RTIH Innovation Awards 26

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WELCOME TO THE 2026 RTIH Innovation Awards Ceremony



It is my great pleasure to welcome you to the historic The HAC here in the heart of the City of London, and the 2026 RTIH Innovation Awards.

Thank you to our fantastic sponsors, Enactor, 3D Cloud, Business France, Retail Technology Show 2027, and EdTech Innovation Hub.

Thanks also to our awesome judges:

- **Christiana Hawes,** Senior Director Retail Experiences Technology, Worldwide Studio Tours & Retail, Warner Bros. Discovery
- **Dan McGrath,** JD Group Customer Operations, JD Sports
- **Prabhat Johl,** Director of Data Science, Walmart
- **Meriel Neighbour,** Senior Programme Director, Ingka Group/Ikea
- **Yatin Garg,** Senior Manager, Product & Engineering, Amazon
- **Glen Richardson,** Non-Executive Director, PoundFun
- **Steve Webster,** Founder & Principal, Barking Cat Advisory
- **Melissa Moore,** Host of The Retail Tea Break podcast
- **Graham Broomfield,** Managing Director, Austen & Blake
- **Rob Smith,** Technology Officer, East of England Co-op
- **Vineta Bajaj,** Group CFO, Holland & Barrett
- **Jack Roberts,** Senior Global Director of GMS Technology, Fabletics
- **Karthik Jambulingam,** Senior Director of Enterprise Architecture, Batteries Plus
- **Nadine Neatrour,** Chief Marketing Officer, Gordon Ramsay Restaurants
- **Vivek Misra,** Lead Director - Engineering, CVS Health
- **Mike Cadden,** Chief Technology Officer, Marie Curie
- **Carole Kingsbury,** Chief Technology Officer, C&C Group
- **George Hayworth,** Retail Director, Bringg and former Head of Q-Commerce Development, Co-op
- **Christine Russo,** Industry Analyst and Retail Influencer
- **Matt Taylor,** UKI Chief Delivery Officer, Kyndryl
- **Paula Bobbett,** Chief Data and Digital Officer, Boots
- **Ben Miller,** Founder and Director, Bryher Bay Ventures
- **Toby Pickard,** Retail Futures Senior Partner, IGD

And last but most certainly not least, a round of applause for all our finalists this evening. Here's to a great night as we crown our latest RTIH Innovation Awards hall of fame entrants!



Scott Thompson
Editor & Founder, Retail Technology Innovation Hub
scott.thompson@retailtechinnovationhub.com

Your host for the evening

Aurie Styla

Aurie Styla is an award winning stand-up comedian, presenter, actor and broadcaster. Known for his high energy, observational comedy and charismatic presence, he has performed to audiences around the world.

He has appeared on Jonathan Ross' Comedy Club, Don't Hate The Playaz, Mo Gilligan's Black British & Funny, Comedy Central Live, The Stand-Up Sketch Show and Richard Osman's House of Games.

He was a writer on the BAFTA Award winning The Lateish Show with Mo Gilligan and contributes to BBC Radio 4's The Now Show and Newsjack. Aurie also hosts podcasts including Respectfully... and Aurie Styla's Replay Gang, and has fronted Radio 4's Tech Talk.

His stand-up special GREEN won the Spirit of the Edinburgh Fringe Award and explored therapy and mental health with humour and vulnerability.



Our star studded 2026 judging panel

Christiana Hawes

Senior Director Retail Experiences Technology, Worldwide Studio Tours & Retail, Warner Bros. Discovery

Bio: Christiana is a senior technology and data leader with international experience leading large scale digital and back office transformations and innovation initiatives. She has a proven track record of building high performing teams, and delivering measurable business impact across complex organisations.

Meriel Neighbour

Programme Director, Ingka Group/Ikea

Bio: With over two decades of experience delivering large scale global and concurrent digital and omnichannel programmes across retail, wholesale, and B2B, Meriel has led award winning transformations for brands including Clarks, Boots, River Island, and Ted Baker, managing budgets exceeding £200 million and teams of up to 500.

Karthik Jambulingam

Senior Director of Enterprise Architecture, Batteries Plus

Bio: At Batteries Plus, Karthik leads technology strategy and transformation across a 730+ store retail network in the United States.

With over 23 years in IT and a decade in technology leadership, he drives enterprise AI adoption, architecting multi-agent systems and agentic workflows for AI assisted selling, intelligent product discovery, and AI enabled decision-making in store operations, alongside a Gen AI assistant for store associates. He has also led the shift to cloud native, distributed architecture on Azure and Google Cloud, and modernised PoS and digital commerce platforms.

Dan McGrath

JD Group Customer Operations, JD Sports

Bio: With nearly 16 years at JD Sports and an entire career in retail, Dan is a recognised leader in retail technology and innovation. As Head of Customer Operations, he focuses on how emerging technologies can transform customer experiences and empower employees to perform at their best.

Jack Roberts

Senior Global Director of GMS Technology, Fabletics

Bio: At Fabletics, Jack leads the global technology strategy supporting customer experience across its portfolio of brands.

With more than 15 years of industry experience, he has led large scale transformation across customer engagement, automation and AI, with a focus on translating emerging technology into measurable business and customer outcomes.



George Hayworth

2026 judging panel

Melissa Moore



Vivek Misra

Lead Director - Engineering, CVS Health

Bio: Vivek is a Lead Director of Engineering at CVS Health, where he heads up technical strategy and digital platform transformation for major consumer businesses, including FrontStore, Photo, and OTC Health Solutions.

He specialises in large scale web architecture and cloud native commerce platforms, advancing AI native and agentic technologies to elevate the customer experience. He is also an active contributor to the technology community, serving as a judge for innovation competitions and technology programmes, including InnovateQA, Technovation, and as a co-author and peer reviewer of research publications focused on emerging technologies, AI, and intelligent QA automation.

Vineta Bajaj

Group CFO, Holland & Barrett

Bio: Vineta is an industry expert in the e-commerce and grocery industry, bringing several years experience in this space.

She spent ten years at Ocado Group, the FTSE 50 online grocer and technology provider supporting its growth and strategic M&A, strategic divestments and fundraising over £1.5 billion. She then took on the Group CFO role at Rohlik Group, a Pan European online grocer spanning five countries that has unicorn status. Vineta is currently Group CFO at Holland & Barrett.

Judging panel also includes:

George Hayworth
Retail Director, Bringg and former Head of Q-Commerce Development, Co-op

Nadine Neatrour
Chief Marketing Officer, Gordon Ramsay Restaurants

Ben Miller
Founder and Director, Bryher Bay Ventures

Mike Cadden
Chief Technology Officer, Marie Curie

Christine Russo
Industry Analyst and Retail Influencer

Glen Richardson
Non-Executive Director, PoundFun, former COO at The Range and CMO at Fruugo

Matt Taylor
UKI Chief Delivery Officer, Kyndryl

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Carole Kingsbury
Chief Technology Officer, C&C Group

Graham Broomfield
Managing Director, Austen & Blake

Bricks and Mortar Innovation

This award will go to a retailer enabling physical spaces to thrive via innovative technology, even as online shopping continues to grow. We're looking for examples of reducing friction in the customer journey, offering improved experiences, and blurring the lines between channels.

Shortlist

Bodycare and PMC

Bought out of administration in 2025, Bodycare has worked with PMC on an innovation driven store opening programme to bring its affordable health and beauty offering back to the high street, aiming to open 25 UK stores in 2026 and 200 by 2031.

Dunelm and Enactor

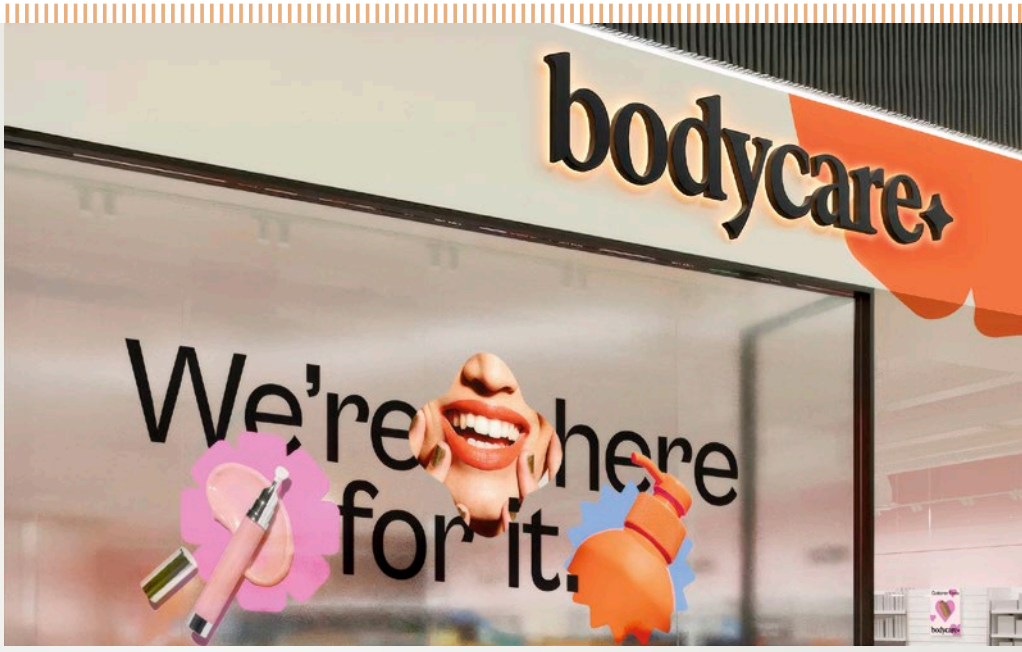
Dunelm has turned self-checkout from a small idea in 2023 into a core part of its stores, with assisted self-service now 85% rolled out across the estate. Instead of an off the shelf SCO, Dunelm built its own on the Enactor platform, running the same software as its tills.

Dunelm's own teams use the Enactor Toolkit to design and change the journey, adding real-time colleague headset alerts, a pin audio prompt and layouts that flex by store size.

Paul Smith and Sitoo

Paul Smith has transformed the role of technology in its physical stores with Sitoo's Unified Commerce Platform, anchored by PoS. Rolled out across 30+ stores in eight countries in three months, the platform gives associates greater freedom to serve customers anywhere in the store using mPoS.

Bodycare and PMC



Pharma&Go and Sensei

Pharma&GO turns a 70 m² store in Lisbon into a health shop that never closes. Opposite Hospital CUF Descobertas, it is 100% autonomous and open 24/7. Customers check in with a bank card, pick up what they need and walk out, with payment charged automatically. There are no checkouts, no queues and no staff on site.

Toolstation and eLocker

Toolstation has reimagined Click and Collect at its Toolstation GO Battersea store through a new 24/7 smart locker service developed with eLocker.

Waitrose and SOLUM

Waitrose and SOLUM are delivering a UK wide digital shelf transformation using Newton Pro electronic shelf labels. Following pilots, the programme has expanded to more than 200 stores and over three million labels.

Supply Chain Innovation

This award highlights companies that are re-inventing and re-thinking retail supply chains via innovative advancements in technology.

Shortlist

Belle AI
Belle AI is an AI powered SaaS platform boosting retail inventory management through fully automated demand forecasting and replenishment execution.

ARC by ChargeItSpot
ARC partnered with ShipBob, a platform with 60+ fulfilment centres, to solve a hidden supply chain bottleneck: managing the thousands of handheld devices associates rely on every shift.

OneRail and NVIDIA
OneRail is an AI technology delivery platform connecting inventory, transportation and shoppers in a single real-time transaction that unlocks speed, route optimisation, visibility and cost savings while delivering a better customer experience.

