



SNS COLLEGE OF ENGINEERING



Kurumbapalayam(Po), Coimbatore – 641 107

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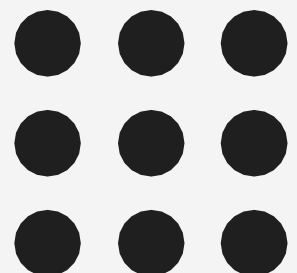
Approved by AICTE, Recognized by UGC & Affiliated to Anna University, Chennai

Department of Information Technology

Course Name – Internet of Things and AI

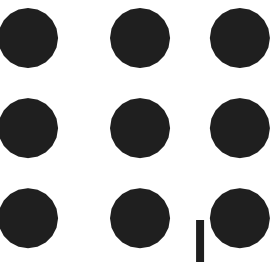
III Year / V Semester

Unit 5 - AI IN INTERNET OF THINGS





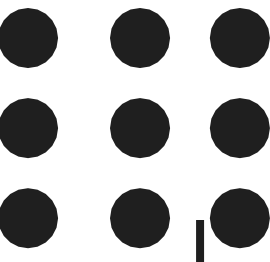
Smart Cities



SMART CAMERAS

Security cameras are essential in the retail sector to deter shoplifters. Walmart confirmed that it installed AI-enabled security cameras in more than 1,000 stores. These computer vision-equipped cameras can recognize shoppers' faces and tell if they try to walk off with merchandise at a self-checkout station without scanning it.

There's also a company called agrex.ai that blends smart cameras with an analytics capability. Besides offering clients cameras that can give real-time insights about suspicious happenings, users can rely on the collected analytics to see which areas of a store are most popular, where customer bottlenecks occur, and more.



Although the potential for these advanced cameras is evident, many people are apprehensive about how the equipment could lead to privacy concerns or cause customer profiling. Thus, retailers have some obstacles to clear if they want to strike a balance between reducing thefts and making customers feel comfortable.

INTELLIGENT SHOPPING CARTS

Grocery stores in the United States and Canada are experimenting with high-tech shopping carts. The options from a brand called Caper feature **image recognition capabilities and built-in sensors** that can determine what a person puts into a shopping cart. Some smart carts have display panels on the handle, giving people live updates about promotions as they move through a store.



A smart shopping cart company called IMAGR recently raised \$14 million in a pre-Series A funding round. Its model syncs with a smartphone and shows shoppers a virtual version of the items in their cart. IMAGR plans to venture in to New Zealand and Japan, and its funding success indicates that the smart shopping cart sector may have fierce competition within it soon.