

Lotte Duty Free enters second phase of smart store transformation



Lotte Duty Free has replaced acrylic price tags on the product shelves with electronic price tags (ESLs)

Lotte Duty Free has embarked on the second stage of its smart store digital upgrade as it moves to create a contactless retail environment.

The leading Korean operator has replaced all acrylic price tags on the product shelves with electronic price tags (ESLs).

The ESL has a QR code that contains product information, allowing customers to check product information directly on the mobile site.

At the end of this year, an unmanned payment system in the smart store store will be introduced through automatic recognition technology, which is the third step in digital upgrading, and location-based.

Lotte Duty Free is rapidly promoting the introduction of digital transformation technology in preparation for the post-coronavirus retail environment.

The company is planning to expand its smart store to domestic and overseas branches after implementing various digital technologies through the smart store.

“Digital advancement has become a necessity rather than a choice for the duty free industry,” said Lotte Duty Free CEO Lee Gap.