



**NRF 2026**  
RETAIL'S BIG SHOW

# Expo **NRF** 2026

*As principais soluções que foram destaques neste ano*

**Caio Camargo**  
@caiocmgo

# Caio Camargo @caiocmgo

Especialista em inovação no varejo, há 27 anos no mercado  
LinkedIn TopVoice, entre os **100 maiores** influenciadores de varejo no  
 **mundo** (Favikon).

Destaque do ano (2017 e 2023) pelo **RDI (Retail Design Institute)**

Host do [varejocast], **o maior podcast de varejo do país**

**Top100** entre os mais ouvidos de negócios no país

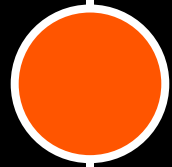
Premio Ranking Ibevar-FIA 2023

Autor do bestseller **Arroz, Feijão & Varejo**

Conselheiro e Business Advisor

Roqueiro, geek e apaixonado por boardgames

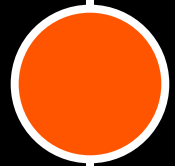




# A Expo da NRF



***Mais de 1000 expositores, com áreas destacadas para Inovação, Startups e Foodservice***

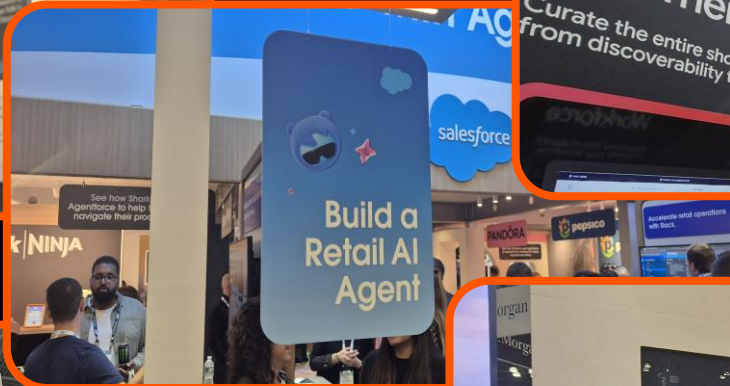
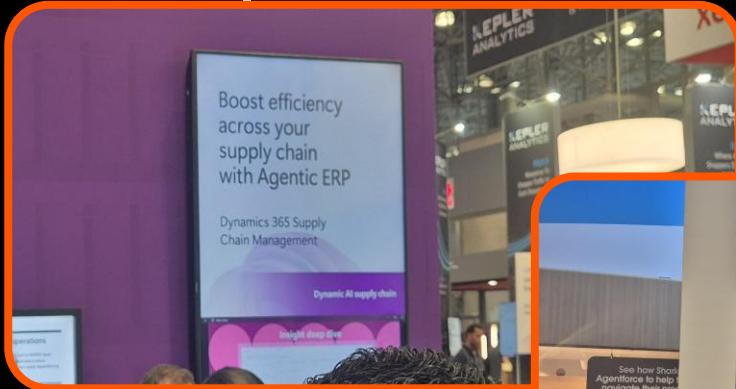


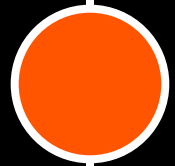
# Adivinhe só!

