

AMAZON GO, THE STORE OF THE FUTURE

I You notice there's something unusual about Amazon's store of the future even before you enter. A row of electronic gates guards the entrance, so it looks like the entrance to a train station. These gates open only for people who have the store's smartphone app*. This store is called Amazon Go and it is in Seattle, Washington.

II Inside you find the same food you can find in other supermarkets like milk, bread and drinks. But the technology at Amazon Go gives the customer a unique shopping experience. There are no cashiers. There aren't any shopping carts either. Instead, customers put items directly into their shopping bags.



III Every time shoppers take something off a shelf and put it into their shopping bags, the item automatically appears on their online account. If they put an item back on the shelf, Amazon removes it from their account. Shoppers leave the store through the same gates they entered without ever using a credit card or money. Their Amazon Go online account is automatically charged for what they take out of the store. The technology that makes all this possible is the use of hundreds of small cameras above the shelves.

IV Everyone knows how long it usually takes to pay at a supermarket. But at Amazon Go you don't need to stand in line to pay. It feels like you're getting something for free. This feeling goes away only a few minutes after leaving the store, when customers get an online receipt on their smartphones for what they bought.

V How does Amazon plan to use this technology in the future? They don't say. However, for now, shoppers at Amazon Go should be careful. Without cashiers at the exit, it's easy to spend too much.

A man leaving the store

From: The New York Times, photo by Kyle Johnson

* וויאו/אפליקציה לטלפון חכם / تطبيق للهاتف الذكي

1. What do we learn about Amazon Go in paragraph I?

- i) Why it is near a train station.
- ii) Who likes to shop at the store.
- iii) Why it needs guards at the entrance.
- iv) How it is different from other stores.

(8 points)

2. If you want to shop at Amazon Go, what must you have? (paragraph I)

ANSWER:

(9 points)

3. Give ONE way that Amazon Go is similar to other supermarkets and ONE way it is different from other supermarkets. (paragraph II)

(1) Similar:

(2) Different:

(2x9=18 points)

4. How does Amazon know what the customer is buying? (paragraph III)

- i) It gives customers shopping bags.
- ii) The cameras see what the customer takes.
- iii) The customer orders items on his phone.
- iv) The items appear on the customer's phone.

(9 points)

5. When do Amazon Go customers know how much they paid for their shopping? (paragraph IV)

- i) After they remove an item from the shelf.
- ii) When they get home.
- iii) When they use a credit card.
- iv) Soon after they leave the store.

(8 points)

6. Give ONE disadvantage of shopping at Amazon Go? (paragraph V)

ANSWER:

(9 points)

7. According to the text, how does Amazon Go give shoppers a unique shopping experience?

- i) You don't have to pay for what you buy.
- ii) The app helps you choose items.
- iii) You don't need money or a credit card.
- iv) The store has some unusual items.

(9 points)