



AWS Industry Partners

AWS at NRF 2026: Retail's Big Show

**Jacob K. Javits Convention Center
New York | January 11-13, 2026**

Sunday, January 11 – Monday, January 12 | 9:00am - 5:00pm
Tuesday | January 13, 9:00am - 4:00pm

**AWS Booth
4438**

NRF 2026
RETAIL'S BIG SHOW

Meet AWS Industry Partners at NRF 2026

Product Innovation



Marketing and Advertising



Omnichannel Commerce



Supply Chain and Operations



Featured Partner





Maximize marketing outcomes with modern data collaboration and analytics

AppsFlyer empowers marketers to unify marketing measurement, analytics, data collaboration, customer journeys, and AI workflows—giving retailers the foundation to make smarter decisions, move faster, and drive measurable outcomes. Trusted by 70% of Fortune 500 brands, AppsFlyer measures over \$50B in marketing spend annually across 15,000+ global customers.



Identity intelligence and fraud prevention for the AI era

Forter's Trust Platform for digital commerce delivers instant, accurate assessments of trustworthiness, helping leaders from businesses like Nordstrom, ASOS, and ASICS prevent fraud, maximize revenue, and enhance customer experiences. With over \$2 trillion in transactions processed, Forter combines identity expertise and automation to protect consumers and drive growth.



Power omnichannel personalization with AI DAM

Bynder's AI-powered Digital Asset Management (DAM) platform accelerates content creation, eliminates bottlenecks, and amplifies brand performance. Recognized for usability & flexibility, Bynder enables brands to maximize content value through a powerful, intuitive integrated platform.



Automate retail pricing across every touchpoint with AI

Last Yard automates personalized pricing and promotions across digital and physical retail channels, eliminating errors and improving margins. The AI-powered platform seamlessly integrates with existing retail systems, enabling real-time updates across tickets, signage, and every customer touchpoint.



Accelerate smart stores with smart infrastructure

Spectro Cloud helps retailers modernize store infrastructure at scale, laying the foundation for new AI-powered use cases, centrally managing everything from POS systems to digital displays, from edge to cloud across thousands of locations. This automated approach enables resilient offline operations and smarter, connected in-store experiences.



Transform static product images into intelligent consumer experiences

Threedium turns every product into an intelligent 3D digital twin. Shoppers can interact, configure, and buy in real time. Powered by agentic AI, it helps brands and retailers transform product discovery into data-rich, personalized experiences that drive sales and minimize returns.



Financial infrastructure for the future of retail

Stripe is a financial infrastructure platform powering the future of retail. We empower brands and retailers to increase revenue, expand into new global markets, and tap into emerging channels like AI, all while reducing fraud and risk. Stripe supports leading retailers in managing their scale and complexities—trusted by half of the Fortune 100.



Drive revenue with agentic ai and customer data

Treasure Data's Intelligent Customer Data Platform drives enterprise growth through AI-powered personalization. This unified platform optimizes marketing spend and boosts revenue by delivering trusted, real-time customer experiences while maintaining security and compliance at scale.



HYPERVSN

3D holographic experience powered by AI

HYPERVSN is a global pioneer in 3D holographic technology, revolutionizing the world of visual communication through advanced holographic and AI-powered innovations. Supported by visionary investors such as Mark Cuban and Sir Richard Branson, HYPERVSN empowers brands to transform storytelling into interactive, memorable experiences that engage audiences worldwide. The company's award-winning solutions—ranging from AI-powered digital avatars to real-time holographic interactions—enable organizations to deliver hyper-realistic content that captivates and inspires.



Accelerating retail innovation

NVIDIA's invention of the GPU sparked the modern era of accelerated computing and AI. Today, that innovation is transforming the retail and consumer goods industry. Agentic commerce is revolutionizing how shoppers discover and buy, while AI-driven supply chain solutions and intelligent stores are driving unprecedented efficiency across the retail ecosystem. Through these advances, NVIDIA is powering the future of retail, where AI and accelerated computing create smarter, more connected shopping experiences.

Featured AWS Partner Big Ideas

Big Ideas | Stage 5 | MONDAY JAN 12 | 2:15 PM - 3:00 PM

Retail under attack: Safeguarding operations in a world of constant threats

As retail evolves, so do the threats. Join technology leaders for an essential discussion on safeguarding retail operations in the AI era. Discover proven strategies for protecting sensitive data, preventing breaches, and ensuring compliance - without slowing down your business. Learn how retailers are building resilient, secure infrastructures that drive innovation and customer trust. Don't miss this opportunity to future-proof your IT security to empower seamless, modern shopping experiences.