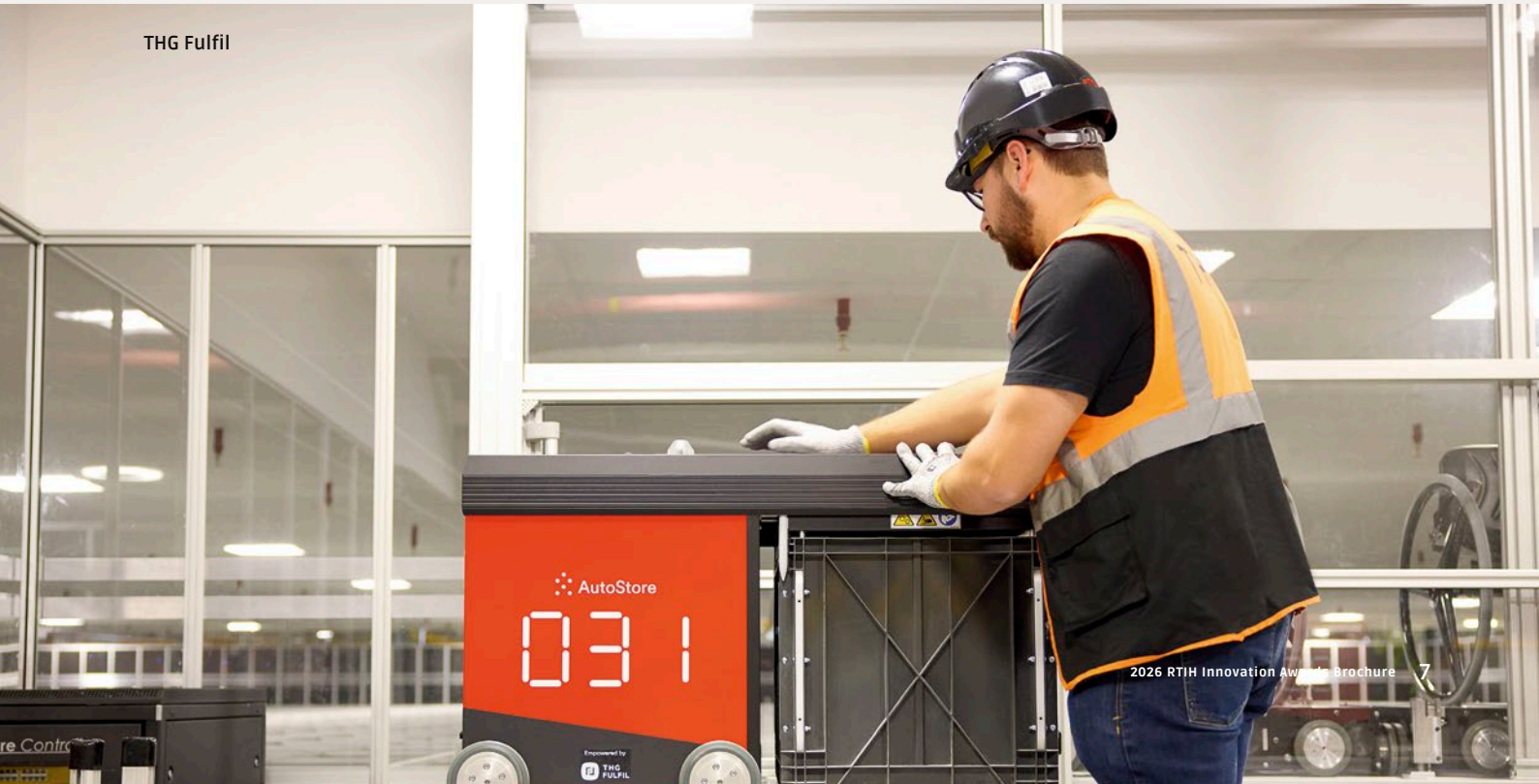
Optimix Solutions
Optimix Solutions helps retailers turn demand forecasts into better replenishment decisions with XFR, its AI powered forecast and replenishment solution.

Scurri and The Perfume Shop
Scurri has transformed delivery from a fragmented operational cost into a connected engine for efficiency, resilience and growth. Its platform gives retailers one integration through which they can manage multiple carriers, offer relevant delivery choices, display dependable delivery dates, support ship from store fulfilment and control branded post-purchase communications

TCS
AH360 is a centralised, real-time operations intelligence platform that gives supply chain teams a single view of critical business chains, supporting applications and live incidents.

Theseus Robotics
Retailers have automated much of their supply chain, up to the stockroom door. The last 30 metres, from stockroom to shelf, is still done by hand, and it is where many out-of-stocks begin. Theseus Robotics is automating that step with Theo, a wheeled, two-armed robot for the night shift.

THG Fulfil
THG Fulfil is a provider of technology led, AI driven fulfilment and courier management solutions. For over 20 years, it has operated some of the world's most complex e-commerce fulfilment networks.



THG Fulfil



Payments Innovation

This award recognises payment initiatives that are both innovative and customer and retailer friendly. We're looking to reward a project that has the potential to increase a retailer's competitiveness and effectiveness, and to improve the shopper experience. Bonus points if the project could be considered a first in the market.

Shortlist

Croissant Pay

Croissant Pay is a customer wallet and payment method for luxury e-commerce. Shoppers earn Croissant credit through purchases, brand funded credit drops, and resale, then spend it as one balance at any participating merchant's checkout.

Ecommpay

In a market where a failed transaction is lost revenue, and potentially a lost customer, Ecommpay has made its mission to push checkout performance to its absolute limit. A company wide investment in AI is analysing payment declines to transform e-commerce performance.

Edenred Payment Solutions and New Look

New Look transformed the returns experience by introducing a refund to gift card solution, giving customers a faster, more flexible alternative to waiting three to five working days for refunds to reach their account

Hozah AutoPay

Hozah AutoPay is a barrier free, ANPR driven payment platform that automatically charges drivers for parking on exit, with no app, ticket or machine required.

Justt and Madison Reed

Madison Reed, a hair colour brand selling through subscription memberships, direct e-commerce and nearly 100 Hair Colour Bars across the United States, has improved its chargeback win rate by 49% and its chargeback recovery rate by 69% with no increase in customer support headcount.

Nayax

Tigapo by Nayax is a cloud native cashless payment and experience platform built specifically for arcades and family entertainment centres, replacing coin, card and paper ticket systems with one connected ecosystem covering payments, loyalty, redemption and real-time analytics.

Sticky

Sticky is laying claim to a new model for digital hospitality ordering in stadiums: fast, contactless and so simple it can be deployed at any scale. Using NFC contactless touchpoints and a drag-and-drop, no-code platform, guests can order in under ten seconds with no app, login or table selection.

Zyntrix

Open Banking has existed for years, but nobody gave retailers or shoppers a reason to use it. Zyntrix's Payments with Purpose changes that.

Retailers enjoy reduced merchant fees by up to 45% and get paid up to 36 hours faster, with their own brand at the heart of checkout. Shoppers pay from their bank with Face ID, earn rewards, and see the saving fund causes they care about. Integrated into existing PoS systems, Zyntrix is live across retail, sport, care and hospitality.

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Most Innovative UK Retailer

Who has been the UK's most innovative, customer focused retailer this year? Judges are asked to look at highlighted tech deployments, pilots, initiatives etc. and decide which retailer has been the most consistently forward thinking and customer centric over the last 12 months.

Shortlist

DFS and 3D Cloud

DFS Group, which owns both DFS and Sofology, had an ambitious goal. After seeing early success with AB testing of 3D product page features and experiences, it decided to take on a huge scale challenge and create 3D experiences for nearly every product in its catalogue.

Euro Car Parts and Commerce

Euro Car Parts has transformed complex automotive product data into an AI ready discovery engine with Commerce's Feedonomics platform.

Goddiva

Over the last 12 months, British occasionwear retailer Goddiva has transformed AI from an experimental technology into a connected retail capability spanning customers, internal teams and wholesale partners.

Morrisons

Morrisons is trialling AI powered Caper Smart Trolleys for an autonomous checkout process. It has also deployed Digital Bluetooth Probing across its Oven Fresh departments to automate food safety checks. And it has rolled out a Pick to Light system using digital shelf edge labels to guide online pickers. Finally, its Everseen roll-out has supported its front end efficiency and made improvements into its loss recovery.

Toolstation

Toolstation has reimagined Click and Collect at its Toolstation GO Battersea store through a new 24/7 smart locker service developed with eLocker.

Waitrose and SOLUM

Waitrose and SOLUM are delivering a nationwide digital shelf transformation using Newton Pro electronic shelf labels. Following pilots, the programme has expanded to more than 200 stores and over three million labels.



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Emerging Retail Technology Innovation of the Year

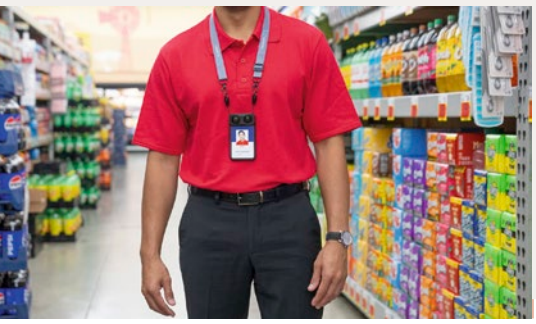
This award will highlight projects involving emerging technologies across the omnichannel retail landscape that have gone beyond the proof-of-concept stage, scaling and delivering results for retailers/brands and their customers.

Shortlist

AIMETECH
Chefs For Foodies (CFF) is a curated dropship marketplace for UK speciality food and premium kitchen brands. Stock stays with the producer until it sells. AIMETECH is building an agentic commerce platform for CFF on top of this model.

Augmodo
Augmodo builds physical AI infrastructure powered by wearable computer vision for frontline teams. Store associates wear a passive Smartbadge during normal shifts. As they move, outward facing cameras capture shelf conditions, using egocentric vision models to build a dynamic 3D spatial map of inventory, identifying out-of-stocks, gaps, and misplaced items in real time.

EDEKA and eyefactive
EDEKA Jensen in Uetersen near Hamburg runs the first self-order kiosk at a fresh food counter within EDEKA. This lets customers place their meat and sausage orders on a touchscreen, carry on shopping while the counter team prepares it, and collect it at the self-service counter. Payment happens at the regular checkout.



Augmodo

Fixit
Talos is an AI sales and support agent for online shops that works from the shop's own live data: catalogue, stock, prices, shipping rules and orders. One agent answers on web chat, Instagram, Messenger and WhatsApp, recommends in-stock products using the merchant's own attributes, answers "Where is my order", hands over to a human when needed, and writes the shop's product copy from the same catalogue.

Focal Systems
Computer vision in stores has mostly been judged on detection: how many empty shelves a system finds. Focal Systems has taken it further. Fixed cameras read every shelf in the store every hour, and in 2026, that view extended to the stock stacked above the shelf and, in trials, the back room.

The system now matches each gap to stock the store already has, sends staff a prioritised task, and uses the same camera to confirm the gap was filled. Focal runs 500,000 cameras in more than 1,000 stores, captures over 40 million shelf scans a day, and has confirmed 23 million+ gaps filled.

Goddiva
Goddiva is using emerging AI technology to transform how customers discover, choose and purchase fashion online.

GrowStocks
GrowStocks reads a UK FMCG brand's own weekly retailer data and finds the store level stockouts that stay invisible inside a "healthy" national figure.

Hanshow
Hanshow, shopreme and Lucky Cart are building a connected Smart Cart ecosystem. Combining Hanshow's Smart Cart hardware platform, shopreme's in-store operating system and Lucky Cart's retail media expertise, the solution creates a scalable foundation for modern grocery retail.

InnoXR Labs
InnoXR Labs' Atmos OS is an intelligence layer for physical retail that turns in-store customer interactions into decisions retailers can act on. Using glasses free holographic and interactive surfaces (HoloInteract, AR Mirror, Smart Kiosk, and Retrofit Kit) plus on-device Edge AI, Atmos OS shows what attracts attention, what gets ignored, and what shoppers respond to, then helps adapt on-display content.

Mys Tyler
Mys Tyler partnered with City Chic to improve shopper fit confidence and reduce online returns. Using Mys Tyler's FitCheck technology, the partnership combined diverse creators, visual fit reviews and structured fit data. This content was embedded on City Chic's product pages across Australia, New Zealand and the US.

shopreme
At retailers like famila Nordost, shopreme's snap cart Smart Cart software transforms shopping carts into a digital self-checkout touchpoint.

ZigZag
ZigZag launched its WhatsApp Returns initiative to respond to a fundamental shift in consumer expectations: post-purchase experiences must now be as fast, intuitive, and mobile first as the purchase itself.

Retail Media Innovation

As the retail media boom continues into 2026, technology platforms are playing an increasingly important role, helping retailers build connected retail media propositions and enabling brands to target, optimise, and track campaigns with precision. We're looking to reward projects that have tapped innovative technologies to unlock revenue streams for retailers by monetising their first-party data and physical and digital stores, strengthening supplier relationships, and improving shopper experiences.

Shortlist

Age-Gate by Adello

Age-Gate by Adello places a camera-based age check inside a mobile ad unit, so age restricted advertising is shown only after the viewer's age has been checked.

The facial age estimate runs on the user's own device, and no image is stored or transferred. In a two-week live campaign in Switzerland's tobacco category in May, using a deliberately generic creative, the unit delivered 67,801 impressions at 63.5% viewability and 1.1 minutes average dwell time. 25.6% of users who engaged completed the age check. Switzerland's revised tobacco law, expected in early 2027, requires age controls for online tobacco advertising.

FashSYNC

FashSYNC is an in-store retail media platform delivering real-time SKU level intent detection and closed loop attribution on Samsung DOOH displays. It is unlocking a $22-30 billion untapped retail media market in premium fashion, where grocery retail media dominates (Cooler Screens) but fashion has remained fragmented and undermonetised.

