

# Reduce Friction with Fully Automated Age Verification



Age verification checks are needed on average in ~22% of all transactions. This has a significant and negative impact on throughput times and consumer flow in the self-service area. Age verifications typically take up to 2 minutes to clear depending on attendant availability, and during this time, the queue grows longer and consumer frustration increases. Moreover, front-end capacity is reduced, adding to the consumers frustration and leaves them with an overall checkout experience that may result in them shopping elsewhere. Vynamic® Smart Vision | Age Verification reduces the number of these interventions by 80-90%. With this new technology, customers are able to prove their age in less than 10 seconds without any staff interventions.

## **FASTER PROCESS**

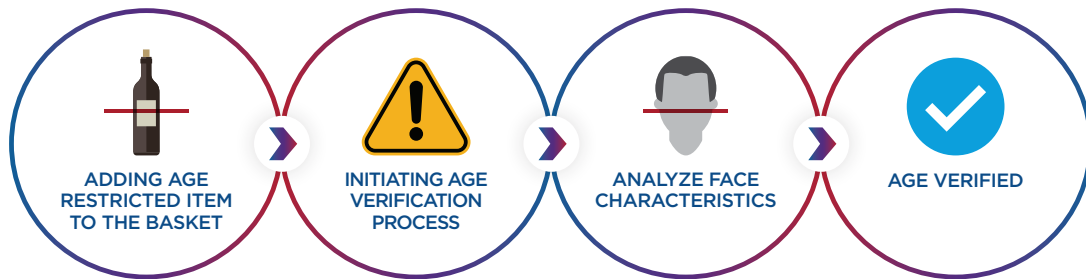
Using a camera placed on top of the self-service device, Vynamic Smart Vision | Age Verification initiates automated age verification when an age-restricted item is scanned. The customer's face cannot be recognised and is automatically analyzed by an algorithm. Your staff only needs to check shoppers who score below the age threshold or those that do not wish to opt in.

## **SMARTER TECHNOLOGY**

By applying sophisticated algorithms based on AI, Vynamic Smart Vision | Age Verification recognizes a customer's age and can, in many cases, even work on faces that are partly covered by a scarf or face mask. You can configure the age acceptance level, and only negative matches (scoring below the age threshold) are automatically forwarded to a mobile attendant for assistance.

## **MORE EFFICIENT**

With Vynamic Smart Vision | Age Verification, your front-end capacity is increased. Customers are empowered to prove their age independently of staff, resulting in higher efficiency and better throughput. This change increases the return on investment, as it reduces the need to keep attendants on stand-by to support these and other types of frictions in the self-checkout area.



### THE CHECKOUT FLOW WITH VYNAMIC SMART VISION | AGE VERIFICATION:

Your customers can complete an age check themselves without the need for staff intervention, simply by using the self-service solution:

- **Step One:** The customer scans an age-restricted item and the item is added to the basket.
- **Step Two:** Vynamic Self-Service gives the consumer the option to do an anonymous age estimation check (standard staff verification also available).
- **Step Three:** The self-checkout AI solution takes a picture of the customer. Once captured, the customer's face characteristics are analyzed instantly, their age estimated and the image is deleted immediately after the analysis is complete.
- **Step Four:** Once the customer's age is verified successfully, and they can continue with the transaction, pay and go.

### ADVANCED SECURITY FEATURES

- GDPR compliant – Images for age estimation are deleted immediately after checking. No data is stored.
- Secure anti-spoofing – Anti-spoofing technology verifies the picture of the consumer against the known background behind the unit and prevents spoofing attack including masks and presentation attacks.
- Instant, accurate age estimation – Age verification software is accurate to 2.19 years.
- Algorithm is trained across ethnicities, skin tone, gender and age groups.
- Face masks are not a problem – The algorithm works with many off-the-shelf face masks.
- Safety buffers – Retailers can set their own preference of age threshold in accordance with local laws.
- The algorithm only determines the customers age, no personally identifiable information is used or stored.

### PREREQUISITES

- Adaption of a consumer faced camera to the system
- Installation of Vynamic Self-Service Version 14 or higher
- Enabled age verification software package
- Access to age verification technology with a license

### KEY BENEFITS

- Empower your customers to facilitate self-service age checks in less than 10 seconds without any staff interventions
- Increase staff efficiency
- Reduce friction and frustration in order to speed up checkout time
- Reduce the burden on your staff, and save your customer's time
- Provide more privacy by eliminating the need for your customers to show their documents to staff
- Contactless checkout
- Help reduce age check errors

### VYNAMIC SMART VISION | AGE VERIFICATION: PART OF THE VYNAMIC SELF-SERVICE SUITE OF SOLUTIONS

High connectivity and openness are critical to being adaptive and ready to adopt future innovations, whatever they may be. DN Vynamic Self-Service is based on a platform approach using open APIs for faster and easier integration.

Vynamic Self-Service is a service-oriented software solution that seamlessly supports the self-service process within a retail environment and easily allows the implementation of innovative solutions like Vynamic Smart Vision | Age Verification.