*Qual o termo mais visto por lá?*



# Todo mundo pode ter um agente para chamar de seu...



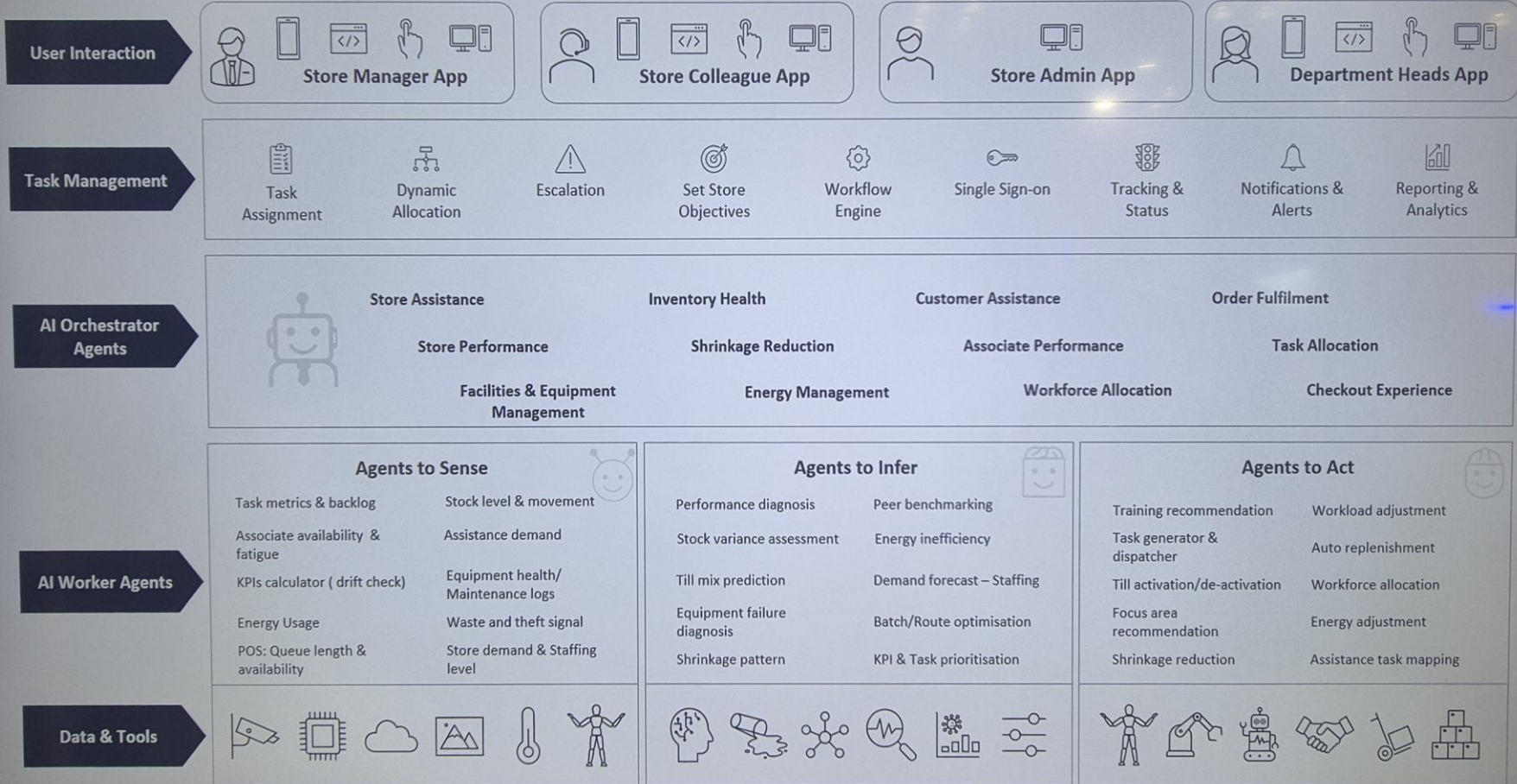


# A evolução da IA

*De simples automação, para  
autonomia real*

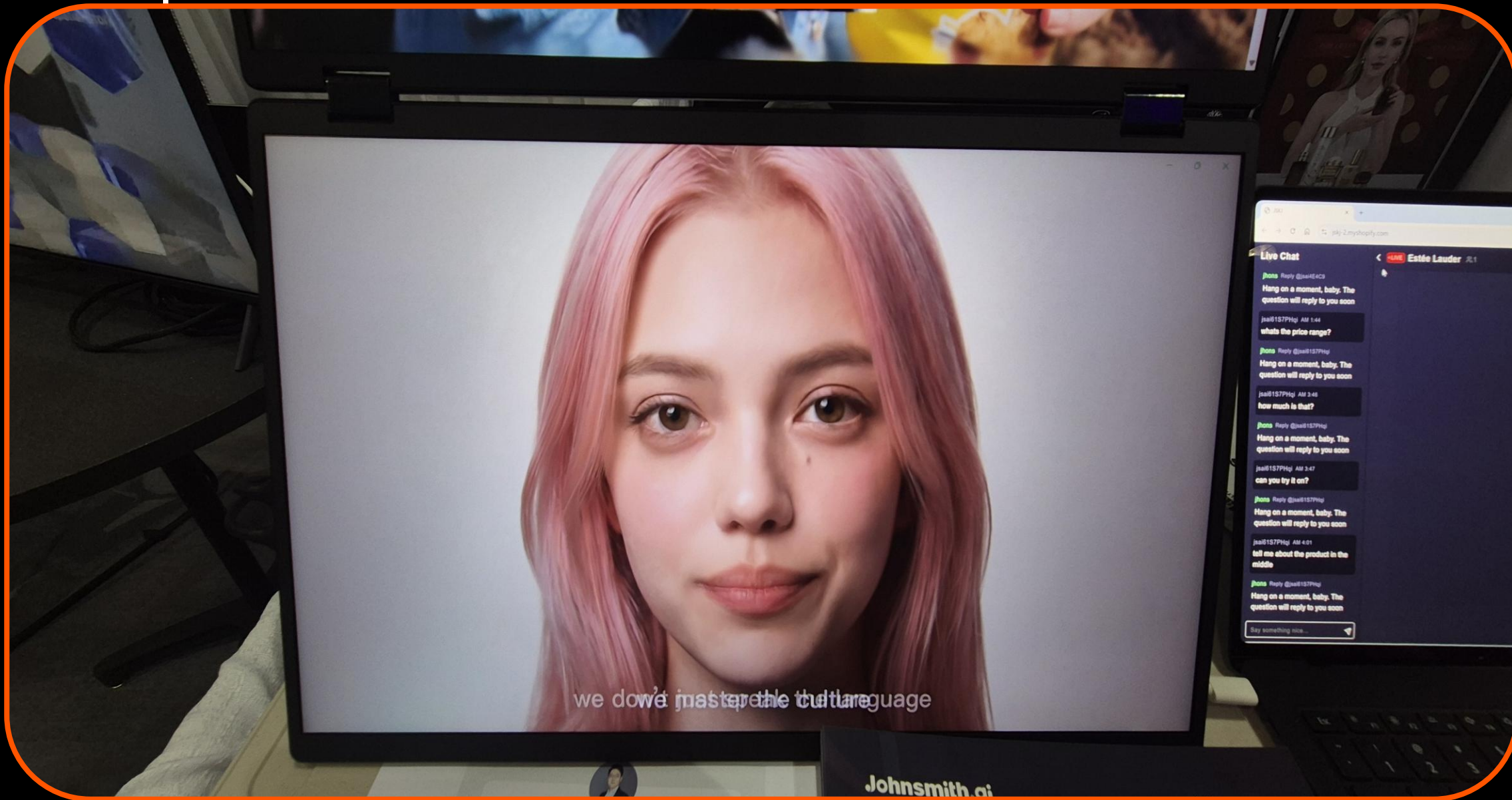
**A gente sai do “eu opero”,  
para o “eu supervisiono”**

# Orchestrated through a federation of purpose-built agents





Johnsmith AI | Avatares para campanhas

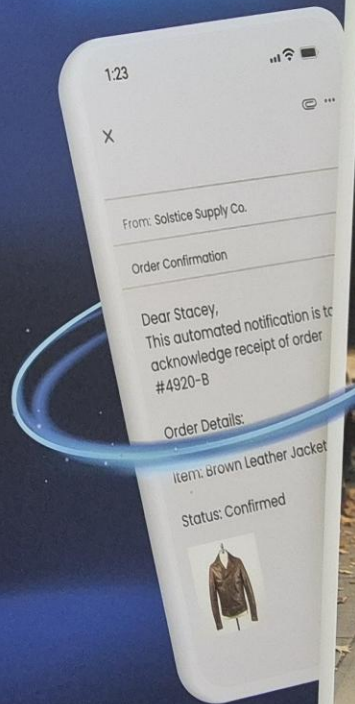


Johnsmith ai

# Bring Marketing into Sales

Hyper-personalized visuals for every customer interaction

**Data Points:**  
Stacey, 32 y/o, Autumn, Big City, Confident and Happy Vibe



for C



Prevent Lo  
Targeted, item-l  
intervention

# When your product looks amazing Your interactions should too!

PROPOSAL REVIVE RE-ENGAGEMENT POST-PURCHASE VISIT CONFIRMATION ABANDONED CART



Name  
Julian Wong

Product Name  
LG V6 Smart TV 75"

TechVision Electronics

## Dear Julian Wong

Thank you for your recent visit to our store. We noticed you were interested in the **LG V6 Smart TV 75"**.