Jason James
CIO
Aptos



Krithika Ganesamoorthi
Global Head of Retail & Consumer
Goods Technology, AWS



Roger Delph
Head of Security
Oxford Industries



Rosemary DeAragon
Global Head of Retail & Consumer Goods
Snowflake

Featured Partner AWS TechTalk

AWS TechTalk | **MONDAY JAN 12** | **1:30 PM - 1:50 PM**

How Aritzia delivers excellent CX in the age of retail abuse

AI is accelerating innovation in retail, but it has also enabled new abuse patterns across returns, loyalty programs, and policy loopholes. Shoppers expect effortless experiences and instant refunds, but this promise becomes harder for retailers and brands to keep as refunds abuse rises and financial margins tighten.

In this session, Forter will break down key abuse trends, highlight the influence of AI, and share how leaders like Aritzia protect margins and customer trust without slowing good customers down. Attendees will see how retailers are using AI, identity intelligence, and instant decisioning to stop abuse at scale while maintaining a best-in-class experience.



Dany Naigeboren, Sr. Director, Risk,
Forter



Vanessa Merenda, Senior Risk
Analyst , Financial Security, ARITZIA



Featured Partner AWS TechTalk

AWS TechTalk | SUNDAY JAN 11 | 11:10 AM - 11:30 AM

Accelerating Innovation: From model to meal

The restaurant industry is one of the world's largest, serving billions of guests every year and advancing at a rapid pace. Since 2020, digital orders have surged—reshaping customer expectations and driving major innovation across quick service and fast casual restaurants. With evolving guest demand and technology adoption, restaurants are primed for AI transformation.

Join Andrew Sun, Sr. Director, Retail, NVIDIA, and Deborah Matteliano, Global Head of Restaurants Technology, AWS, as they break down how AI-powered agents are redefining how QSRs serve customers and run restaurants. Discover how cloud and accelerated computing equip leading brands to untangle the toughest problems: streamlining order taking, keeping up with customer demand, and enabling staff to focus on hospitality. Learn how NVIDIA software and AWS services work together to take solutions from pilot to production—delivering performance and reliability at scale. This AWS TechTalk will highlight real-world examples and actionable insights to help any restaurant thrive in the age of intelligent automation.



Andrew Sun, Sr. Director,
Retail, NVIDIA



Deborah Matteliano, Global Head of
Restaurants and Food Technology, AWS



Threedium | NRF Demo

Transform static product images into intelligent consumer experiences

Experience the future of ecommerce with Threedium's cutting-edge AI and voice-enabled 3D product configurators. Threedium's innovative platform empowers businesses to create immersive, interactive product experiences without coding expertise. In this demo, witness a seamless integration of AI and voice technology as you build a customizable bag configurator in real-time. Using simple prompts, Threedium will demonstrate how easy it is to create complex 3D product configurations. Then, experience the magic of voice commands powered by [Amazon Nova](#), allowing users to modify product features instantly through natural speech. See how this technology enhances customer engagement across desktop, XR devices, and smart glasses, revolutionizing the way consumers interact with products online. Join us to explore how leading brands are leveraging this technology to boost conversions and customer satisfaction.

AWS TechTalk | SUNDAY JAN 11 | 1:30 PM - 1:50 PM

Retail Reimagined: The agentic economy powered by 3D

Join this session to discover how Threedium and AWS are redefining retail through Agentic AI and 3D data infrastructure, enabling brands to build, manage, and monetize digital twins at scale across the entire product lifecycle. Experience how Threedium's MCP seamlessly connects design, manufacturing, and marketing—from ideation and 3D printing to immersive customer experiences and robotics training. See how AWS-powered agentic workflows and leading LLMs automate 3D creation, optimization, and deployment, helping retailers accelerate content production, enhance omnichannel performance, and unlock new data-driven monetization opportunities.

Threedium turns every product into an intelligent 3D digital twin. Shoppers can interact, configure, and buy in real time. Powered by agentic AI, it helps brands and retailers transform product discovery into data-rich, personalized experiences that drive sales and minimize returns.

threedium.io

LAST YARD | NRF Demo

Automate retail pricing across every touchpoint with AI

Step into the future of retail where digital signage, electronic shelf labels, and retail media displays converge into one intelligent shopping experience. Last Yard's demo showcases how its AI-powered platform transforms everyday store interactions into seamless customer conversations. Experience how shoppers can scan any in-store content to instantly connect with an AI assistant that provides real-time, store-specific information. Watch as the platform handles everything from product location and ingredient queries to inventory availability and delivery options, creating a truly connected shopping journey.

