

Amazon enhances Just Walk Out technology with RFID for clothing

What is it?

In September 2023, Amazon introduced a new type of Just Walk Out store that combines its computer-vision, checkout-free technology with RFID tag recognition, allowing customers to buy clothing, shoes and accessories without the need to queue.

Why does this matter?

The new RFID capability for Just Walk Out stores adds the facility for retailers to provide an expanded selection of clothing and other merchandise. RFID tags are unique to each item, enabling real-time stock monitoring and loss prevention. Coupled with Just Walk Out technology, they streamline the shopping experience, allowing customers to shop and then leave the store without waiting to pay.

Strategic Implications

The addition of RFID technology presents new cashier-less opportunities, which is particularly useful at high-traffic locations such as travel hubs.

STEPIC drivers/Winning Strategies

Digital transformation to maximise efficiency



Every item has a unique RFID tag. Customers enter the store, take what they like and leave through the exit gate using their credit or debit card, or by hovering their palm over an Amazon One device. When they pass through the exit gate, the RFID tags are read and the chosen payment method is charged. Shortly after exiting the store, customers can access their receipt.

