

The O2 unveils self-service bars powered by Just Walk Out Technology

2 years ago



[The O2](#), one of the world's most popular live entertainment, leisure, and retail destination, has today reaffirmed its commitment to delivering a best-in-class guest experience by announcing the introduction of self-serve bars, powered by Amazon's innovative Just Walk Out technology.

Building on the already successful deployment of self-order kiosks and self-pour drink stations within the arena, Amazon's Just Walk Out technology is designed to reduce queues so there will be less time waiting and more time for guests to enjoy the show.

Rolling out this summer, the technology upgrade creates a frictionless food and drink experience enabling guests to tap in with a contactless payment, grab their chosen drinks and snacks, and go; exiting without the need for a traditional checkout. The O2 is planning to open additional self-serve bars powered by Just Walk Out technology in the future, with a second location set to open later this year.

The project exemplifies The O2's ongoing investment in guest experience and solidifies the partnership with Levy UK + Ireland who are committed to innovation and ensuring every moment counts for fans visiting the venue.

Adam Pearson, Commercial Director, The O2, said: "Our strategic investments in technology are guided by our commitment to creating seamless experiences that our guests really value. The integration of Amazon's Just Walk Out technology is a direct result of our ongoing efforts, alongside our hospitality partner Levy UK + Ireland, to listen to our guests and implement solutions that meet their expectations for convenience and efficiency at every touchpoint. As the world's leading venue, we don't stand still and the fan experience will always be a priority for us."

Rak Kalidas, Chief Creative Officer, Levy UK + Ireland, added: "Our collaboration with The O2 and Amazon

is a powerful example of how we are working together to innovate and enhance the fan experience. This project underscores our dedication to leveraging technology to meet the evolving needs of today's entertainment venues."

Jon Jenkins, Vice President of Just Walk Out technology, Amazon, said: "Bringing Just Walk Out technology to a world-class venue like The O2 is an exciting next step in our continued growth in the UK. We look forward to growing our footprint in the years to come, bringing our technology to more locations across the country with Levy UK & Ireland."

Just Walk Out technology is made possible by artificial intelligence like [computer vision and deep learning techniques](#), including generative AI, to accurately determine who took what in any retail environment. Amazon built synthetic datasets to mimic millions of realistic shopping scenarios—including variations in store format, lighting conditions, and even crowds of shoppers—to ensure accuracy. Today, Just Walk Out technology is in more than 150 third-party locations across the U.S., UK, Australia, and Canada.

The introduction of Just Walk Out technology represents the latest step in The O2's ongoing journey to deliver a best-in-class guest experience at the venue, giving fans more time to do what they love most – enjoying premium live entertainment.