



RETAIL ROBOTICS SOLUTIONS

Retail Robotics Solutions (RRS) is thrilled to announce our official entry into the U.S. market, marked by our participation at one of the foodtech industry's most significant events — the FSTEC conference in Dallas, Texas, this past September.

Our AI Robot-Cashier system aims to redefine the self-checkout industry, a market significantly shaped by California-based Mashgin. Unlike existing systems that require items to be scanned separately, our technology allows mixed product transactions on a single plate, enhancing consumer convenience and reducing wait times

Key Developments:

- **US Debut:** Showcased our AI Robot-Cashier at the FSTEC conference in Dallas, officially marking our U.S. market entry.
- **Business Development:** First revenue flow with the roll-out of our Robot-Cashier in Portugal, and a signed agreement with Elixir to begin trials in Italy.
- **Strategic U.S. Collaboration:** Announced a cooperation with Reji in the United States to develop joint solutions.

«Our AI Robot-Cashier boasts a 98.99% recognition accuracy and is on a clear path to achieving perfection. Entering the U.S. market at FSTEC was a significant milestone for us. We are excited to bring our innovations to the American market and look forward to contributing to the future of retail automation. We're not just joining the industry; we're setting new standards».



Dimitri Rodin, CEO

FSTEC 2024: How It Went

We began our journey into the American market at FSTEC, one of the most pivotal exhibitions for the foodtech industry, held from September 16-18 in Dallas, Texas.



Our team showcased the AI Robot-Cashier to guests, partners, and journalists, allowing them to experience firsthand the efficiency of our system. Attendees tried placing and swapping dishes and soft drinks on the

AI terminal themselves, resulting in genuine moments of surprise and excitement.

Our overall impressions of the conference were immensely positive. While the Texas heat was intense, the business climate at FSTEC was even hotter. After several European exhibitions, we were struck by the direct and proactive American business approach. We immediately scheduled meetings and calls, departing with a substantial stack of business cards.

Additionally, we encountered impressive innovations across various sectors of foodtech — from advanced POS systems to intelligent internal management solutions. The experience reaffirmed our commitment to the U.S. market, and we are eager to return.

Expert Insights: AI and Restaurant Market



On September 16th, RRS hosted a panel discussion at FSTEC in Dallas, moderated by **Jonathan Maze**, editor-in-chief of **Restaurant Business**.

The discussion featured:

- **Igor Alexeyev**, Sales Director for the US and UK, **Retail Robotics Solutions**;
- **David Roberts**, Chief Information Officer, **Cicis Pizza**;
- **Sean Thompson**, Vice President of Information Technology, **Freddy's Frozen Custard & Steakburgers**;
- **Dmitri Rodin**, the CEO of **RRS**, recorded a [video message](#) to share his insights, which was presented at the start of the session.

Key Takeaways:

1. AI for Reducing Queues and Cutting Costs

Dmitri Rodin highlighted how AI can significantly reduce queues in restaurants, particularly through robotic cashiers and unattended checkout technologies. AI-based terminals use computer vision to instantly recognize meal items, enabling cashier-free transactions that reduce wait times and improve the dining experience. This approach not only increases convenience but also boosts customer loyalty by providing faster service. The reduction in queues directly translates to better customer flow, increased table turnover, and ultimately an estimated 10% revenue boost for restaurants.

AI integration also helps minimize labor costs, which are among the largest expenses for restaurants. For example, restaurants could save around \$23,000 annually for every cashier replaced by AI, effectively doubling their profit margins from 9% to 18%.

2. Improving Customer Experience with AI-Driven Quality Control

David Roberts from Cicis Pizza shared insights on how AI could be used not just to replace cashiers, but to improve quality control and maintain consistency across all locations. Cicis is exploring the use of computer vision to monitor food items at buffets, ensuring that dishes are fresh and meet company standards. AI can detect subtle changes, such as color

variations indicating how long a pizza has been out, which helps maintain a consistent experience for customers across their 300+ restaurants.

In addition, Cicis is also piloting an AI layer for customer feedback to address issues in real-time, further enhancing the guest experience and building brand loyalty. This AI layer allows customers to provide feedback by scanning a QR code at their table, which prompts them to rate their dining experience and provide comments. The system processes this input in real time, notifying restaurant staff so they can respond to any issues while the customer is still present. By leveraging this technology, Cicis aims to transform potential negative experiences into positive ones and gather actionable insights that help improve consistency across all locations.

3. Leveraging AI for Data Analysis and Identifying Opportunities

Thompson from Freddy's Frozen Custard & Steakburgers emphasized AI's role in analyzing data to identify operational anomalies. AI models can detect minor discrepancies across multiple data sources, making them invaluable for restaurant operations. This capability allows restaurant teams to proactively address issues and optimize their processes. AI helps the brand by continuously monitoring data and providing timely insights to decision-makers — whether at the corporate level or directly to restaurant operators. This proactive approach enhances operational efficiency and ensures that no opportunities for improvement are missed.

4. Labor Redistribution and the Role of AI in Enhancing Efficiency

All three panelists discussed how AI is not only about replacing labor but rather reallocating it to more meaningful roles. Alexeyev from Retail Robotics Solutions stressed that the use of robotic cashiers means fewer staff needed for mundane tasks like handling payments, freeing them up to focus on tasks that require a human touch. AI can handle repetitive and non-engaging tasks, allowing employees to concentrate on roles that bring greater value to the dining experience. For example, customer service representatives can focus more on creating a welcoming environment, while chefs and other staff engage in higher-value activities that can improve customer satisfaction.



Thompson pointed out that AI will undoubtedly reduce the need for some tasks currently performed by humans. He argued that automation could help reduce the number of roles where workers are overburdened, allowing them to focus on tasks that they do well and enjoy.

5. The Future of Restaurants in the Next Five Years with AI Integration

The panelists explored their visions for the restaurant industry in the next five years if AI adoption continues at the current rate. They envisioned a future where AI automates many operational tasks but human interaction remains crucial. Roberts mentioned that the guest experience would likely become more streamlined, with fewer direct human interactions at certain stages, but that human staff would remain critical in hospitality roles. Thompson added that the aim should be to create a smoother, more enjoyable work environment for restaurant employees by using AI to reduce the burden of multitasking. This balance between automation and the human touch will be crucial to maintaining the core values of hospitality.

Thank You!



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