



The SmartDome reads out messages in-store to ensure social distancing | Photo source [Adobe Stock](#)

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IN-STORE DEVICE ENSURES SOCIAL-DISTANCING

 HEALTH & WELLBEING

The SmartDome reads out warning messages with the aim of helping essential retailers still open during the pandemic to enforce the rules of social-distancing

Spotted: Amid the panic and confusion caused by the COVID-19 pandemic, the San Diego-based tech company Indyme, who specialise in shopper engagement and loss prevention, are making social distancing easier to follow inside shops selling essential items, such as groceries and pharmacies.

Official warnings from the [CDC](#) state that the virus can spread between people up to 2 metres from each other, which is the encouraged guideline for social distancing. Shops have therefore had to put stringent measures in place, to enforce social distancing, but many are struggling with this, due to excess demand and stock-piling trends.

The SmartDome is easy to install and able to be adapted for checkouts, counters, entrances and busy parts of the shop. It is similar to a security camera, and it watches customers and sends out messages if they are disobeying the rules of social-distancing, such as “for your safety, please maintain at least six feet of social distance”.

“This health crisis demands that U.S. technology companies rapidly innovate solutions to assist in this dynamic and evolving situation...our retail partners shared their health and safety challenges with us — we listened — and this simple and rapidly deployable solution promoting social distancing is the result,” Joe Budano, CEO of Indyme, said in a statement.

Here at Springwise, we have seen other retailers responding to the rules of social distancing in innovative ways, including a [company allowing users to visit virtual storefronts](#) and this [no-touch](#)

delivery platform.

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Takeaway:

Technology is being developed quickly across the world, in an effort to contain the virus. One of the main focuses of this technology is that of efficient and essential social distancing — interaction without physical touch. Large companies such as Amazon are using contactless or cashier-less technology to enforce this and selling it to other retailers in an effort to help them do the same. Indeed, many tech companies are giving away their AR and mobile checkout tech for free, to help retailers get through this period, showcasing one of the good things to come out of the pandemic — teamwork and empathy.