

SSP opens AI-powered stores at Oslo Airport and Dublin Airport



The contactless airport store opened by SSP

SSP has opened two checkout-free food and beverage stores at the Oslo Airport ([OSL](#)) and Dublin Airport ([DUB](#)), respectively. The new stores allow passengers transiting through these hubs to choose and pay for their items quickly and easily. The Dublin Airport location is called “Dublin Town To Go” while the Oslo Airport is a Point convenience store.

Upon entering the store, passengers must simply tap their preferred payment card, pickup what they want and exit the store. Purchases are automatically charged as they leave without scanning barcodes, interacting with sales staff or downloading mobile apps, the press release said. Passengers who want proof of purchase can use their mobile device to scan a code when exiting. They will then receive an email receipt.

The technology for this contactless shopping experience comes from leading players Zippin and Planet, according to the press release. SSP said that Zippin’s AI platform provides the camera technology and weight-sensor-enabled shelving necessary to determine which items passengers add to their cart. Meanwhile, Planet is responsible for the technology that enables the frictionless payment process.

The two stores opening follow the successful trial of the same technology at New York’s JFK International Airport, which has been operating under the same model for the last two years. In its press release, SSP said it is planning to roll out the technology across other parts of its business if the

new stores prove equally successful.

In its press release, SSP said that the technology is expected to provide long-term benefits beyond improving the passenger experience and accelerating the retail process. The spaces used for checkout will also be repurposed to provide a wider range of products, giving passengers access to more in a limited space.

Mark Smith, SSP's chief digital and technology officer, said, "At SSP, we pride ourselves on our ability to use the most sophisticated technology to bring customers the best possible experience. We're certain customers will find that this new way of shopping makes a real difference to their journey."

"When it comes to airport shopping, long checkout lines can be the difference between catching a flight or missing it. Countless travellers skip shopping altogether to avoid the risk. We're excited to bring checkout-free to Oslo and Dublin airports to eliminate the friction of traditional checkouts and make it easier for travellers to shop," said Krishna Motukuri, CEO and Co-Founder of Zippin. "With checkout-free, travellers can put purchases directly into their luggage as they shop because the technology doesn't care how items are carried out of the store. This makes the overall shopping experience better and encourages larger baskets, which helps increase revenues and profits."

Tim Goodwin, chief product and technology officer at Planet, said, "We're delighted to be partnering with Zippin to integrate our payments technology to help SSP power a better in-store shopping experience at busy airport locations. It's a great example of how we're working with our partners to offer customers innovative new ways of shopping, and which make payments easy, frictionless and almost invisible, helping travellers to get their shopping done quickly and at their own convenience when they are pushed for time."

"Our passengers here at Oslo Airport are discerning and they are looking for a quick and convenient experience when shopping," said Glenn Marius Sørsgård, commercial manager at OSL. "At the new outlet, passengers can shop in a way that is highly efficient but is also something a little bit different. We're certain this will set our airport apart and add a new dimension to travelling from Oslo Airport."

"The opening of a checkout-free store in the airport is something completely new and different for passengers. Dublin Airport is excited to be the home of the first concept store of this kind to be opened in Ireland," added Vincent Harrison, chief commercial and development officer at Dublin Airport. "Whether passengers want to pick up a pre-flight sandwich and coffee, or essentials such as milk and cereal after arriving back into Dublin Airport, the technology deployed in 'Dublin Town To Go' means they can do it quickly and in a hassle-free manner."