journey.”

Simon Mills, Chief Commercial Officer at ExCeL, added: “With some 400 events and four million visitors every year, we are constantly looking at ways to further enhance our customer journey. Through our partnership with Levy UK+I, we can now provide a better, faster experience using proven safe technology, allowing more time for visitors to network, learn and trade around their event.”

Jon Jenkins, VP of Just Walk Out technology by Amazon, said: “We’re thrilled to collaborate with London’s largest event venue ExCeL to introduce the first checkout-free store within an event space in the UK, and we look forward to providing patrons of ExCeL a frictionless shopping experience with Just Walk Out technology.”

ExCeL, the home of world-leading events, was also the first UK venue to be awarded PAS 2060 certification, the only internationally recognised standard for carbon neutrality.