Hanshow

Hanshow, shopreme and Lucky Cart have created a unified smart cart ecosystem that brings personalised, measurable retail media into the physical shopping journey.

Hanshow provides the connected hardware and in-store technology foundation, shopreme delivers the smart cart software, self-scanning experience and store integration, while Lucky Cart contributes its personalisation and retail media capabilities.

Jisp

Jisp's Scan & Win Video platform turned McVitie's Moments packaging into an always on shopper engagement channel for long-standing FMCG partner Pladis.

Using Scan & Win's new video technology to allow the scanning of a physical product to start entry (not on-pack QR), instant win mechanics and multi-channel marketing, the six-week campaign generated over 1,000 product scans from 132 unique shoppers, with 62% returning to scan more than once, a new benchmark for the platform.

Paid social reached over 137,000 consumers at a 3% click-through rate, while owned channels drove more than 5,400 landing page visits. Beyond engagement, the campaign delivered valuable first-party shopper data for Pladis.

Lloyds Rewards

Lloyds Rewards is one of the UK's largest bank led retail media platforms. Connecting over ten million eligible customers with retailers, brands and partner propositions through Lloyds' digital channels.

Over the past year, Lloyds has evolved Rewards beyond traditional cashback, introducing challenges, prize draws, retailer discounts and strategic partnerships to create multiple ways for brands to engage customers.

Particular Audience and Intersport Austria

Particular Audience and Intersport Austria have put relevance at the centre of on-site retail media. Instead of letting bids alone decide what shoppers see, Particular Audience's AI ranks sponsored and organic results together, so ads stay useful to the shopper.



Jisp

RFID Project of the Year

This category shines a light on how RFID solutions are helping retailers increase visibility in their supply chains and stores, gain operational efficiencies and enhance customer satisfaction. We're looking for successful implementations of RFID across the retail landscape, with use cases including inventory visibility, supply chain visibility, omnichannel offerings such as ship-from-store, buy online and pickup in store (BOPIS) and self-checkout systems.

Shortlist

Checkpoint Systems and JD Sports

JD Sports is transforming inventory management across its European estate using RFID technology. Following a 2024 pilot with Checkpoint Systems, RFID was deployed to over 400 UK and Ireland stores during 2025, with the remaining 680 European stores targeted by October 2026.

Checkpoint's ItemOptix software provides them with real-time inventory visibility, improving stock accuracy, shelf replenishment and product availability while enabling more advanced, data-driven retail operations for the future. RFID is also being extended across JD Sports' European distribution centres, combining ItemOptix software with RFID tunnel technology to improve inventory visibility throughout their supply chain.

Edgbaston and Levy

The Edgbaston RFID Smart Cup System overhauled the management of reusable cups during the 2026 cricket season. Replacing a legacy deposit refund process with RFID enabled cup validation, the solution ensured deposits could only be refunded when a genuine deposit backed cup was scanned.

Alongside improving financial controls, the system enhanced cup return performance, reduced cup losses, lowered staffing requirements and delivered a more efficient returns operation across major sporting events.

The project combined RFID technology, automated validation and operational process redesign to create a scalable circular economy solution. Across the first full season, the system achieved a 95.7% cup return rate, improved deposit integrity and generated significant labour and security savings, demonstrating both commercial and sustainability benefits.

Lager 157 and ClarityRFID

Lager 157, a Swedish fashion retailer, has partnered with ClarityRFID to pilot the Clarity Store solution across three stores in Denmark, Sweden and Finland.

Over three months, the pilot replaced manual stock counting and shipment receiving with real-time, item level RFID data, lifting stock accuracy to as high as 98-99.8% and SKU accuracy to as high as 97% in participating stores.

For a retailer built on product, price and word of mouth trust rather than traditional marketing, that level of inventory visibility strengthens the promise at the centre of the brand: knowing exactly what's in stock, in which size and colour, at which store. Lager 157 and ClarityRFID are now working toward a full production roll-out across the retailer's six-country store network, planned for 2027.

RADAR

RADAR lays claim to being the only vertically integrated provider of overhead RFID, delivering perpetual, item level inventory intelligence for retail at scale.

Through item detection and location sensing today, and expanding user behaviour analytics over time, RADAR gives retailers the ability to measure their physical stores the way they already measure their ecommerce business, turning one accurate inventory foundation into a different advantage for every function of the business.

As of Q3 2026, RADAR is deployed across more than 1,700 stores and 21 million square feet of retail space, indexing over 55 million products and processing more than 130 billion tag reads daily.



Checkpoint Systems and JD Sports

Digital Transformation Project of the Year

This award celebrates those who are at the forefront of digital transformation in the retail space, achieved through the deployment of innovative technologies.

Shortlist

Ann Summers and PMC

Ann Summers partnered with PMC to modernise its core IT infrastructure after years of legacy development had left its tech stack complicated, expensive to maintain and difficult to manage, slowing innovation and creating operational friction.

Dunelm and VoCoVo

Dunelm is transforming its in-store communications infrastructure by upgrading from legacy Series 3 to VoCoVo Series 5 Pro Headsets across its stores. The new devices are elevating CX, day-to-day reliability and enabling improved comfort, while creating a platform for AI powered features that change the way colleagues operate and respond to customer queries.

East of England Co-op and Transaction Network Services

East of England Co-op operated more than 200 sites on a fragmented, multi-vendor network with failover times of up to 90 seconds. Working with Transaction Network Services (TNS), the retailer deployed TNS Secure SD-WAN to consolidate its connectivity into a single, resilient platform with built-in redundancy.



East of England Co-op and TNS

Fortnum & Mason and Proximity

For more than 300 years Fortnum & Mason has been known for exceptional personal service. Earlier this year, Proximity and Fortnum & Mason launched 'Fortnum's Connect' to bring that service to customers wherever they are.

The platform gives store teams a clear view of each customer's purchases, preferences and conversations, helping them make relevant recommendations, stay in touch beyond the store and serve customers around the world through remote payments and global delivery.

Intersport Elverys and Rezolve Ai

Intersport Elverys, Ireland's oldest sports retailer, has transformed its online merchandising in partnership with Rezolve Ai, replacing manual, rules-based work with automated product placement across the site and its search results.

MKM Building Supplies and Commerce

MKM has transformed its digital proposition to make purchasing and account management simpler for trade customers, while strengthening the connection between digital and its nationwide branch network.

Working with Commerce, MKM has built a modern, composable commerce platform designed around complex B2B requirements, including personalised pricing, account terms, credit, quotes, invoices and fulfilment.

Paul Smith and Sitoo

Paul Smith transformed its international store technology with Sitoo's cloud native Unified Commerce Platform, anchored by PoS. Rolled out across 30+ stores in eight countries in three months, the project replaced legacy store technology with a connected platform supporting fixed and mobile selling, real-time inventory visibility, customer recognition and cross-channel operations.

The Body Shop and GoPlaces

The Body Shop had deep high street and direct-to-consumer roots but no operating model for social commerce. So GoPlaces built one. It deployed its technology, OnePlace, for the data foundation, created an affiliate creator network at scale, and ran professional live retail from its studios.

THG Ingenuity

In October 2025, THG Ingenuity and Google Cloud announced a strategic partnership. This focused on combining Google Cloud's generative AI and data analytics products with THG Ingenuity's end-to-end commerce and fulfilment capabilities with a goal of accelerating product innovation, delivering step change outcomes for customers, and opening new go to market opportunities.

WHSmith and SOLUM

WHSmith and SOLUM are supporting a new benchmark for travel essentials retail through Newton Pro electronic shelf labels at WHSmith's flagship stores across Heathrow Terminals 3, 4 and 5.

Customer Experience Excellence

Economic pressures, shifting trust and increasing AI adoption are reshaping customer behaviour and their expectations of retailers. This award will go to an online and/or physical retailer that has understood and reacted in a positive fashion to these customer trends and patterns, by providing exceptional omnichannel customer experiences, powered by innovative technologies.

Shortlist

Dark's Bar, Lord's Cricket Ground

Dark's Bar at Lord's has transformed hospitality at one of the world's most iconic sporting venues, combining innovative retail technology with a design sympathetic to Marylebone Cricket Club's unique heritage.

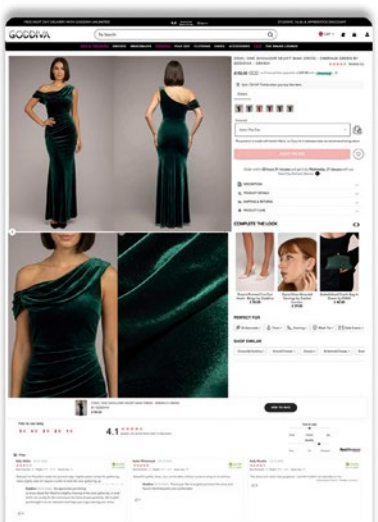
The solution removes friction from the customer journey, while the technology sits quietly in the background, making the experience feel effortless rather than technology led. Faster service and a seamless purchasing journey have contributed to a 35% uplift in units sold. Crucially, innovation has not come at the expense of character: Dark Bar complements the architecture and traditions of Lord's while meeting modern customer expectations for speed, simplicity and convenience.

Goddiva

Post-Covid, customer expectations have moved beyond simply being able to shop online. Customers increasingly expect digital retail to provide the personalisation, reassurance and individual attention traditionally associated with an in-store experience. Goddiva responded by reimagining occasionwear e-commerce around the individual customer.

AI curated collections adapt around her preferences; intelligent memory recognises her size and past favourites; AI Size Finder helps establish fit; Virtual Try-On lets her see dresses on herself; and personalised alteration recommendations help perfect the final choice. Together, these technologies turn a conventional e-commerce catalogue into an intelligent, evolving digital fitting room experience designed around each customer.

3. Product Page View Featuring AI-Generated User Images



Hockerty

A Hockerty customer can design a navy suit, a light blue shirt and a camel coat, then see all three on a photo of themselves before a single piece is cut.

That is virtual try-on. Generative AI renders every item in the basket together, from its actual configuration: fabric, cut, colour, lapel, pockets. The same look can be moved to a meeting room, a wedding or a street. It takes 20 to 30 seconds, runs in the browser, and covers the whole range from suits to sneakers, in five languages.

Lloyds Banking Group

Lloyds Rewards is transforming how customers engage with their bank by creating one of the UK's most innovative and rewarding digital experiences.

Available to over ten million eligible customers through Lloyds' digital channels, Rewards combines cashback, challenges, prize draws, retailer discounts and strategic partnerships to help customers save money, discover new brands and be rewarded for everyday activity.

Over the past year, Lloyds has evolved Rewards beyond a traditional cashback proposition into a broader customer engagement platform that delivers meaningful value, greater choice and more personalised experiences. The result is a customer centric innovation that rewards everyday banking in new and engaging ways.

Yours Clothing and Poq

Yours Clothing has worked with poq for seven years, since launching its first native mobile app in 2019.

Rather than treating that success as a one off, Yours Clothing used it as the model for a repeatable, multi-brand mobile commerce strategy: M&Co (2023), Evans (2024), Bad Rhino (2024), Long Tall Sally (2025), Pixie Girl (2025), Yours Clothing Germany (2025), and now the Yours Clothing app (2026) have launched globally on the same proven foundation.

The result is a genuinely scalable approach to omnichannel customer experience - one that delivers a consistently excellent app experience across a diverse portfolio of brands, rather than customer experience excellence being limited to a single flagship.

Omnichannel Retail Initiative of the Year

This award will go to a tech centric approach to retail that provides customers with a fully integrated shopping experience across bricks and mortar stores, online, mobile, and everything in between.

Shortlist

Lyzer

Lyzer is a Lisbon-based logistics-as-a-service (LaaS) platform that gives retailers one system for every channel. It brings orders from stores, online shops and marketplaces into one dashboard, assigns picking and delivery work with smart task allocation, and fulfils each order from the nearest store through Click and Collect, home delivery or both.

Guided picking uses optimised store maps, and route optimisation groups deliveries into efficient clusters. Retailers can turn their existing stores into fulfilment hubs: Staples Portugal now offers same-day delivery within four hours. Lyzer has processed over 1.1 million orders worth more than €330 million in GMV.

SaleDock

Celerant ONE is the evolution of Saledock's all in one retail platform, created to help independent cycling retailers replace disconnected systems with one powerful solution

It unifies PoS, inventory, e-commerce, workshop management, customer data and supplier integrations, simplifying operations across stores and online channels. Developed through direct collaboration with retailers, the platform is intuitive, scalable and tailored to the realities of cycling retail.

Following Saledock's 2025 acquisition by Celerant Technology, the launch of Celerant ONE combines Saledock's UK expertise and local team with greater resources and innovation, while preserving the retailer led mission that has guided the business since its founding in 2019.

Sitoo and Paul Smith

Paul Smith has transformed how its stores connect with the wider customer journey through Sitoo Unified Commerce Platform, anchored by PoS.

