



# 5G:

## The next retail revolution



# C O N T E N T S

- 3 Experience the next retail revolution
- 4 Creating phygital immersion
- 7 The future of personalization
- 8 Use case: Autonomous robots
- 9 Preparing for 5G

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# Experience the next big retail revolution

**Unleash** the full potential of your business with **the power of 5G**

5G, the fifth generation of cellular technology, can help transform the way retailers connect with their customers — wirelessly.

Today, retailers may be authorized to collect data and solutions from a host of different endpoints to trigger customer-requested targeted marketing. Retailers are also able to collect tremendous amounts of data from customers and their behaviors, enabling AI-personalization (recommending products, sending coupons for what you've purchased.)

5G will allow more data to move faster — enabling lower latency even with the most data-rich retail analytics. Imagine a store that delivers a realistic augmented reality experience, allowing shoppers to “try on” merchandise and order directly from the device — all the while capturing insights and shopping preferences for your CRM software. Near-real-time interactions like this are examples of how 5G will ultimately enable retailers to take the consumer shopping experience to the next level — increasing loyalty and creating new revenue streams.

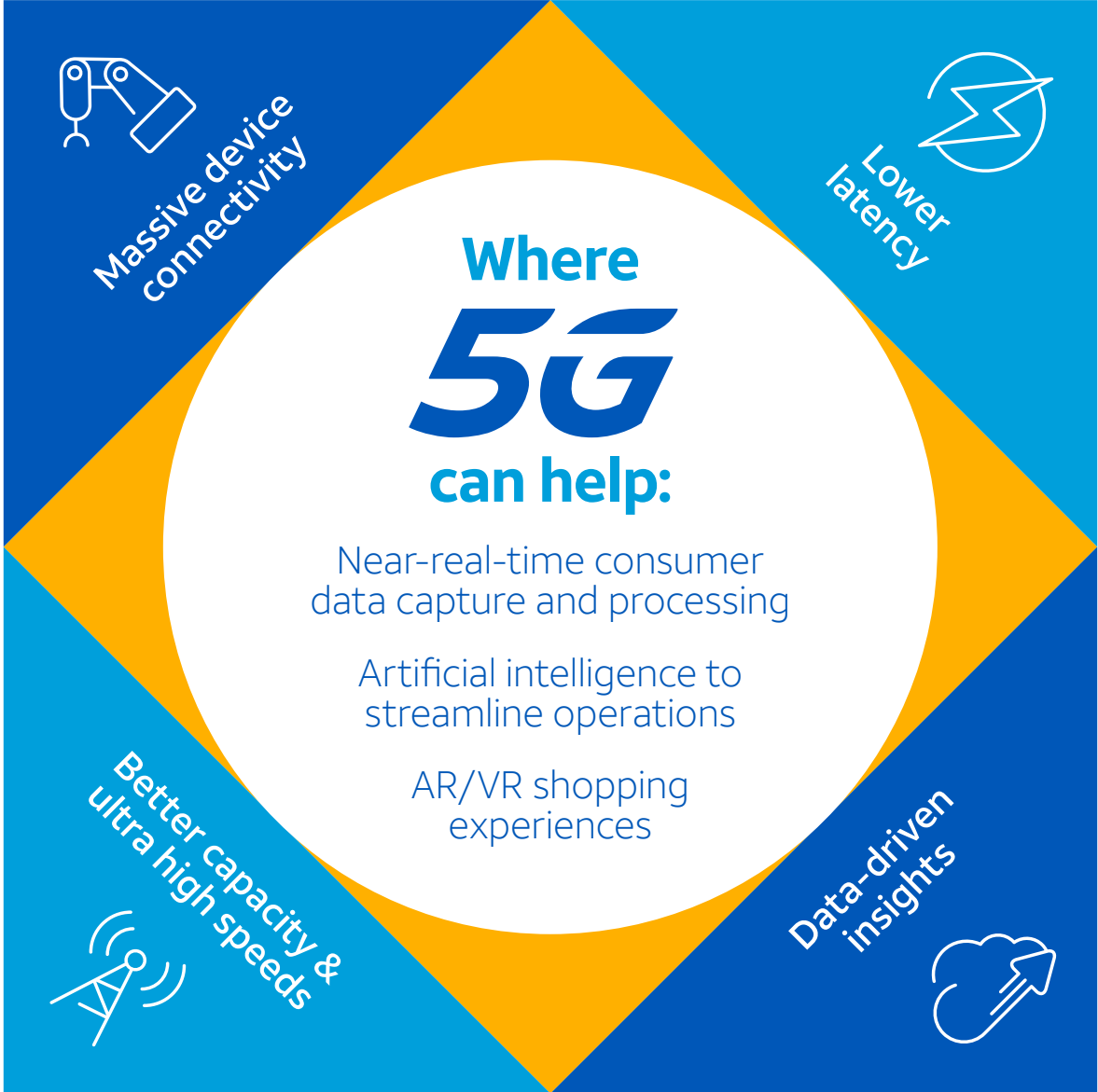
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# Creating phygital immersion

5G is more than speed — it's an entire experience. 5G will also do more than lower our latency — it will potentially be able to create interactive, physical-digital experiences, even based on what you like and where you are. For example, dynamic AR/VR experiences will need to rely on extreme amounts of computing power, data flow, and low latency.