Visit this demo to see how leading retailers are using Last Yard's technology to unite in-store content, commerce, and customer service into one powerful platform, enhancing both shopper satisfaction and operational efficiency.

Last Yard automates personalized pricing and promotions across digital and physical retail channels, eliminating errors and improving margins. The AI-powered platform seamlessly integrates with existing retail systems, enabling real-time updates across tickets, signage, and every customer touchpoint.

lastyard.com

AWS TechTalk | SUNDAY JAN 11 | 3:15 PM - 3:35 PM

From Data to Execution: AI-powered price and promo management at scale

Join this session to discover how retailers are turning analytics and AI investments into actionable insights at scale. Learn how AWS AI models and the Last Yard retail execution platform convert raw data into an automated, closed-loop system driving pricing accuracy, promotional effectiveness, and customer engagement, while orchestrating price and promo data across ESLs, in-store retail media, and paper ticketing. See how this unified execution layer integrates with retailers' BI and AI learning models built on [Amazon Redshift](#) and [Amazon Bedrock](#) environments, delivering consistent pricing, compliant execution, optimized revenue, and personalized CX across every store and channel.

Treasure Data | NRF Demo

Drive revenue with agentic AI and customer data

Step into the future of personalization with Treasure Data's comprehensive AI Marketing Cloud portfolio. Experience how Treasure Data's integrated solutions transform customer interactions across every touchpoint, from initial engagement to long-term relationship building. Visit this demo to see Treasure Data's Next Best Product and Engage Studio deliver perfectly timed, personalized communications through advanced ML algorithms. See Treasure Data's Personalization Suite in action, demonstrating how intelligent audience targeting and dynamic content delivery drive measurable revenue growth.

Explore how the specialized AI Suites for sales and service, creative, and paid media work together to create unified customer experiences. Discover how leading brands are using these powerful tools to enhance customer engagement and achieve breakthrough business results.

AWS TechTalk | SUNDAY JAN 11 | 2:40 PM - 3:00 PM

From Data Chaos to AI Magic: Supercharging customer experience

Every legendary customer experience starts with clean, connected data, as AI is only as powerful as the data behind it. In this session, discover how an AI-first, data-trust approach can turn marketing and CX teams into "superhumans" through practical strategies for unifying fragmented customer data, ensuring quality at scale, and activating real-time personalization through AI Agents. See how trusted data combined with predictive and generative AI can anticipate needs, deliver precision targeting, and orchestrate journeys instantly, and leave with an actionable blueprint to harness AI that's accurate, scalable, and transformative—all without writing a single line of code.

Treasure Data's Intelligent Customer Data Platform drives enterprise growth through AI-powered personalization. This unified platform optimizes marketing spend and boosts revenue by delivering trusted, real-time customer experiences while maintaining security and compliance at scale.

treasuredata.com

Agentic

Amazon Bedrock

Amazon SageMaker

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AppsFlyer | NRF Demo

Maximize marketing outcomes with modern data collaboration and analytics

See how AppsFlyer's Data Collaboration Platform lets retailers and their partners safely connect first-party data—without moving it—via a clean room that runs in your cloud. Build self-serve audiences and activate them across paid media channels, while keeping them auto-refreshed as shoppers move between app, web, and store.

Close the loop with shared, AI-powered measurement and predictive analytics to surface high-intent buyers, forecast lifetime value, and optimize spend. Get daily, SKU-level results and flexible lookback windows for longer purchase cycles, with privacy guardrails that ensure only aggregated insights are shared. The outcome: faster audience creation, lower engineering lift, fewer reporting disputes, and clearer proof of revenue impact across retail media and brand collaborations—all leveraging the enterprise-grade reliability of AWS.

AWS TechTalk | MONDAY JAN 12 | 11:45 AM - 12:05 PM

Data to Dollars: Commerce media data collaboration in the AI era

Join this session to discover how retailers and brands can turn their customer data into new revenue and measurable growth in an AI-powered world. Learn how to securely scale data monetization in commerce media—one of digital advertising's fastest-growing opportunities across grocery, general merchandise, marketplaces, restaurants, travel, and more. AppsFlyer's Data Collaboration Platform enables retailers to partner with brands, identify high-LTV customer segments, and deliver measurable results. See real-world success stories demonstrating 3x return on ad spend and strategies for thriving in today's AI-powered retail and commerce ecosystem.