Rolled out across 30+ stores in eight countries in three months, the solution connects store teams with inventory, customer and cross-channel information in real time. Customers are recognised and rewarded consistently across stores and online, supported by one customer view shared across systems. Associates can move with customers using mobile PoS, access inventory beyond the individual store and support ship-from-store. The result is a more connected experience across physical stores and online.

Stellar Global (Marvesting Group) and Samsung

Stellar, part of Marvesting Group, has supported Samsung for over eight years, designing omnichannel strategies that connect in-store experiences with virtual engagement to boost brand loyalty and ROI. Samsung KX is a 20,000 sq ft flagship in London which has been run by Stellar since opening in 2019.

Within this space, Stellar has built end-to-end customer journeys through immersive product experiences, events, workshops, live broadcasts and virtual engagement. For the February 2026 Galaxy S26 Unpacked launch, Samsung KX was transformed into a Korean street watching party, with Stellar delivering a DTC live broadcast, multi-platform review content and 23 hours of TikTok live shopping. Results included a 24% sales uplift, 100% NPS and six million views.

THG Studios

On 26th February, THG Studios delivered the world's first AI driven, immersive, shoppable catwalk, an officially certified world record achievement.

This project deployed a complete, end-to-end AI ecosystem, moving beyond single point solutions. From AI driven creative concepting and a hybrid human-AI model runway, to the Front Row AI app that made the event instantly shoppable, THG Studios closed the gap between inspiration and transaction in seconds. It created a new, commercially proven strategy for brand experience, transforming a live marketing event into a measurable, data rich growth engine and setting a new global standard.

VS Labs

VS Labs is the product and innovation arm of Visualsoft, building Shopify apps and in-store tech that connect e-commerce and physical retail into one unified customer experience.

Launched last year, VS Labs develops solutions around the practical challenges retailers face when connecting customer journeys, data and experiences across channels.



AI Innovation (UK)

This award will highlight AI projects across the UK omnichannel retail landscape that have gone beyond the proof-of-concept stage, scaling and delivering results.

Shortlist

Bodycare and PMC

Bodycare was bought out of administration in 2025 and established an ambitious, innovation driven store opening programme to bring its affordable health and beauty offering back to the high street, with AI central to its comeback.

Furniture Connect

Furniture Connect is using AI to make more of a furniture retailer's existing range commercially viable online.

Goddiva

Goddiva AI is a proprietary AI powered fashion commerce ecosystem developed to transform how customers discover, select and purchase occasionwear online.

Built using OpenAI GPT, LangChain, Pinecone Vector Database, Python, Django, MySQL and Shopify integration, it combines conversational commerce, semantic product discovery, intelligent personalisation, AI size finder, virtual try-on and automated customer support within one connected platform. Beyond the customer journey, Goddiva AI powers bestseller analysis, trend forecasting and product performance prediction.

Iceland and SAI

Iceland partnered with SAI to harness AI to make its stores smarter, safer and easier to run, tackling shrink while improving colleague productivity and operational performance.

John Lewis and FoundIt!

John Lewis and FoundIt! deployed genuine, scalable AI to transform retail discovery across a complex 170,000-SKU catalogue. The initiative tackled both sides of the journey: helping customers navigate products through intelligent visual navigation, while making relevant ranges more discoverable through automated, intent led SEO.

Together, these complementary capabilities created a powerful discovery flywheel, bringing more relevant shoppers to the site, helping them find products more easily and generating an eight-figure commercial benefit.

Levy and Kappture

Levy and Kappture have together, delivered Europe's largest frictionless store deployment into Manchester United, with seven BRISK bars operating across the historic Old Trafford.

Minimist

Donated second-hand stock is the hardest inventory in retail for AI to handle. Every item is a one-off with no barcode, no SKU and no product data, arriving in unpredictable condition, so none of the catalogue assumptions that make retail AI work apply.

Minimist turns a single photograph of a donated item into a priced, measured, described listing published across eight marketplaces in 30 seconds, against up to 10 minutes by hand.

Snag and Patchworks

Snag, a size inclusive DTC fashion brand shipping to 100+ countries, has taken AI beyond chat and into live retail operations.

Using Claude as the reasoning layer and Patchworks as the execution layer via MCP, Snag's team now runs product and order operations across multiple Shopify storefronts, five warehouse systems, its PLM, Sage 200 and marketplaces through plain language instructions. Patchworks closed the gaps native AI connectors couldn't: it reached systems with no MCP server and unlocked Shopify's Bulk Operations API.



Iceland and SAI

AI Innovation (Rest of World)

This award will highlight AI projects across the global omnichannel retail landscape that have gone beyond the proof-of-concept stage, scaling and delivering results.

Shortlist

Logile and Vallarta Supermarkets

Vallarta Supermarkets transformed fresh operations with Logile's AI powered Fresh Operations Management capabilities, connecting item level forecasting, production, inventory, labour and store execution.

My Instore Radio

AI Voices by My Instore Radio enhances how retailers and hospitality businesses create and manage in-store communication. In one browser-based workflow, a built-in AI assistant helps users write and refine a message, after which they can select the language, regional variant, voice, style and speaking speed, add background music, preview the final mix and schedule it by location, date, day and time.

Profitmind

Retailers need to understand how their assortments, prices and promotions compare with the competition. Profitmind developed Awase, an AI model that matches products across retailers so merchants can see where they overlap and where there are gaps worth pursuing.

Screenix

Screenix created an AI fashion avatar that brings the intelligence of online retail into the physical store. Shown on a spatial 3D display, the avatar presents the latest collection and catches shoppers' attention. All content is produced with generative AI, so a retailer can refresh looks quickly without a new photoshoot for every campaign.

Sphere

Sphere deployed an AI powered inventory optimisation solution for a $200 million B2B distributor serving the retail supplies market. The system unified CRM data, customer behaviour, sales history and real-time market signals from Amazon, eBay and competitor pricing. It then generated recommendations for inventory selection, vendor negotiations, pricing, customer targeting and demand forecasting.

Sitoo

Sitoo SIA brings AI support into Sitoo POS and BackOffice, giving retailers 24/7 access to Sitoo knowledge in more than 40 languages.

When SIA can answer the question, it provides an immediate response. When human expertise is needed, it can connect the user with the appropriate Sitoo support or product expert. SIA resolves more than 60% of the conversations it handles, with customer satisfaction at almost 90%. Retailers including Gina Tricot and Paul Smith show how SIA is creating value in different ways, from faster support to helping store teams learn the system.

Slive.ai

Slive.ai unifies three layers usually sold as separate products: a modular business engine spanning store, sales, items, purchasing, warehouse and treasury; a native collaborative network where every conversation is anchored to the transaction it concerns; and a team of AI agents led by Astro Slive that execute operations rather than merely answering questions.

TCS

TCS Optumera is an agentic AI powered merchandising platform that leverages artificial intelligence built on all major machine learning paradigms, including supervised, unsupervised, self-supervised, and reinforcement learning, enabling the platform to sense, reason, simulate, and optimise continuously across pricing, assortment and space. The platform continuously listens to market, competitive, and environmental signals; anticipates demand shifts; and recommends precise, profitable actions across merchandising functions.



Sustainable Retail Innovation

This award will go to a retailer or brand that has worked with technology suppliers to put sustainability at the core of its values. The winning entry will show how a company has boosted its green credentials while also demonstrating the tangible business benefits of sustainable practices.

Shortlist

Gatekeeper Systems and Morrisons

Gatekeeper Systems and Morrisons have partnered to deploy intelligent trolley retention technology across high-risk stores, demonstrating that loss prevention and sustainability are complementary goals.

The Cart Control programme uses prevention first, wheel locking systems to keep trolleys within store car park perimeters. An initial five-store efficacy trial delivered a 67% reduction in trolley losses, avoiding an estimated 87.4 tonnes of CO_2e annually, equivalent to removing 20 petrol cars from UK roads.

The programme has since expanded to 19 stores with further roll-outs planned, proving this is a scalable, replicable innovation with measurable environmental and commercial impact across the grocery retail sector.

Minimist

Every donated item that fails to sell is goods heading for export or landfill. Around 1 to 3% of charity retail stock is listed online, so the sector's unsold volume is enormous and largely invisible.

Minimist makes listing donated items faster than not listing them, which puts stock in front of buyers who want it. 28 charity retailers have listed 73,844 items and sold 31,580, avoiding 197.6 tonnes of CO2e net and keeping 44.6 tonnes of material out of landfill and incineration, while raising 1,409,994 euros.

Pricer and Company Shop Group

Pricer and Company Shop Group have transformed the shelf edge across the UK's leading Company Shop 'Surplus Supermarket' estate, using electronic shelf labels (ESLs) and automated pricing to help more surplus food find a home rather than go to waste.

As a surplus redistributor, Company Shop has to deal with rapidly changing, short shelf-life products which can require multiple price changes daily to ensure the stock is sold and not wasted. Pricer's centrally controlled ESLs replace labour intensive manual updates with accurate, real-time pricing and markdowns help maximise sell-through while protecting Company Shop's value proposition.

The solution has contributed to a 5% improvement in productivity, freeing colleagues for customer facing tasks while supporting Company Shop's mission to ensure no surplus product goes to waste.

SharkNinja and Ingram Micro Lifecycle

Since 2022, SharkNinja and Ingram Micro Lifecycle have built a circular economy programme for small domestic appliances, now supporting more than 900 SKUs across Europe and North America and giving a second life to over 83% of returned products.

Through advanced repair, refurbishment, parts harvesting, and recommerce, the programme maximises product recovery, reduces e-waste, and lowers demand for virgin materials. Refurbished products are resold through major consumer channels, generating new revenue while increasing access to affordable, sustainable appliances.



Best Data Analytics Driven Retail Initiative

This category shines a spotlight on innovative approaches to connecting, integrating and unifying data within retail organisations.

Shortlist

Circana

Circana's data science team built Demand Forecaster, a self-correcting forecasting system run as a two-level tournament. Demand drivers compete for a place in each model, then forecasting methods compete to project each driver, with every round decided by explicit, auditable rules.

Datitude

Retail data is fragmented by design. Tech stacks built around systems/tools, each with its own version of the truth. Datitude's unified retail data platform solves that problem at source. Five connected layers integrate, clean, model, define and surface data, giving every team access to the same trusted numbers through Datitude's Application, Excel Add-in, BI tools, data feeds and now, AI.

New this year is a Semantic Layer and AI Gateway, extending the governed foundation for advanced analytics to AI. One platform connecting, integrating and unifying data. More data, more use cases, more ways to access it. Better, trusted intelligence.

EE Retail

Own Your Town transforms complex customer, commercial, geographic and retail data into actionable local intelligence. By connecting previously separate datasets, every EE store can understand the size of the opportunity within its catchment, how much it is capturing and where future growth lies.

Focal Systems and Village Super Market

An empty shelf often isn't a true out-of-stock. The product is in a case overhead, and the store's systems can't say where. Focal Systems' Top Stock, launched in August, closes that gap with data the store already collects.

Cameras installed in the store read coded labels on overhead cases every hour. Focal matches what they see against the store's inventory records and the gaps on the shelf below, then turns each match into a restocking task.

Footasylum and invent.ai

As Footasylum expanded its UK bricks and mortar network, growing complexity across forecasting, demand planning and inter-branch transfers was creating operational inefficiencies and impacting product availability. The retailer partnered with invent.ai to overhaul its forecasting and inventory processes, replacing manual inventory rules with automated, data driven decisioning.

HyperFinity and JD Sports

Personalisation is easy to promise and hard to prove. JD Sports wanted proof before committing further budget to a loyalty programme. So HyperFinity built it a centralised personalisation engine and ran three controlled trials: category offers, spend-based incentives, cross-sell mechanics.

MRI Software and Sky

Sky partnered with MRI Software to transform how it measures customer engagement across its retail estate, particularly its mid-mall concessions where traditional footfall metrics fall short.

Quorso and Currys

Currys operates 296 stores across the UK and Ireland, and like most large format retailers, it had more data than its store teams could act on. Reports arrived across multiple platforms and took hours each week to work through.

Regional averages also hid what each store actually needed. Working with Quorso, Currys launched Action AI. It unifies data from every source, in whatever format it arrives, and analyses each store individually to surface the specific actions most likely to move its numbers.

Retail Express

Retail Express partnered with a leading regional UK convenience store operator (240+ stores, £147 million+ 12-week turnover) to transform how raw transaction, margin, and competitor pricing data is unified and acted upon.

Vusion and Kavanagh

Vusion360 brings together the full suite of Vusion's technologies, transforming the store into a fully connected, intelligent and data driven ecosystem.