You have an upcoming appointment scheduled for Thursday, January 22, 2026 at 10:30 AM. The appointment will be at our location at 4500 Retail Parkway, Aisle 14. Your expert, Michael Johnson, will be assisting you.

# When your product looks amazing Your interactions should too!

PROPOSAL REVIVE

RE-ENGAGEMENT

POST-PURCHASE

VISIT CONFIRMATION

ABANDONED CART



Pause

Name

Julian Wong

Product Name

LG V6 Smart TV 75"

Family Status

Married, Dog Owner

Hobby

## Ready for your Smart TV Consultation!

Hi Julian Wong,

We're excited to see you for the LG V6 Smart TV 75"!

### Appointment Details



**Date:**  
Thursday,  
January 22, 2026



**Time:**  
10:30 AM



**Location:**  
4500 Retail Parkway, Aisle  
14



**Your Expert:**  
Michael Johnson

Add to calendar

Navigate

# When your product looks amazing Your interactions should too!

PROPOSAL REVIVE

RE-ENGAGEMENT

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ABANDONED CART

Name

Julian Wong

Product Name

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Soccer Fan

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**Location:**  
4500 Retail Parkway, Aisle  
14

**Your Expert:**  
Michael Johnson

Add to calendar

Navigate



Pause



# VenHub

OPEN 24/7

Qualcomm

SHIFT 4



PORSCHE

PORSCHE



PORSCHE



PORSCHE

PORSCHE



PORSCHE

WWW.VENHUB.COM



1  
VenHub

2  
VenHub

3  
VenHub

4  
VenHub

Autonomous Retail.  
Deployed Anywhere.

1

Browse in The VenHub App

2

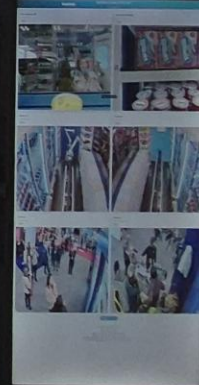
Add Items to Checkout

3

Automated Fulfillment

4

Pick-Up & Go







Design



Photoshoot



Bulk Process



Tech Pack

A woman with straight hair in a photoshoot studio wearing A dress its construction features gathered, ruffled cap sleeves and a dramatic, defined by ruffled edges. The neckline is round. The skirt, a slim, column silhouette, is crafted from a floral burnout or devoré fabric, creating a dual texture of a sheer ground against a raised, matte pattern of interlocking clover motifs.

+AI Assistant 380/2500

Do you need help on prompting?