AppsFlyer empowers marketers to unify marketing measurement, analytics, data collaboration, customer journeys, and AI workflows—giving retailers the foundation to make smarter decisions, move faster, and drive measurable outcomes. Trusted by 70% of Fortune 500 brands, AppsFlyer measures over \$50B in marketing spend annually across 15,000+ global customers.

appsflyer.com

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Amazon Bedrock

Amazon SageMaker

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Stripe | NRF Demo

Financial infrastructure for the future of retail

Watch as an AI shopping agent guides customers from product discovery to checkout—conversing naturally, understanding preferences, and completing purchases seamlessly. Built using Stripe Agentic Commerce Protocol (ACP), and powered by AWS Gen AI, this end-to-end journey demonstrates how AI agents can become your most effective sales channel—without the complexity.

This live demo showcases how Stripe's ACP connects your existing commerce platform with AI agents, enabling conversational shopping experiences that feel personal and effortless, providing secure one-click payments that reduce cart abandonment, increasing conversion rates through intelligent product recommendations, and requiring zero disruption to your current tech stack—integrate once, reach multiple AI platforms. As retailers race to adapt to AI-driven commerce, this innovation represents a critical breakthrough in making intelligent shopping experiences accessible and scalable.

AWS TechTalk | SUNDAY JAN 11 | 2:05 PM - 2:25 PM

Exploring dual pathways to agentic commerce with AWS and Stripe

The retail environment is changing with the emergence of Gen AI-powered agents—intelligent storefronts that discover, recommend, and transact on behalf of shoppers. In this new era of agentic commerce, two pathways are taking shape: business to agent (B2A), where external answer engines connect customers with products, and agent to consumer (A2C), where retailers deploy custom on-site agents using solutions such as AWS's Gen AI services. In both journeys, trust and simplicity at checkout are key. Discover how AWS and Stripe allow for real-time transaction analytics, automated fraud detection, and tailored payment solutions—helping retailers convert product discovery into revenue while simplifying operations and boosting conversion rates.

Stripe is a financial infrastructure platform powering the future of retail. We empower brands and retailers to increase revenue, expand into new global markets, and tap into emerging channels like AI, all while reducing fraud and risk. Stripe supports leading retailers in managing their scale and complexities—trusted by half of the Fortune 100.

stripe.com

Bynder | NRF Demo

Power omnichannel personalization with AI DAM

Experience the power of Bynder's AI-powered DAM platform which helps brands conquer the content chaos with a governing system of record. This demo showcases how retailers and brands can configure, customize, and deploy AI agents, each tailored to specific needs within DAM. See how Bynder's AI Agents adapt to evolving business requirements, enhancing operational efficiency and accelerating omnichannel marketing performance. Through AI-powered search capabilities, teams can effortlessly discover content, streamline management processes, and strengthen governance protocols.

See firsthand how Bynder minimizes business risk while delivering compelling value. From automating routine tasks to providing deep content insights, Bynder's platform empowers teams to work smarter, not harder. Visit this demo to explore how leading organizations are leveraging Bynder capabilities to transform their content strategies and drive measurable business impact.

AWS TechTalk | MONDAY JAN 12 | 10:35 AM - 10:55 AM

Revolutionizing Retail Content: AI-powered DAM for omnichannel excellence

Join this session to discover how leading retailers are transforming content management, activation, and delivery in an AI-driven world through a foundational system of record coupled with agentic AI embedded within the content supply chain. Learn how this approach drives measurable productivity gains, reduces approval cycles, and accelerates time to market while strengthening compliance across channels. See real-world examples of retailers using automation to boost creative efficiency and deliver more personalized omnichannel experiences that drive conversion, with practical takeaways for optimizing content experiences today while preparing for the next wave of agentic innovation.

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bynder.com

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Spectro Cloud | NRF Demo

Accelerate smart stores with smart infrastructure

Experience a fully operational smart store simulation powered by Spectro Cloud's edge computing platform. The demo showcases how retailers can transform their physical spaces into intelligent environments without complex technical setups. Visitors will watch as Spectro Cloud's plug-and-play solution, running on HPE hardware and managed by Palette, enables real-time AI capabilities including smart shelf monitoring, queue detection, and personalized customer offers.