ESLs, EdgeSense, Captana, Pulse, VusionLive and VusionCloud each work in tandem to turn data from across the store into practical and actionable insights for retailers. The system enables prices and promotions to be updated in real-time, constant shelf monitoring and expiry management, and the ability to communicate and display a wealth of product information right at the shelf edge. Kavanagh's Belsize Park became the UK's first store to be fully equipped with Vusion360.

Best Use of Automation in the Retail Sector

This award will highlight automation projects across the omnichannel landscape that have resulted in retailers rethinking their operations, improved productivity, enhanced customer experiences, and competitive advantages.

Shortlist

commercetools and Trail Appliances

Trail Appliances' growth had created a problem: the commerce platform that once supported the business was now holding it back. Complex promotions were difficult to deliver, development was increasingly time-consuming and the business needed greater freedom to innovate. Rather than accept those constraints, Trail Appliances rebuilt its commerce foundation with commercetools.

EE Retail

STAT! (Store Tools and Task) is transforming how EE Retail manages operational activity. Previously, tasks were spread across legacy automations, standalone apps and reporting tools. STAT! brings everything into one operational platform, with RALPH, the Retail Action Log (Pretty Helpful!), providing a single view of required actions. Tasks are scheduled or automatically triggered by operational data, helping stores act quickly while giving leaders live visibility of progress and risk.

Flip and Liquid I.V.

Liquid I.V. transformed its phone service from seasonal shutdowns into a channel available around the clock with Flip's conversational AI. Facing summer call volumes four to five times normal levels, the brand deployed an AI agent in approximately 2.5 weeks to resolve customer requests while preserving its distinctive voice.

Furniture Connect

Furniture Connect is automating the end-to-end path from a finished furniture product to an e-commerce listing across multiple channels. Instead of requiring teams to coordinate photography, image editing, product preparation, catalogue content and channel formatting as separate tasks, the platform brings them into a single agent driven workflow.

Goddiva

Goddiva has built an AI powered automation ecosystem connecting customer experience, retail intelligence and fashion product development. Simple customer inputs can trigger personalised product recommendations, sizing guidance, virtual try-on, order tracking and return support.

Behind this, Goddiva's Global Product Analysis interprets sales, returns, stock, size and style performance to generate actionable trading intelligence. These insights connect with an AI powered Design Studio spanning trend forecasting, design exploration, costing, competitor analysis, size ratio planning, technical specifications and grading.

Lily AI

Before a product reaches a consumer, an AI system increasingly decides whether it gets discovered or recommended. Lily AI has spent six years making products understandable to these systems.

Optimum Retailing

Most AI merchandising tools produce plans, not planograms. Head office teams still turn each plan into a layout for every fixture in every store, by hand. Optimum Retailing automates that step. Realgram AI reads sales, inventory and store conditions and generates a store specific planogram for every fixture, giving the best positions to high margin, fast selling products. Image recognition then verifies each set-up as the photo is taken. Print, distribution and store issues are managed in the same platform.

Public Group

Public Group, which operates public.gr, public.cy and publicbusiness.gr, replaced more than ten disconnected tools and spreadsheets with Content Dashboard, an in-house platform that runs product content as a production line.

Retail Express

Retail Express has transformed grocery pricing by replacing manual, error prone spreadsheets with an AI powered Intelligent Merchandising engine. Focused on pricing automation and automatic application of retailer strategy, the solution elevates trading teams from administrative roles to strategic leaders.

Snag and Patchworks

Snag, a size inclusive DTC fashion brand shipping to 100+ countries, has taken AI beyond chat and into live retail operations. Using Claude as the reasoning layer and Patchworks as the execution layer via MCP, Snag's team now runs product and order operations across multiple Shopify storefronts, five warehouse systems, its PLM, Sage 200 and marketplaces through plain language instructions.

Inclusive Technology Innovation

We've decided to carve out a separate category to showcase what is being delivered in the inclusive shopping space, and shine a light on what is a huge, untapped retail customer/service market that suppliers and retailers are now really leaning in to and embracing more fully. This award will go to a retailer or brand that has tapped innovative technology to put inclusion at the core of its values. The winning entry will show how a company has boosted its inclusive credentials whilst also demonstrating the tangible business benefits involved.

Shortlist

Hockerty

Nearly a third of Hockerty's new customers have a BMI over 30, going by the height and weight they enter at checkout. In Germany, France, Italy and Spain that share is 1.6 to 2.2 times the rate among men in the general population.

Made to measure has no size chart to fall off, and larger bodies have noticed. Hockerty's September 2026 analysis puts numbers on it, and it has built on that: a body profile from three numbers, a try-on on the customer's own photo, and pages written for bigger and taller men.

Nūl

Nūl is an agentic AI platform helping fashion and retail teams make better inventory decisions before costly mistakes become excess stock, markdowns or missed sales.

It has worked with a retailer in Singapore and South East Asia called Our Barehands, which creates sustainable livelihoods for artisanal communities, working with displaced or refugee communities, and combines made-to-order and off-the-rack fashion for a more sustainable business model. Yet fragmented systems, manual processes and limited visibility across materials, production, inventory and customer orders made this model difficult to scale.

Nūl adapted its existing platform to cover end to end agentic forecasting and production, ensuring an AI powered integrated fashion supply chain. The project demonstrates how human centred AI can reduce complexity and support scalable, purpose led growth for mission driven brands.

Sticky

Sticky used its no-code platform to make stadium hospitality more accessible for both guests and operational teams.

Following a deployment at Manchester United, it created accessible ordering across four dedicated stadium areas, using large format QR codes so wheelchair users and other guests could order without leaving their seats. The same drag and drop platform enabled colour blind safe kitchen display screens, autism friendly text and simplified controls, reducing cognitive load throughout the ordering journey.

Behind the scenes, Bluetooth enabled asset geotagging and an offline Traffic Light Status dashboard improved wayfinding for operational staff, demonstrating how accessibility can be designed into the holistic venue experience.



Manchester United

Technology Vendor of the Year (UK)

This category celebrates UK companies that have developed innovative technologies and worked with retailers to transform the customer experience or back-end operations or both.

Shortlist

Attensi

Attensi helps retailers train frontline colleagues through practice, not paperwork. Its platform combines behavioural psychology, game design and AI.

Datitude

Every new retail system solves a problem. Each also adds another version of the truth. Datitude fixes that. Its unified data platform brings data from retailers' systems into one trusted foundation, so every team, BI tool and AI model works from the same numbers.

In 2026 it added a Semantic Layer, giving everyone shared business definitions, and an AI Gateway, letting retailers use their choice of AI on governed data. A fully managed platform and service, run by a team who get retail, tech and data. Most clients work with Datitude for years. Many new ones come through recommendation.

Focal Systems

Focal Systems uses fixed cameras and computer vision to keep supermarket shelves full. Its cameras photograph every shelf every hour, spot gaps, and help staff fix them.

GoPlaces

Go Places is a creative company with a heart of analytics: part agency, part software developer, built for enterprise brands on TikTok Shop. It built OnePlace, the first unified analytics and decision-intelligence platform for the channel, because the data problem underneath it was nobody else's priority.

In two years, it has gone from two founders to a team of 50+, 22 major brands including TRIP, PerfectTed, The Body Shop, Haleon and Sensodyne, £3 million ARR and the UK's largest live shopping operation by studio count.

Quail Digital

Quail Digital's Pro12 retail headset system is redefining how modern retailers communicate and operate. More than a wireless headset, Pro12 combines crystal clear team communication with built-in speech recognition, AI integration, intelligent safety alerts and an open platform that connects colleagues, technology and store operations.

Quin AI

Quin AI gives retailers a real-time customer intelligence layer. Its three AI agents build a live customer context for every shopper, optimise offers and recommend complementary products, and feed that context into enterprise systems, including LLMs.

Webtrends Optimize

Halfords had begun embarking on a personalisation journey prior to working with Webtrends Optimize but the latter's role as conversion rate optimisation expert was to scale personalisation across the retailer's website and improve users' experiences by streamlining processes and enhancing its personalisation programme to provide the best experience for visitors.

Xiatech

Retailers want AI but lack the foundation. Systems are not connected, data is not unified and processes are manual. Xfuze, an agentic orchestration platform, is that agentic ready foundation.



The Body Shop

Technology Vendor of the Year (Rest of the World)

This category celebrates global companies that have developed innovative technologies and worked with retailers to transform the customer experience or back-end operations or both.

Shortlist

Deliverect

Deliverect has partnered with Asda Express to simplify on-demand retail operations across its estate, consolidating separate Uber Eats, Deliveroo and Just Eat picking workflows into one unified application.

Fynd

Fynd is a unified commerce platform. Between September 2025 and September 2026, it partnered with retailers across Malaysia, Indonesia, Qatar, India and the UAE to transform both customer experience and back-end operations on one platform spanning PoS, order management, marketplaces, logistics, AI data automation and AI content.

HelmCore

HelmCore is a retail operational intelligence platform built for distributed retail estates. It correlates PoS, network, IoT and energy signals from every site, collapses related events into single incidents, then applies AI to surface root cause and translate each incident into real-time financial impact using customer validated cost parameters.

Lily AI

Before a product reaches a consumer, an AI system increasingly decides whether it gets discovered or recommended. Lily AI has spent six years making products understandable to these systems. Launched in August, Lily Max turns that intelligence into action: agents identify missing product information, enrich it in consumer language, test changes against controls and deploy what works across paid media and AI discovery.

Mys Tyler

Mys Tyler partnered with City Chic to improve shopper fit confidence and reduce online returns. Using Mys Tyler's FitCheck technology, the partnership combined diverse creators, visual fit reviews and structured fit data. This content was embedded on City Chic's product pages across Australia, New Zealand and the US.

Revieve

Revieve is advancing the next era of beauty commerce through purpose built industry intelligence. At the centre of its approach is BeautyCatalyst, Revieve's Beauty Commerce Intelligence Platform, connecting beauty expertise, consumer understanding and commerce to help brands and retailers create more relevant consumer experiences and make more informed decisions across their businesses.

ShopperAI

ShopperAI is an AI powered retail floor intelligence platform that turns existing store CCTV cameras into real-time operational insights without requiring hardware installation.

Solink

Solink has created the Solink Vision Intelligence Platform, an outcome driven operational layer that converts legacy, passive video infrastructure into an active, intelligent framework.

Sitoo

Retail stores are being asked to do more: sell, fulfil and manage returns across stores and online sales channels while delivering increasingly personalised customer experiences.

Sitoo makes unified commerce work in the store. Its cloud native Unified Commerce Platform, anchored by PoS, connects stores and online sales channels in real-time, turning inventory, customer, order and cross-channel information into action.

Talkdesk

Talkdesk provides contact centre and customer experience automation solutions purpose-built for modern retail. The platform unifies the shopper journey, putting people and AI to work where each makes the biggest difference.



Deliverect

Startup of the Year

This award will recognise the startup with the most innovative technology offering and the company which is best placed to succeed in the long-term (management, funding, the retailers it is working with etc).

Shortlist

Augmodo

Augmodo builds physical AI infrastructure powered by wearable computer vision for frontline retail teams. A frontline worker wears a passive Smartbadge during standard shifts, automatically building a live 3D map of shelf inventory to spot out-of-stocks, gaps, and misplaced items in real-time with zero manual scanning or operational change.

Clavis Studio

AI visual commerce tool that uses furniture retailers' product catalogue to design their shoppers' rooms such that shoppers can 'shop the look' according to their design preference and budget.

Clavis AI provides a white labelled, fully embedded AI design tool for furniture retailers to offer personalised interior design to their shoppers online and in-store. Fully immersive with deep data analytics providing unrivalled insight into consumer behaviour.

Lyzer

Lyzer is a Lisbon-based logistics-as-a-service (LaaS) startup, launched in September 2024 by the founders of 360hyper and SPEAK. Its platform brings orders from stores, online shops and marketplaces into one system and runs smart task allocation, guided picking and route optimisation, so retailers can turn existing stores into fulfilment hubs.

Minimist

Minimist is a recommerce operating system for charity retail. Every donated item is a one-off with no barcode, no SKU and no product data, so listing one by hand takes up to 10 minutes and 97% of donated stock never goes online at all.

M11 Labs

M11 Labs is an agentic commerce lab helping good products win in a zero-trust internet. The M11 platform puts specialised AI agents to work on a brand's online store across four areas: fact checking every claim against independent evidence, correcting what AI assistants say, completing the product data machines need, and tracking competitor threats.

Neato

Neato is a second party e-commerce model that gives consumer brands one accountable partner to grow across fragmented online channels. It purchases inventory directly, becomes the seller of record, and manages marketplace execution across pricing, listings, creative, advertising, logistics, reporting, and brand protection.

SquareBySquare

SquareBySquare turns an online purchase into real, mapped rainforest protection. Customers choose a square metre of rainforest, name it, receive a personalised certificate and see it on a live public map.

StudioGo

StudioGo is a workflow platform designed to eliminate content bottlenecks and provide complete visibility across the product imagery lifecycle.