Training

Reference Image Inspiration

Reference Fabric

Sketch & Pose

9:16

- 4 + Create

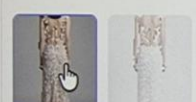
HISTORY



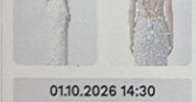
01.10.2026 14:41



01.10.2026 14:35



01.10.2026 14:30



01.10.2026 14:01



Edit Design

DESIGN MODIFICATION

Variate Design Material Change

Color Editing Fabric Change

Print Change

CONTENT ADDITION

Add Detail / Logo Erase

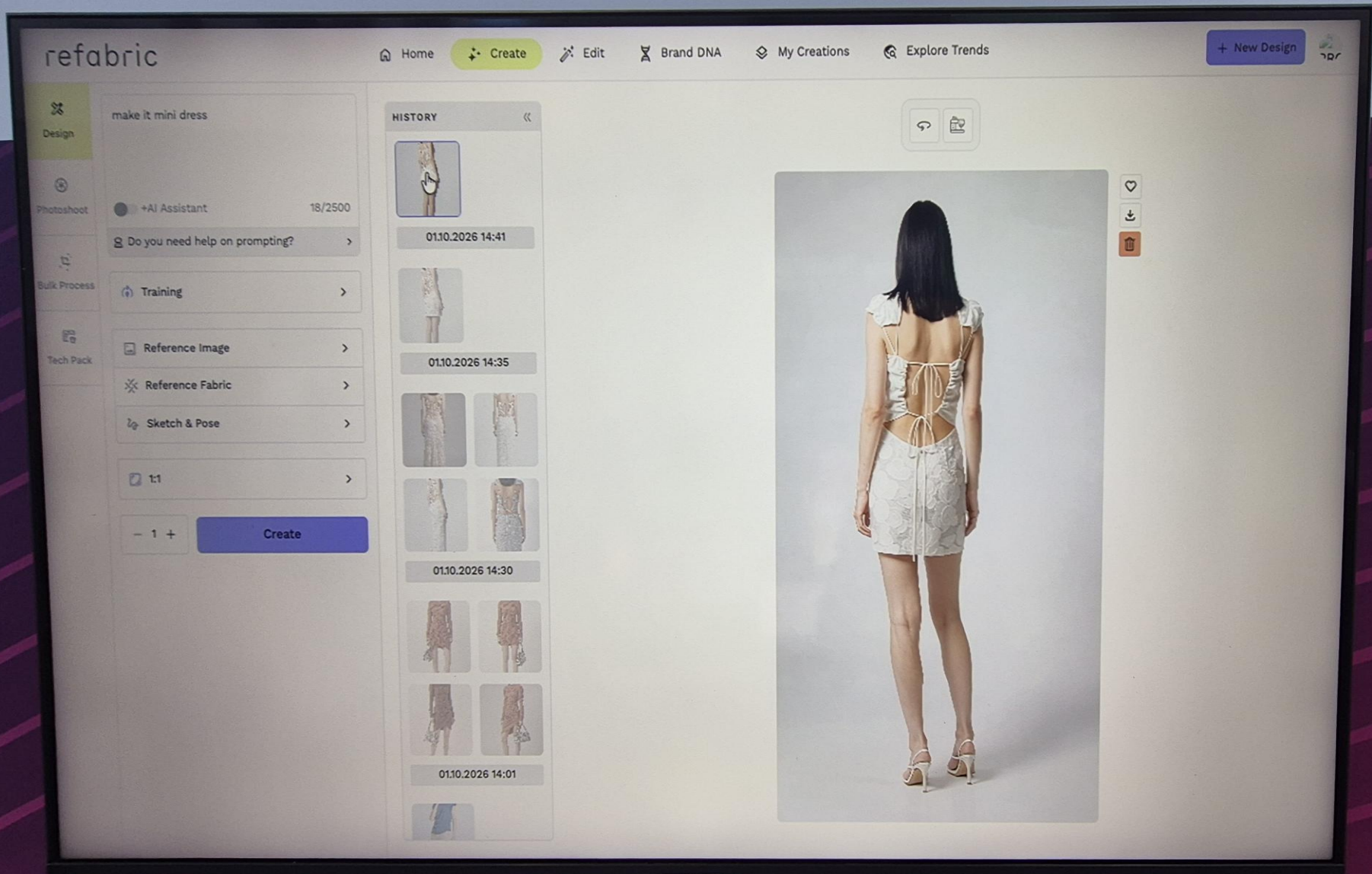
FIT ENHANCEMENT

Tailoring

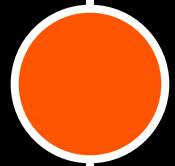
ENVIRONMENT

Background Edit Glam Room

Animate Design



Refabric | Plataforma de criação de peças para moda usando IA



# Dados

*Do chão de loja para a ação  
em tempo real*

Can elevate your

Retail Planning Merchandising Master the Art of Product Placement

COMCAST BUSINESS

# TRIVIA

Test your Knowledge and unlock the Possibilities.

PLAY



## Smarter Together: IoT & Vision Intelligence

IoT Network Connectivity



Cold Holding Temperature Monitoring



Vision Intelligence



Equipment Monitoring



Waste Fill-Level Monitoring



Power Monitoring



Pest Control



Asset Utilization



Asset Tracking (RTLS)



