



Hanshow showcases Digitized Store Solutions technology at NRF Expo

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New York, NY Hanshow Technology showcased its digitized store solutions at National Retail Federation (NRF) Expo. The event was held January 12th-14th.

Leveraging interactive NFC and AI technology for seamless payment and marketing innovation, Hanshow Digitized Store Solution offers a shopping experience for customers to easily obtain product information and pay with mobile phones.

Shanthi Rajagopalan, business strategy leader, Microsoft Corp. said, “We’re pleased that Hanshow is joined us at NRF to showcase how technology is being applied to help retailers compete and succeed. As the retail industry continues to transform, our partners are critical in helping us solve retailers’ biggest challenges and uncover valuable new opportunities to reimagine retail.”

“Hanshow Technology started the collaboration with Microsoft in the spring of 2016 and it’s an exciting experience for us to work with Microsoft’s One Commercial Partner organization and to provide integrated digitized store offerings that utilize the full capabilities of the cloud, AI and data together with Microsoft. Retail Stores are undergoing a fundamental transformation as Digital and Mobile are reshaping the digital customer journey, bringing together customers, store associates, products and the store itself. In fact, the depth, breadth, and expertise of our work with Microsoft is one of the core reasons why our customers choose to work with us,” said Shiguo Hou, executive chairman and CEO of Hanshow Technology. “The collaboration with Microsoft is a win-win relationship. Through this collaboration, we create values for our customers and as a result create values for both companies.”

NRF is the world’s largest retail conference where retail industry experts come together to discuss the trends that are shaping the future of retail. This expo attracts 38,000 industry professionals, 16,000 retailers and more than 800 exhibitors. 80 of the top 100 retail companies and 70% of them are multinational groups.

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