TerzyApp

TerzyApp turns two ordinary phone photos into 32 body measurements, letting people order made-to-measure clothing online and matching them with verified independent tailors.

Theseus Robotics

Theseus Robotics has buillt Theo, a wheeled, two-armed robot that restocks supermarket shelves overnight. Theo tows a trolley of stock to the aisle and places products on the shelf. An AI model trained on Theseus's own demonstrations moves the arms; when Theo meets something new, an operator can step in remotely and the correction becomes training data.

Minimist



Hospitality Technology Innovation

This category spotlights the companies deploying innovative technology to redefine how hospitality companies (including bars, restaurants, hotels, cinemas and entertainment venues) operate and engage guests. This award will highlight projects across the hospitality and leisure landscape that have resulted in businesses enhancing their operations, resulting in improved productivity, enhanced customer experiences, and competitive advantages.

Shortlist

atis

In spring, atis launched its first customer app, built entirely in-house over 18 months on proprietary technology. Bringing Click and Collect, loyalty and rewards into one place through atis Insiders, the app was designed to create a more seamless customer journey while giving atis greater ownership of its digital channel.

Bar Tap, Wembley Stadium

Bar Tap Wembley boosts live event hospitality by removing one of its biggest barriers to customer satisfaction and spend, queuing.

Powered by Amazon's Just Walk Out technology, it creates a fast, frictionless food and drink experience designed for Wembley's high footfall environment. The guiding principle is simple, customers experience the benefit, not the technology. Sophisticated technology works quietly behind the scenes, making purchasing feel effortless.

Combining frictionless payment, automated technology and real-time operational data, Bar Tap increases throughput and operator control. Its modular, recyclable construction provides a scalable platform for future deployment, while proven sales uplift demonstrates measurable commercial impact.

Gonzo's Tea Room and Epos Now

Gonzo's Tea Room in Norwich has grown from a single ground floor bar in 2014 into a four-floor, award winning venue with multiple bars, dance floors, a rooftop cocktail bar and food concepts Brix and Bones and Voodoo Daddy's Pizza.

Epos Now has powered every stage: one integrated PoS, payments and Multi-Site Manager platform connecting every bar, till and team member. Gonzo's uses Epos Now data not only for stock and pricing but to shape the guest experience, deciding on DJs, sound and lighting.

NomNom

NomNom is a commission free booking and table management system built for independent restaurants, pubs and cafes. Guests book on the venue's own branded page instead of a marketplace, so the venue keeps every cover, owns its guest data and takes its own deposits.

Staff run the diary, table plan and guest profiles in any desktop browser or on iOS and Android, while automated SMS reminders and card holds cut no-shows. It replaced e-Res, the system its team ran for 25 years, and costs one flat monthly fee per venue, with no contract, setup fee or sales call.

TARA by Net0link AI

TARA by Net0link AI helps hotels improve cooling performance through operating intelligence rather than starting with equipment replacement. Net0link reports a 31.3% efficiency improvement at an IHCL hotel in Delhi and an average improvement of 27.5%.

Current work spans 28 hotel facilities: 18 in India, 5 in Singapore and 5 in Dubai, representing approximately 14 million square feet and 33,600 TR of cooling capacity. A separate engagement covers an Emirates lounge at Dubai International Airport.



atis

Technology Implementation of the Year (UK)

This award recognises UK retail technology project excellence, both in delivery and outcomes.

Shortlist

Ann Summers and PMC

Ann Summers partnered with PMC to modernise its core IT infrastructure after years of legacy development had left its tech stack complicated, expensive to maintain and difficult to manage, slowing innovation and creating operational friction.

Asda and Deliverect

Deliverect has partnered with Asda Express to simplify on-demand retail operations across its estate, consolidating separate Uber Eats, Deliveroo and Just Eat picking workflows into one unified application.

cardfactory and Retail Response

In autumn 2025 and spring 2026, cardfactory entrusted Retail Response with two ambitious, estate wide technology roll-outs. The first upgraded legacy PoS software across the estate, creating the foundation for a complete payment's technology refresh delivered the following spring.

Castore and Patchworks

Castore runs 35 Shopify stores across multiple regions. At peak, its pricing process was manual and fragile: two people spent 6–7 hours a night importing CSVs into NetSuite, success rates were only 60–70%, and the ERP was pushed past safe concurrency limits. Castore redesigned the flow so approved pricing moves from SharePoint into Snowflake, is validated and signed off, then delivered straight to Shopify by Patchworks.

East of England Co-op and Transaction Network Services (TNS)

TNS delivered a fully managed TNS Secure SD-WAN implementation across East of England Co-op's estate of more than 200 grocery, travel and funeral sites in Norfolk, Suffolk and Essex.

Great Northern Market, Manchester Airport T2

Vita Mojo powers every order at Airport Retail Enterprises' Great Northern Market, the first street food market of its kind in a UK airport, at Manchester Airport Terminal 2.

The three-floor market brings together six kitchens, a bakery, two bars and four kiosks as one unified operation. An Order & Pay at Table model lets passengers browse multiple vendors and pay in a single transaction, with orders routed dynamically across 13 operational flows and six menus.

Iceland and SAI

Facing approximately £20 million in annual retail losses from theft and shoplifting, Iceland sought a scalable way to reduce shrink without increasing labour costs or introducing additional hardware to its estate, as well as ensuring it didn't add friction for honest customers. Working with SAI, Iceland deployed an AI powered loss prevention platform across its existing store cameras, providing real-time detection of theft events across checkouts, store aisles and exits.

John Lewis and FoundIt!

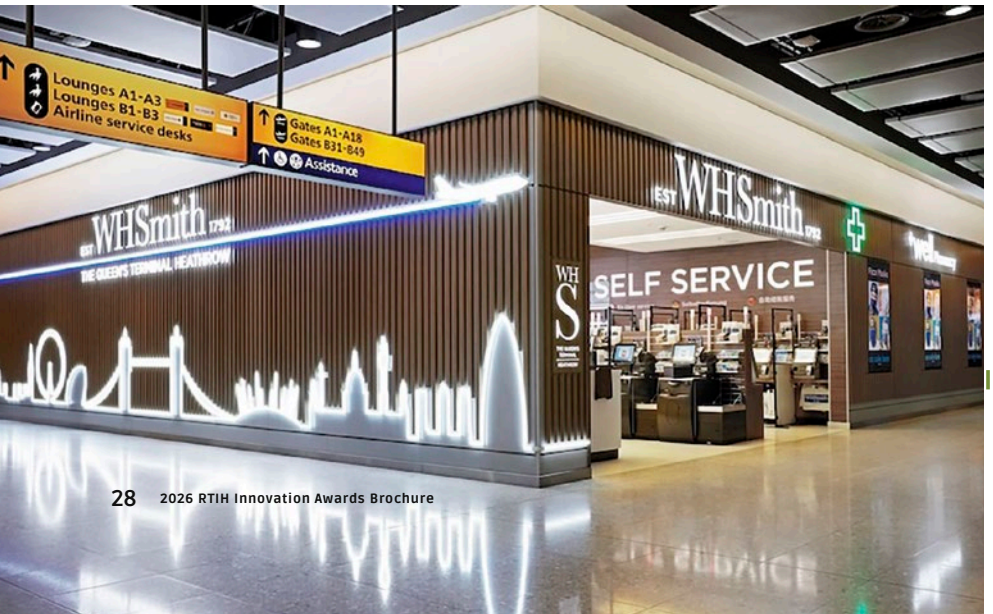
FoundIt! is an AI driven, intent led commerce platform helping major retailers transform how customers discover, navigate and buy products. Its technology turns millions of behavioural, search and product signals into scalable customer journeys, visual navigation, richer product data and SEO structures aligned to genuine shopper intent.

LeMieux

LeMieux Insiders was launched in November 2025 to transform a high growth equestrian brand into a community led, loyalty powered ecosystem that builds meaningful, long-term customer relationships beyond transactional commerce.

WHSmith and SOLUM

Waitrose and SOLUM are delivering a nationwide digital shelf transformation using Newton Pro electronic shelf labels. Following pilots, the programme has expanded to more than 200 stores and over three million labels.



WHSmith and SOLUM

Technology Implementation of the Year (Rest of the World)

This award recognises rest of world retail technology project excellence, both in delivery and outcomes.

Shortlist

Davines and Attensi

Davines and Attensi transformed launch readiness from locally delivered, inconsistently measured training into a scalable global sales enablement capability. For the Beautiful Things launch, game-based simulations gave Davines' international sales community repeated, practical product practice, while a jointly developed evaluation framework connected engagement with sales performance.

EDEKA and GEBOS

EDEKA, Germany's largest food retailer, is a cooperative of around 3,200 independent retailers and seven regional companies, with a highly diverse store estate.

Driven by moving over half of its checkouts from Windows to Linux, GEBOS, GEBIT's InStore Operating System, has been in production in every regional company since September 2026, in company owned and independent stores alike. More than 900 PoS and back-end devices are managed from one central platform, in a single tenant, across all regions.



Pharma&Go and Sensei

Fynd

A leading quick service restaurant operator set out to run its entire business across web, app and kiosk on one engine that keeps meal deals, pricing, localisation and loyalty consistent everywhere. Partnering with Fynd, it rebuilt the experience on a single platform covering bundling, localisation, a central catalogue, loyalty, promotions, new ordering formats and multilingual AI support.

GEN-Y Hitch and Patchworks

GEN-Y Hitch makes premium towing and mobility accessories and sells to both retail customers and wholesale dealers. Its heavily customised WooCommerce site carried high technical debt, and script-based links to NetSuite caused data gaps, inventory variances and delayed fulfilment updates. With implementation partner Shero Commerce, GEN-Y moved to Shopify for D2C and B2B (via SparkLayer), with Patchworks as the integration layer to NetSuite.

Noken and nsign

FLO·W Experience is an immersive technology implementation delivered by nsign Managed Solutions for Noken, the bathroom brand of Porcelanosa Grupo.

Installed at Noken's showroom in Vila-real, Spain, it transforms the future bathroom from a concept into a live, personalised journey for professional visitors.

Pharma&Go and Sensei

Pharma&GO is a 100% autonomous health and wellbeing store in Lisbon, open 24/7 with no staff on site. Opened in November 2025 opposite Hospital CUF Descobertas, it was delivered by Pharma&GO with Glintt Life and technology partner Sensei.

Quorso

Quorso is an AI powered intelligent management platform for large format grocery, convenience, apparel, and specialty retailers. It turns fragmented store data into a daily set of actions store teams can actually take.

TCS

A leading European grocery retailer faced growing business constraints from a legacy integration landscape that was expensive to maintain, difficult to scale, and slowing digital transformation efforts. TCS EventForge introduced an AI powered modernisation approach that rapidly converts legacy integrations into a modern, real-time operating model. The initiative reduced dependency on specialist resources, accelerated transformation timelines, and enabled a phased, low-risk migration strategy.

Best Retailer/Technology Supplier Relationship

This award recognises a successful partnership between a retailer and a technology supplier, with an emphasis on the last 12 months and how said partnership has gone from strength to strength during that period.

Shortlist

Asda and Evolve

Evolve is powering connectivity across more than 10,000 sites for some of the UK's biggest multi-site brands, including Home Bargains, Pret A Manger and Asda.

Asda and Deliverect

Deliverect has partnered with Asda Express to simplify on-demand retail operations across its estate, consolidating separate Uber Eats, Deliveroo and Just Eat picking workflows into one unified application.

cardfactory, Retail Response and Flooid

cardfactory, Flooid and Retail Response have built a trusted technology partnership spanning almost a decade. Over the past 12 months, this relationship has strengthened through two complex, estate wide technology programmes.

Dunelm and VoCoVo

Since 2019, Dunelm and VoCoVo have built a collaborative partnership that has evolved from improving in-store communication to driving a digitally led transformation across almost 200 stores. Initially replacing inefficient walkie talkies, facilitating fluid communication, and improving colleague safety, the relationship between Dunelm and VoCoVo has grown to support operational changes.



H&M and TCS

East of England Co-op and Transaction Network Services (TNS)

East of England Co-op engaged TNS after experiencing fragmented service and slow responsiveness from its previous network provider. The resulting partnership has delivered a fully managed TNS Secure SD-WAN platform across more than 200 sites.

H&M and TCS

H&M partnered with TCS to redesign retail operations around an AI first, predictive model that reshapes operations beyond traditional monitoring. The solution combines unified data, contextual intelligence and agentic automation to make operations smarter and business-aware across stores, supply chain and production.

Matalan and Toshiba Global Commerce Solutions

Matalan and Toshiba Global Commerce Solutions partnered to transform the retailer's in-store technology estate and create a platform for future omnichannel innovation. Following a six-month RFP process, the organisations evolved a long-standing supplier relationship into a strategic partnership focused on customer convenience, colleague experience and operational agility.

