

## “Facial Recognition Brings New Look to Shopping”

- “Imagine coming to a store and your wallet is already there. Imagine: you drive to the petrol station, you casually fuel your tank and your payment is done simultaneously.”

This is the future of shopping as imagined by Finnish company, Unico. No more credit cards, tablets, or unnecessary delays. The firm is in the final stages of developing a payment system that uses facial recognition software to link customers with their bank account. Chief development officer, Ruslan Fisirenko, says this level of automation makes Unico unrivaled for convenience.

- “You don’t really have to do anything extra to be recognized, the system recognizes you if you are a registered user.”

For a fee, Unico customers set up an account using a credit card. Cameras at check-out counters will track clients before they get to the cash register. Once they arrive to pay, all they need to do is sign their name. The cameras and software have already done the rest.

Although all that data gathering may seem intrusive, Fisirenko insists his system is secure and only involves account holders.

- “If you are not in the database, it is not storing any information. Fundamentally, facial recognition technology is able to verify that you are not wearing a mask, that it is a live face, that you’re a human, that this face is not printed on a 3D printer.”

Fisirenko believes Unico’s technology will be tamper-proof within 20 years, and it won’t only be useful for shopping, but also at airport check-ins, for example. The company starts trials in a few months, introducing consumers to what Fisirenko hopes will be the new face of shopping.