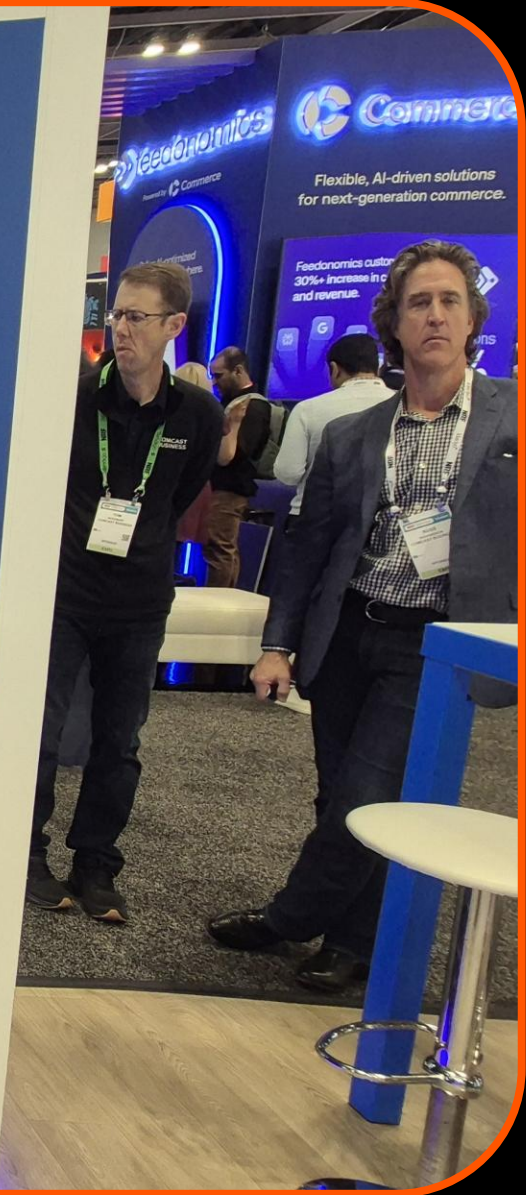
Smart Restroom



Environmental Monitoring



Water Leak Detection





Proglove | Scanner acoplado à luva

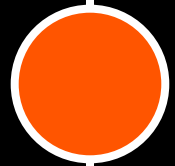


Koamtech | Scanner acoplado à luva



Partner of  
Retailer  
Innovation  
Partners

Paperweight AI | Papel "inteligente" para gôndola

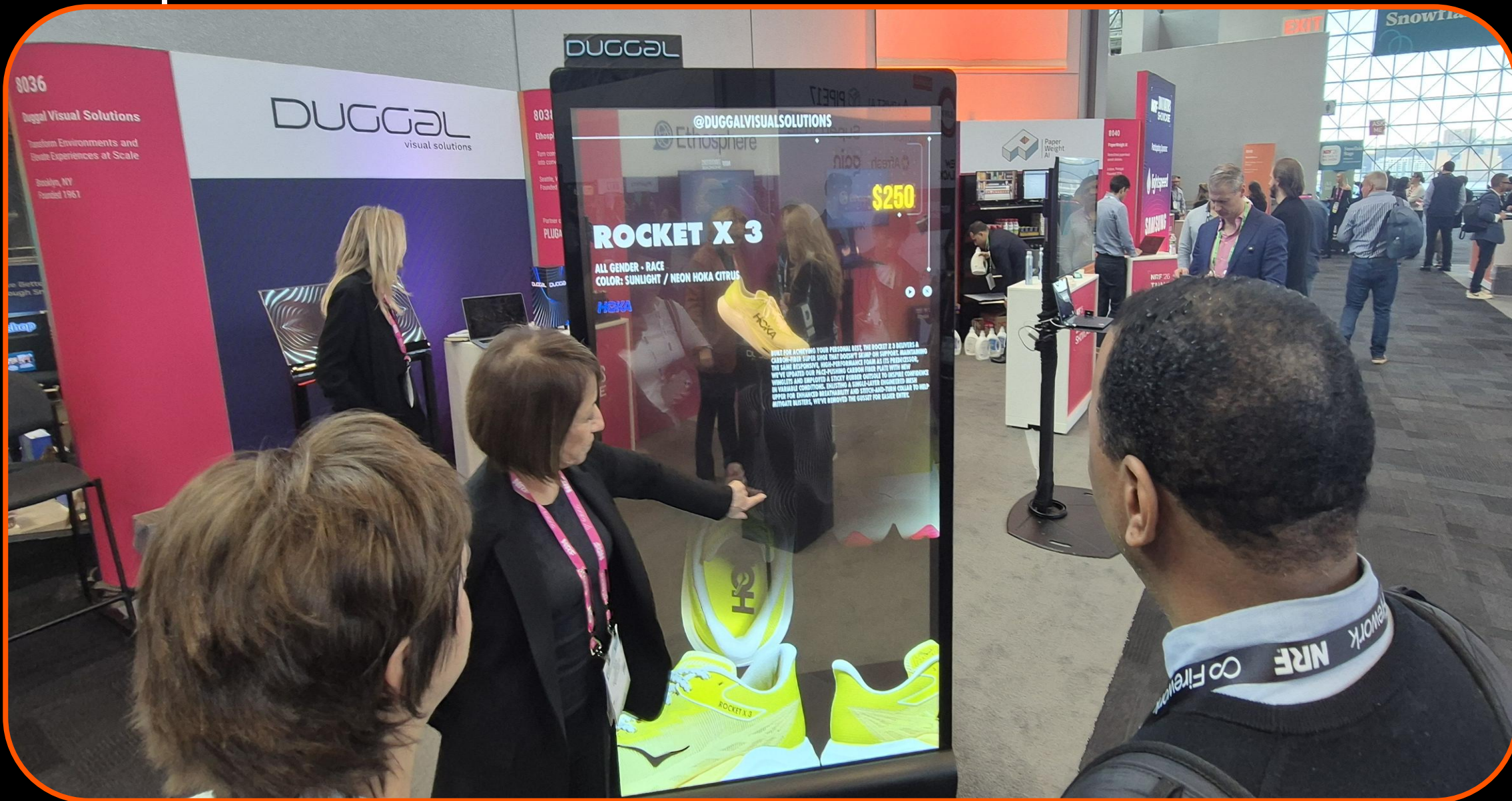


# Retail Media:

*A loja física vira interface  
viva*



Duggal | Vitrine em LED translúcido



Duggal | Vitrine em LED translúcido

# Colorful fresh food scene



ETAG-TECH





Netronix | Telas digitais simulando impressão real, usando E-INK



**SEVENTY 5**  
*Café* EST. 1975

**WESLEY B**  
Order: 10031  
Take-out  
1 HOT TEA  
Regular  
SkimMilk  
No Sauce

Free Cookie with  
Coffee Purchase  
on Fridays!