The Fresh Market and Vusion

The Fresh Market and Vusion continue to build a strategic partnership that extends well beyond technology deployment. Together, the companies are transforming The Fresh Market's stores into connected retail environments that improve pricing accuracy, shelf visibility, associate workflows and guest experience.

TRIP and GoPlaces

TRIP was the number one drinks brand on TikTok Shop in 2025. GoPlaces believes that achievement was a result of a brand and its agency that stopped behaving like client and agency. TRIP shared commercially sensitive performance history and worked alongside its engineers; GoPlaces built technology, OnePlace, around the problems that data exposed and ran a professional live commerce operation on top.

Yours Clothing and Poq

Yours Clothing and poq's partnership has gone from strength to strength since 2018, with the last 12 months being the most ambitious yet. Building on a group wide roll-out that already spans M&Co, Evans, Bad Rhino, Long Tall Sally and Pixie Girl, the partnership has now gone global.

Overall Winner & RTIH Editor's Choice Award



Overall Winner
Sponsored by

3D Cloud

Our judging panel will pick their stand out entry from across the 23 aforementioned categories.



RTIH Editor's Choice Award

RTIH Editor, Scott Thompson, will pick his stand out entries from across the 23 aforementioned categories.

Stores are back
Are you ready?

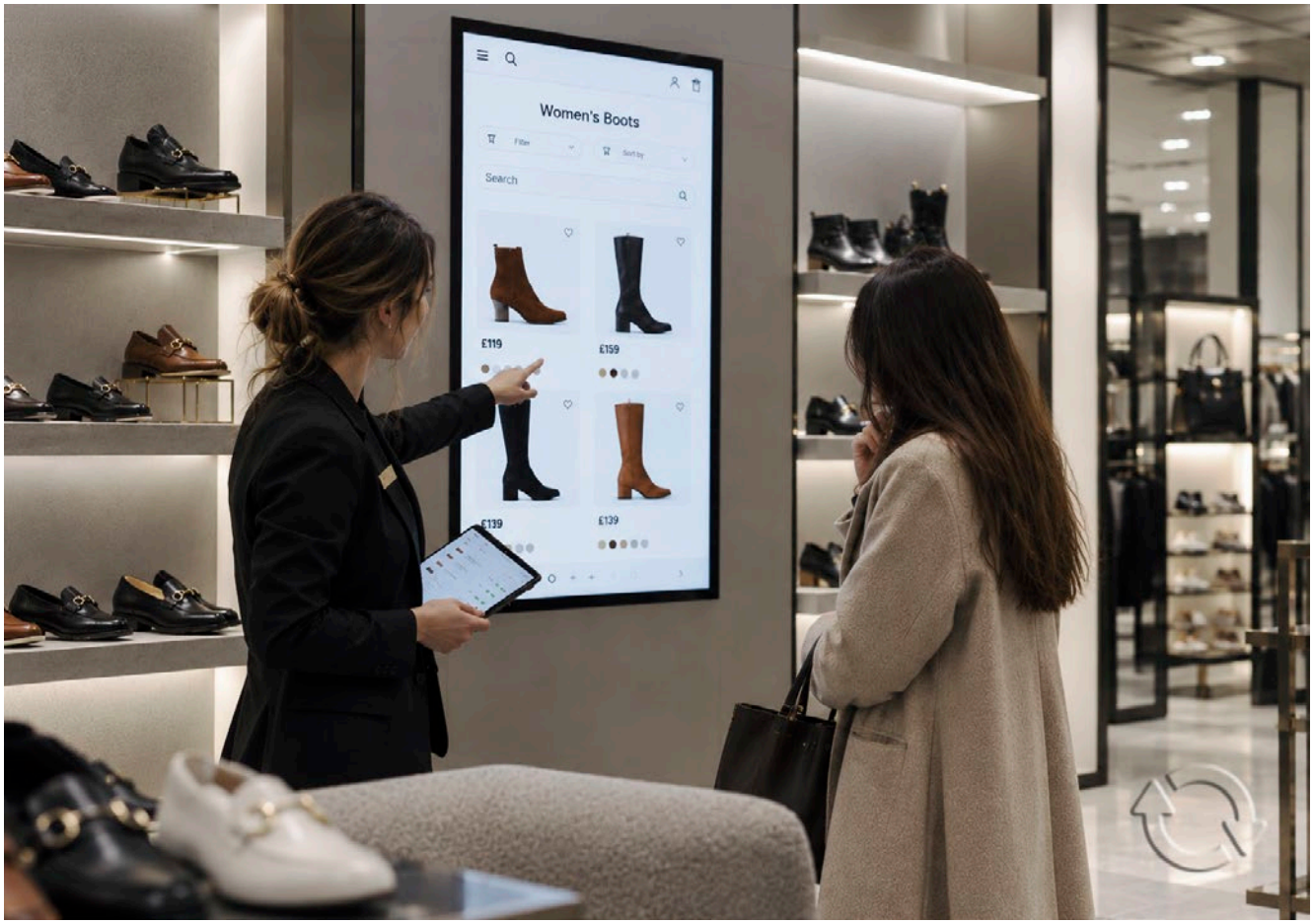
For years the story was that the shop was finished. Retailers heading into 2027 know better. They also know the store they need now is not the store their systems were built for.

The shop floor never went away. What changed is what it has to do. A single store now sells, fulfils online orders, takes returns from every channel, runs loyalty, and increasingly earns its keep as the place where a brand is actually experienced.

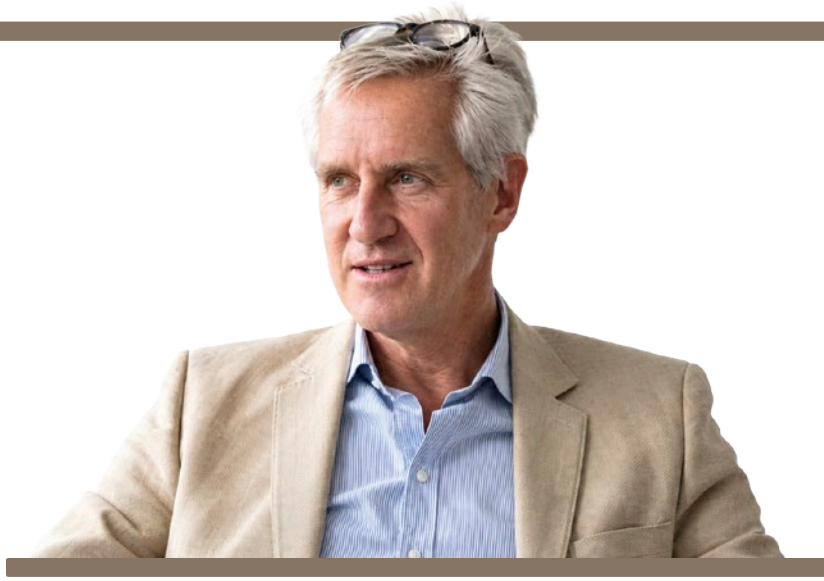
Yet most of the investment of the last decade has gone online. Websites and apps have been personalised and tested down to the last click, while stores run on systems never built to keep up. Customers walk in expecting the experience they get on their phone, and find a disjointed one instead.

The store is doing all of that under more pressure than at any point in recent memory. The cyber attacks that took well known UK retailers offline in 2025 turned in-store resilience from an IT line item into a boardroom question. AI has joined it on the agenda: every board now wants to know how to turn it into competitive advantage, and few store systems were built to let them.

So yes, stores are back. The harder question is whether the technology inside them is ready for what comes next.



The pressure on stores will not ease, and the same question applies to tech partners



Enactor Founder Mike Carrell has watched store systems move from hardwired, proprietary tills to best-of-breed software and then connected applications

Change used to cost too much. Not any more

Getting the store ready starts with rethinking how its systems are delivered. Legacy platforms came with technical constraints that made change commercially unviable. Every new journey, promotion or integration became a professional services project, a change request and a long wait, until retailers stopped asking.

AI is removing those constraints. When agents can help design, write and test retail workflows, the cost of change falls and the question shifts from what the vendor will build to what the retailer wants. Retailers that rethink delivery now can move away from the professional services model and from locked down SaaS, free their teams to innovate, move faster, modernise the store and be ready for growth.

Proven at scale, built to be changed

Enactor was founded in London by retail engineers who believed Point of Sale software could be built far better than anything on the market at the time.

Founder Mike Carrell has watched store systems move from hardwired, proprietary tills to best-of-breed software and then connected applications. By the 2010s, Enactor wanted more than configurable: a platform that clients, and its own team, could change without touching the core code. That low-code foundation is still what Enactor builds on today.

Director Julius Carrell remembers his first Toolkit demonstration: every function, process and flow laid out visually, and changeable quickly, even by someone who was not an engineer. If the platform could be changed like that, why keep that power in-house? Enactor put it in the hands of retailers and the partners they trust.

Becoming genuinely international was the turning point. Enactor is now 250 people across the UK, US, Sri Lanka, Thailand and Mexico, with its platform rolled out in 50 countries across 150,000 endpoints. The composable approach it took years ago now looks a lot like what the MACH Alliance is asking the whole industry to do.

> "What's changed since is the market, not us."
> Mike Carrell, Founder, Enactor

Most systems limit you, with compromise built in

Unified commerce looks different in every retailer. Customer journeys, store operations, the systems already in place, international footprint, size and internal culture: no two estates share the same mix.

Yet most platforms arrive with their restrictions already built in. Limits on what you can integrate. Limits on how you can operate. Limits on who can build. The business bends to fit the software, and every new idea begins as a negotiation with someone else's roadmap.

> "The shop floor never went away. What changed is what it has to do

The risk compounds when one vendor supplies everything. Multi-tenanted SaaS promises simplicity, but every retailer on it shares the same code, the same release schedule and the same priorities. When the vendor changes direction, raises prices or falls behind, there is no part of the estate the retailer can take back. One supplier for everything is also one point of failure for everything.

Enactor was built on the opposite assumption. Most systems limit you. Enactor doesn't.

Run it. Extend it. Build on it

Whatever a retailer's size, whatever its complexity, there is a model to fit. As a service, it is enterprise-grade retail, run for you. As a platform, it is your operating model on a platform you control. As a framework, your teams use agentic development on a proven foundation, with retail-specific libraries to make it their own.

Each model draws on the same out-of-the-box applications, from native fixed and mobile PoS to self-checkout and hospitality, which retailers can run alongside the systems they already have or use to power headless commerce.

The Enactor Toolkit, Estate Manager and React UI sit across all three. A retailer with a small IT team can configure workflows, promotions and processes without starting from code. A large IT division can go much further, extending the platform with its own applications and microservices.

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Most systems limit you. Enactor doesn’t

Either way, the retailer decides what is possible, not the vendor. Even as a service, each retailer runs its own instance, and Enactor transfers the knowledge to run it, so the platform is something a retailer owns rather than rents.

Peter Rush, Director of Omni-Channel Systems, points to what that makes possible. Enactor’s process designers join best-of-breed systems into one end-to-end journey: order management, inventory and customer communications working as a whole behind a common front end. The same tools bring A/B testing onto the shop floor. Retailers can try different store journeys, compare the results and keep what works.

That freedom runs all the way into the store: tills keep trading when the network drops, on locked-down systems built to shrink the attack surface.

It already powers stores for Macy’s, El Palacio de Hierro, JYSK, Lindex, Leroy Merlin, O’Reilly Auto Parts and Dunelm, whose self-checkout roll-out has been recognised at these awards.