For retailers, that means creating in-store 3-D printers to create custom products, VR and AR to virtually try on clothing, virtually remodel and redecorate your home, or train employees in near-real time.





“Through this next generation of mobility through **5G** we will eventually enable new automation and robotics experiences, from how your food is prepared and cooked to how you communicate and market to your consumers. **We will make training a virtual reality experience that can speed product rollouts or enhance consistency of your brand.** We will eventually enable drone and autonomous delivery experiences that will forever change the restaurant industry.”

**Jay Melone**, AT&T Vice President and Restaurant Practice Lead, Global Enterprise Solutions

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# The future of personalization

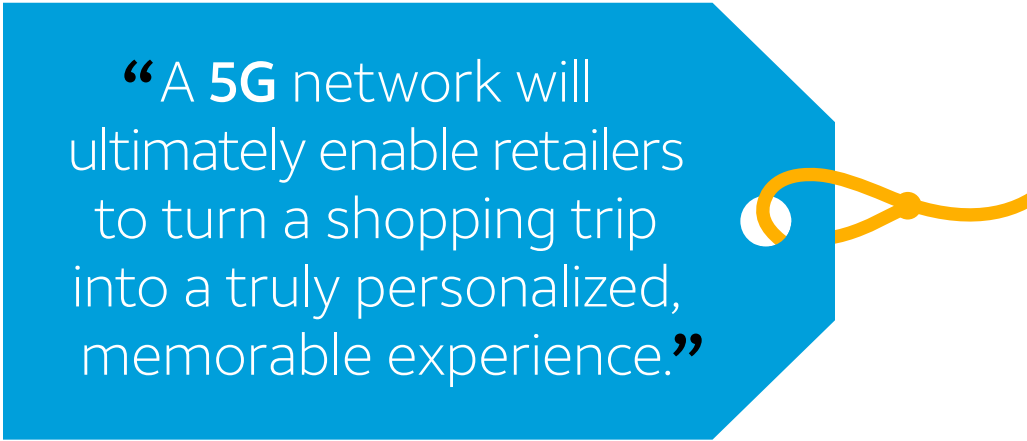
Retailers are increasing their in-store investments in 2019\*, and that's a trend that is expected to continue. The brick-and-mortar store is central to the omnichannel strategy, providing unique, highly personalized shopping experiences.

Imagine this: With customer consent, when customers walk past your storefront, your store will be able to sense them, and based on the compute power happening right at the edge of each device and location, you can virtually clothe the customer in your latest fashions that match the customer's current and predicted preferences — and render the customer in their new wardrobe on high definition screens in the store window instantaneously.

“A positive experience can turn one-time guests into loyal guests, but it often requires a network with high

reliability and low latency,” said Phillip Hartfield, GM of AT&T Business Solutions for Retail.

More retailers than ever are identifying the value of the physical store as a source of data to deliver a personalized experience across channels and platforms, and 5G can eventually deliver them in near-real time.



“A 5G network will ultimately enable retailers to turn a shopping trip into a truly personalized, memorable experience.”

Phillip Hartfield, GM of AT&T Business Solutions for Retail

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# Use case: Autonomous robots

Badger Technologies' robots empower retailers to improve operational efficiencies and customer experiences by identifying out-of-stock, mispriced or misplaced inventory as well as store hazards. This new generation of robot combines consistent in-store data collection with onboard data analytics, AI, and cloud-based application software to deliver timely, actionable insights about various aspects of store operations. These advanced mobile data collection systems can fill major gaps in the collection and sharing of vital in-store data and images.

## Why 5G?

Collecting and sharing massive volumes of store data and images can overwhelm in-store Wi-Fi networks while compromising connectivity and network performance. As autonomous robots gain even more traction, faster, lower-latency communications will be required to share information more quickly, reliably, and efficiently. On a 5G network, autonomous robots will have the ability to process and share vast amounts of data while operating in concurrence with other in-store network applications.



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# Preparing for 5G

## Rethinking cellular as an enabler of new innovations

A critical part of being ready for 5G is making sure your end-to-end digital road map in these key areas is on track. Also, software developers and network developers need to work symbiotically as opposed to working in silos. As you prepare, you'll be ready to take advantage of the convergence of services and developers across multiple disciplines. This is a new network affording you a great opportunity to proactively build your infrastructure in a way that optimizes 5G and other technologies for your business and your bottom line.



To dive deeper and evaluate your 5G readiness, download the AT&T Business whitepaper [here](#).

AT&T Business offers an edge-to-edge approach to network solutions. As a leader in technology, media, and telecommunications, we are uniquely positioned to transform your digital capabilities through 5G innovations and Edge-to-Edge Intelligence<sup>SM</sup>. Visit [www.att.com/retail](http://www.att.com/retail) to get started.