Scan Here



**SEVENTY 5**  
*Café* EST. 1975

**PIZZA**  
SEVENTY FIVE



SIGN UP ON:  
CAFÉ75 MOBILE APP

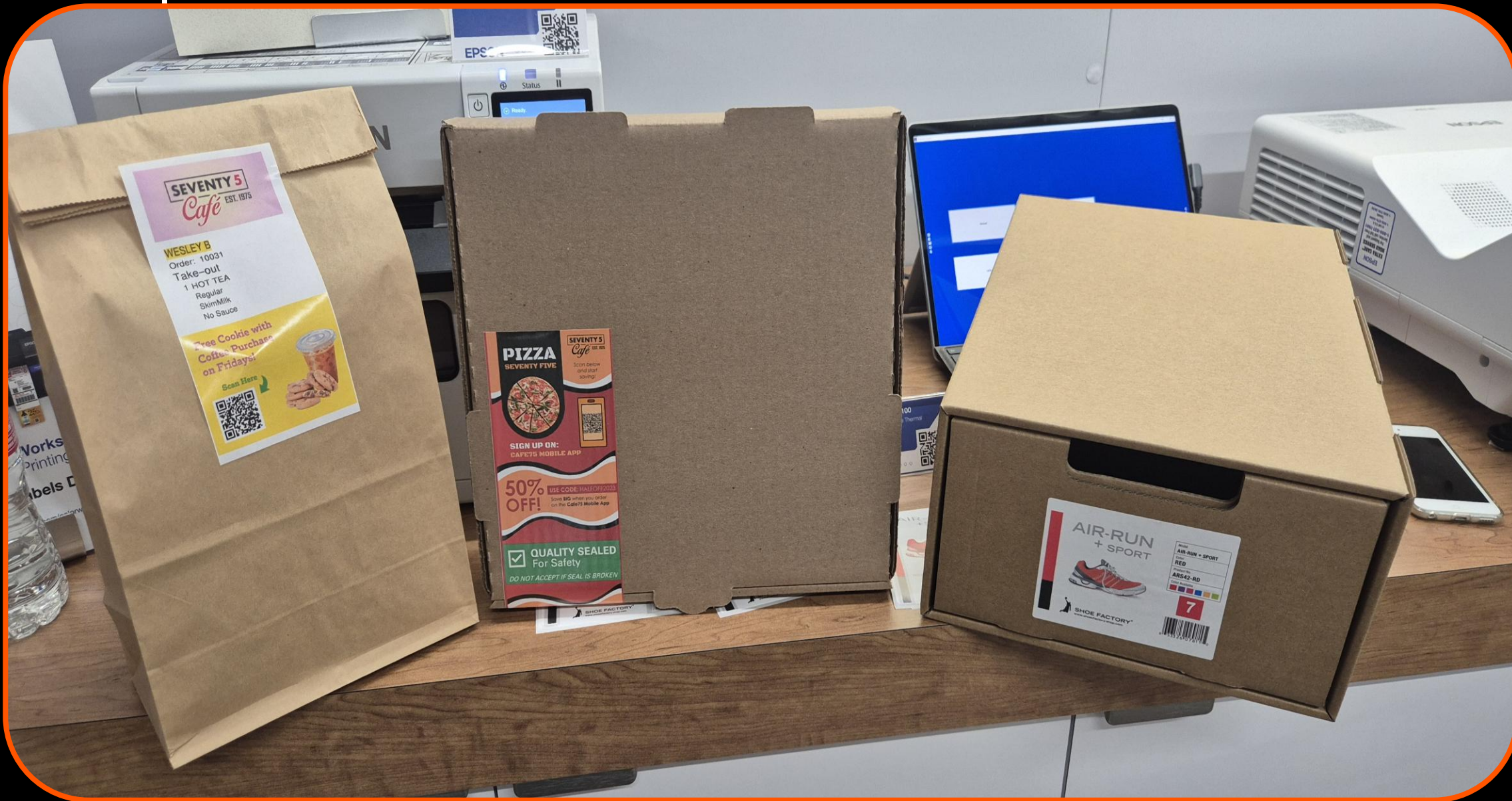
**50% OFF!**

USE CODE: HALFOFF2023  
Save BIG when you order  
on the Café75 Mobile App

**QUALITY SEALED**  
For Safety

DO NOT ACCEPT IF SEAL IS BROKEN

SHOE FACTORY  
www.seventy5.com



Epson | Etiqueta colorida para foodservice



**Para finalizar...**

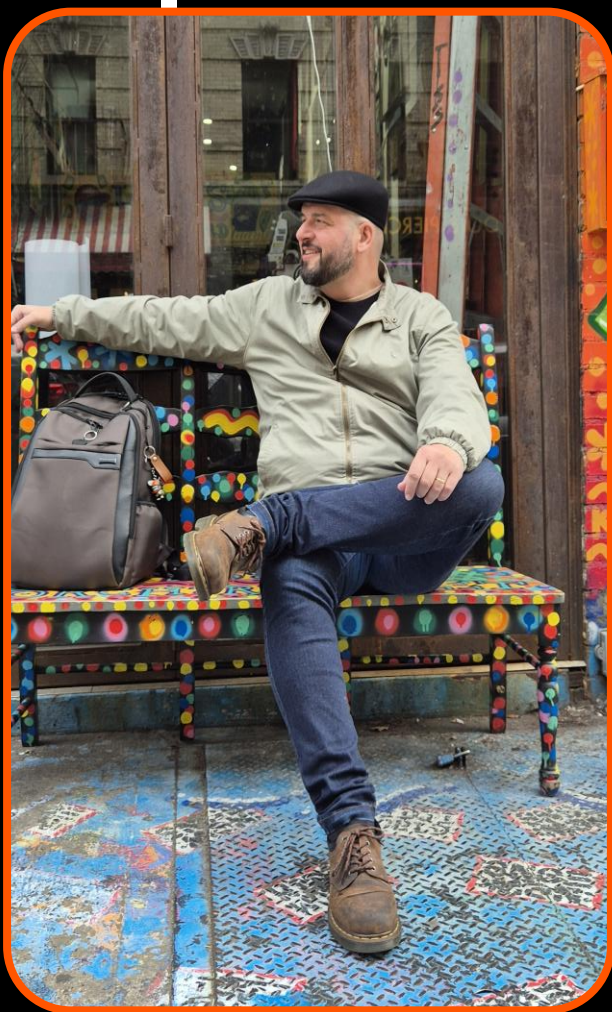
Antes de qualquer **Agente**, vem **A Gente!**

**A Gente precisa treinar**

**A Gente precisa inovar**

**A Gente precisa encantar**

**A Gente precisa fazer o básico bem feito antes de pensar no **Agente****



*A gente se conecta aqui!*



**Muito Obrigado!**

**Caio Camargo**

@caiocmgo