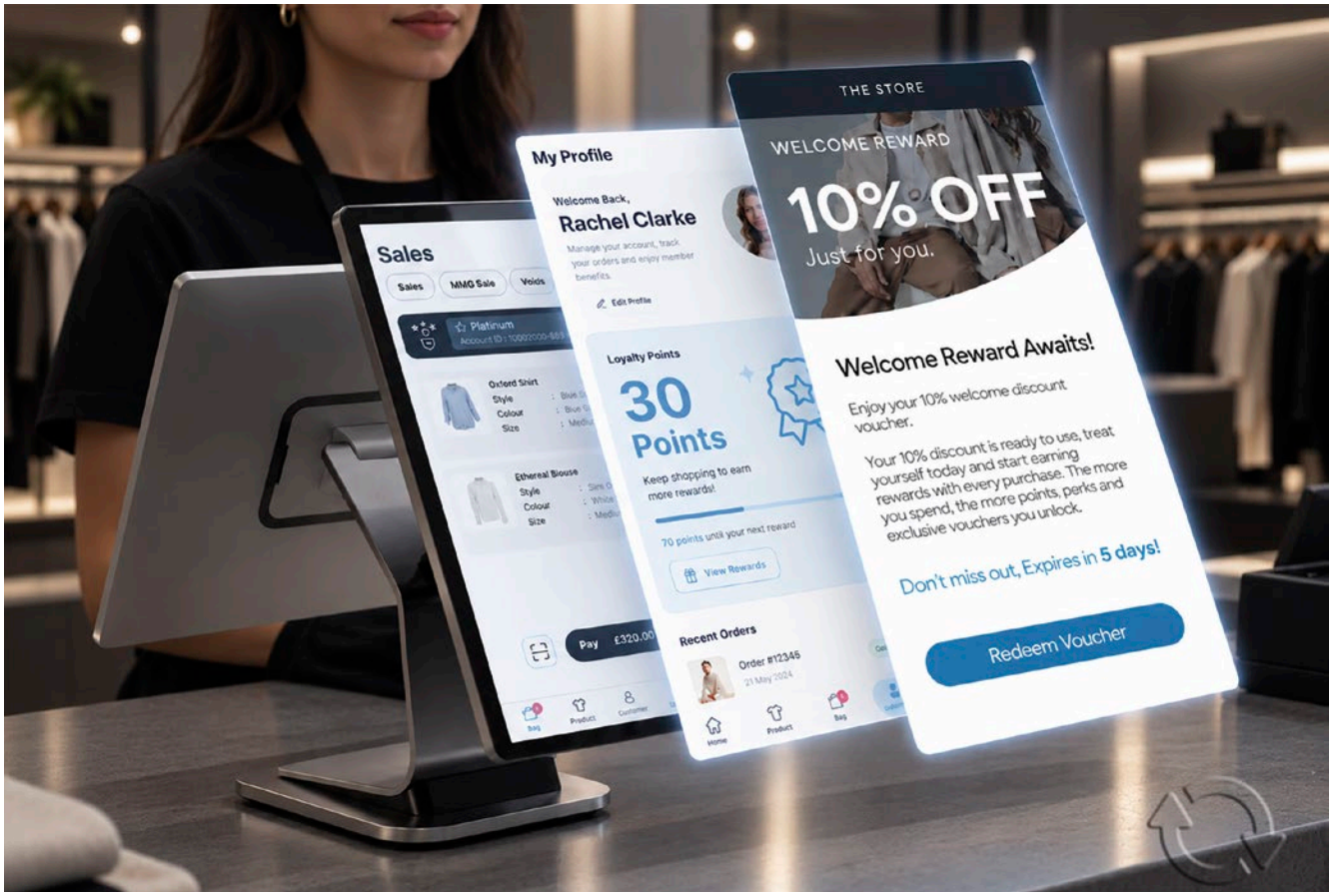
Stores are back. Enactor is ready

The pressure on stores will not ease, and the same question applies to technology partners. Enactor’s answer is yes, in three ways.

- **Ready for agentic development.** Enactor builds its own software with AI agents, and the Toolkit lets retailers and partners do the same. The speed is new; the discipline is not. Agents work within Enactor’s design best practices and guardrails, so what reaches the store is engineered, not improvised.
- **Ready for growth.** The same platform already runs in 50 countries, so a retailer can open in a new market on the platform it runs at home rather than starting again.
- **Ready on any device.** Enactor’s PoS can run natively on any device, so the same enterprise PoS runs on a small off-the-shelf handheld or on the purpose-built till a retailer has had for ten years. Upgrading the estate becomes a choice, not a precondition.

Stores are back. Are you ready? Enactor is

Enactor delivers unified commerce and enterprise PoS as a service, a platform or a framework. Most systems limit you. Enactor doesn’t. Talk to one of our architects at enactor.co.



Retailers know the store they need now is not the store their systems were built for

Stores are back.
Are you ready?

We are.

Ready for agentic development.

Ready for global trading.

Ready on any device.



Unified commerce and enterprise POS, as a service, a platform or a framework.

Most Systems Limit You. Enactor Doesn't.

Hanshow builds digital momentum in 2026

It's been quite the year for Hanshow, a global leader in digital store solutions that helps stores reduce operational costs, increase sales, and deliver a better experience for their customers.

It emerged victorious in the Technology Vendor of the Year category at the 2025 RTIH Innovation Awards, and has followed that up by being shortlisted in two categories at the 2026 RTIH Innovation Awards: Emerging Retail Technology Innovation of the Year and Retail Media Innovation.

It also secured the number two spot in our first RTIH Retail Technology Hot 100 List, with the judging panel noting that Hanshow is "leading the way in the ESL enhancements space and showing impressive innovation with its digital twin capabilities".

From Store Digital Twin Vision to Real-World Deployment

As retailers seek greater visibility, efficiency and consistency across increasingly complex store environments, Hanshow has been advancing its Store Digital Twin vision as a new operational framework for retail. At its core, a Store Digital Twin creates a real-time digital representation of people, products and space, connecting sensing, intelligence and execution within a unified operational environment. First introduced at NRF 2026 and subsequently showcased across major



Notable customer deployments have included Chinese retailer Rainbow opening its upgraded Shahe sp@ce supermarket in Shenzhen

industry events including EuroShop and RTS, the concept is increasingly moving from industry discussion to real-world deployment.

Notable customer deployments have included Rainbow, a Chinese omnichannel retailer, opening its upgraded Shahe sp@ce supermarket in Shenzhen. Developed in collaboration with Hanshow and Rainbow's technology subsidiary Lingzhi Digital Technology, the project marks its first Store Digital Twin implementation, bringing together real-time store visibility, decision support and operational execution within a live retail environment.

The store brings together more than 17,000 IoT devices and AI capabilities to provide a live view of store conditions, helping teams identify issues faster and make more timely operational decisions.

Hanshow NexConnect Smart Cart, integrated with Lingzhi's proprietary AI shopping assistant, serves as a digital companion throughout the shopping journey, providing shoppers with access to product information, in-store navigation, promotional offers, and available checkout services.

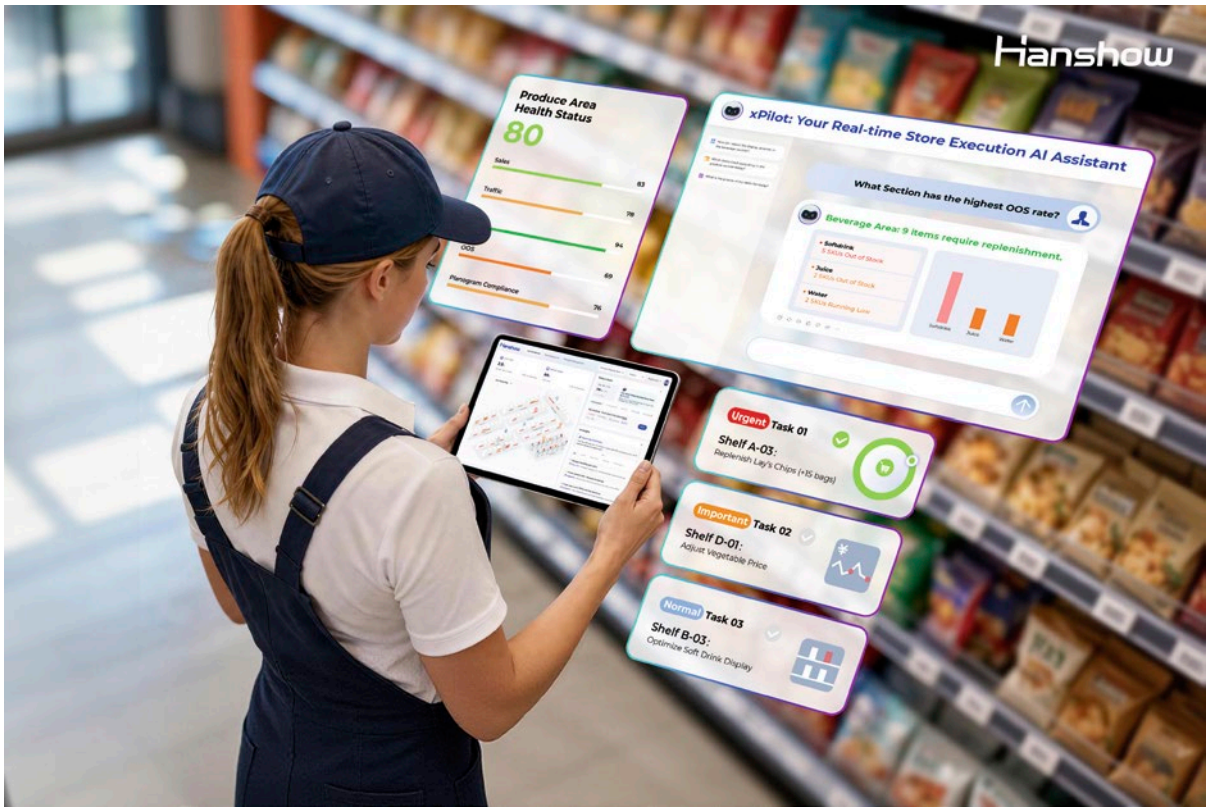
At the shelf edge, Hanshow Nebular Ultra Electronic Shelf Labels support centimetre level product positioning, serving as a key component of the Store Digital Twin infrastructure. The tap to interact functionality extends the ESL from a price display medium into an interactive service touchpoint. Shoppers can access product details, traceability information, usage guidance and promotional content.

> Hanshow secured the number two spot in the first ever RTIH Retail Technology Hot 100 List

In shelf management scenarios, Hanshow combines electronic shelf labels, location intelligence, AI vision and robotics technologies to support out-of-shelf identification, merchandising management and shelf execution. Leveraging its proprietary Bailingniao retail AI model, Lingzhi Digital Technology contributes digital capabilities that support sales forecasting, replenishment strategies, task management and decision support.

From Visibility to Action: The Next Evolution of Retail AI

While Store Digital Twin provides the operational foundation, the next challenge is turning visibility into action. This is where Hanshow's xPilot comes in. This is a real-time store execution AI assistant powered by



Hanshow is a member of the RTIH Innovation Awards Hall of Fame

Hanshow's digital twin technology, in collaboration with Microsoft.

Built on Microsoft Azure, xPilot uses Microsoft Fabric to unify in-store sensing data with retailer business data, creating a connected data foundation for real-time retail operations. On top of that foundation, AI agents powered by Microsoft Foundry help translate live store signals into faster decisions and more consistent execution across store environments.

Designed as native AI agent for retail and intelligent execution assistant, xPilot combines real-time store sensing, AI driven decision-making, and automated workflows, integrating to the Store Digital Twin by continuously integrating data from smart shelves, smart carts, in-store robotics, operational systems and other IoT touchpoints.

Store teams gain real-time visibility into shelf availability, planogram compliance and operational alerts, with the ability to trigger staff tasks or automated actions instantly with priority.

Retailers benefit from live heatmaps covering sales, traffic, conversion, labour and energy usage, helping standardise execution, reduce lost sales, and improve operational efficiency across store networks. xPilot's open architecture also supports integration with ecosystem partner's applications across merchandising, supply chain, store operations and customer engagement.

More significantly, xPilot reflects the continued evolution of retail AI from visibility towards execution. It extends the Store Digital Twin from in-store digital infrastructure towards intelligence led execution at the operational layer, helping retailers translate intelligence into more consistent action at scale.

Delivering Digital Store Transformation at Scale

In the UK, Hanshow continued to strengthen its presence with leading retailers investing in digital store transformation. One notable example was its collaboration with Superdrug, where Hanshow notched up a milestone in its digital store partnership.

Having selected Hanshow as its digital shelf partner, Superdrug is deploying the company's ESL solution as its standard shelf-edge infrastructure across stores in the UK and the Republic of Ireland. Upon completion, the programme will span more than 1.7 million ESL units.

Beyond the shopfloor, the solution also supports back of store workflows, including pick by light operations, helping teams work faster and more efficiently.

"Establishing a digital foundation at the shelf edge is a critical part of our long-term technology roadmap," said Andrew Cobb, IT Director at Superdrug. "Working with Hanshow strengthens the infrastructure supporting our connectivity-driven services, enabling greater flexibility and more seamless, integrated in-store experiences at scale."

Beyond the UK, Hanshow also saw continued momentum across Europe, supporting digital store transformation initiatives with retailers including Alcampo and Supermercados El Jamón in Spain, Sklavenitis in Greece, and Konzum and Mercator through a large scale ESL roll-out programme in Croatia and Slovenia.

Together, these initiatives highlight Hanshow's continued commitment to helping retailers connect visibility, intelligence and execution, enabling more agile, efficient and digitally empowered store operations.



Superdrug has selected Hanshow as its digital shelf partner

> In the UK, Hanshow has strengthened its presence with leading retailers investing in digital store transformation



AI belongs on the showroom floor

Consumers are already using AI to plan their spaces and RSAs are using it to explore design ideas for clients.

DesignWithMe.ai from 3D Cloud is the only enterprise AI design assistant built to help multi-store furniture retailers close more sales.

3Dcloud.com/AI

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