The demonstration reveals how store technology managers can effortlessly deploy updates and maintain security across thousands of locations from a single interface. This showcase exemplifies the future of retail operations, where centralized management meets edge computing simplicity, demonstrating how future-forward retailers are deploying AI-powered innovations while maintaining operational efficiency and reducing technical complexity.

AWS TechTalk | MONDAY JAN 12 | 11:10 AM - 11:30 AM

Spectro Cloud Palette enabling retail AI from edge to cloud

Learn how Spectro Cloud's platform, Palette, simplifies upgrades of legacy systems and deployment of in-store innovations, streamlining operations, reducing downtime, and accelerating value. The TechTalk will demonstrate how retailers gain consistent management across thousands of stores through automated updates, AI/ML integration, and real-time insights, powered by AWS and AWS Gen AI services, including [Amazon Bedrock](#) and [Amazon SageMaker](#). Attendees will discover how leading retailers have scaled to 10,000+ locations in weeks, unlocking unprecedented agility, reliability, and cost efficiency across their operations.

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spectrocloud.com

Amazon Bedrock

Amazon SageMaker

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Forter | NRF Demo

Identity intelligence and fraud prevention for the AI era

As commerce evolves to become agent-driven, enterprises face new challenges in maintaining trust and preventing abuse while delivering seamless experiences. Forter's Trusted Agentic Commerce solution integrates across every digital interaction—from account creation and checkout to payments and post-purchase behaviors. Forter's platform analyzes behavioral signals and intent across sessions, linking agent activity to real human identities. This enables businesses to authorize transactions with precision, minimizing friction while maximizing security and conversion.

Visit this demo to learn how Forter shares AI-based risk signals across the payment ecosystem and to preview Forter's latest [Abuse Prevention](#) suite. The demo will demonstrate real-time policy enforcement, advanced dashboard insights, and proven success stories from leading retailers and brands.

AWS TechTalk | MONDAY JAN 12 | 1:30 PM - 1:50 PM

How Aritzia delivers excellent CX in the age of retail abuse

AI is accelerating innovation in retail, but it has also enabled new abuse patterns across returns, loyalty programs, and policy loopholes. Shoppers expect effortless experiences and instant refunds, but this promise becomes harder for retailers and brands to keep as refunds abuse rises and financial margins tighten. In this session, Forter will break down key abuse trends, highlight the influence of AI, and share how leaders like Aritzia protect margins and customer trust without slowing good customers down. Attendees will see how retailers are using AI, identity intelligence, and instant decisioning to stop abuse at scale while maintaining a best-in-class experience.

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forter.com

HYPERVSN

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HYPERVSN | NRF Demo

3D holographic experience powered by AI

Experience the future of immersive retail with the HYPERVSN Product Discovery demo. At the touch of a button, vivid 3D holograms of products appear in mid-air, showcasing features, benefits, and stories in a format that instantly captures attention. These visuals are designed to help customers understand complex information quickly, turning passive browsing into an engaging, self-guided exploration.

A built-in holographic assistant takes the experience further. It walks users through detailed explanations, highlights comparisons, and answers key questions, creating a guided product journey that feels intuitive and memorable. The combination of lifelike holograms and smart AI assistance helps shoppers connect with products in a way traditional displays simply can't match.

Visit this demo to see how HYPERVSN bridges the gap between physical retail and interactive digital content, offering brands a powerful tool to educate, inspire, and convert customers with ease.

NVIDIA

NVIDIA's invention of the GPU sparked the modern era of accelerated computing and AI. Today, that innovation is transforming the retail and consumer goods industry. Agentic commerce is revolutionizing how shoppers discover and buy, while AI-driven supply chain solutions and intelligent stores are driving unprecedented efficiency across the retail ecosystem. Through these advances, NVIDIA is powering the future of retail, where AI and accelerated computing create smarter, more connected shopping experiences.

AWS TechTalk | SUNDAY JAN 11 | 11:10 AM - 11:30 AM

Accelerating Innovation: From model to meal

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Presented by NVIDIA and AWS

Agentic

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4438**

Agentic Commerce



Fabric's Product Agent

Prepare for the future of AI-powered search and native checkout with Fabric's solution for Answer Engine Optimization (AEO) and Generative Engine Optimization (GEO). Benchmark visibility against category leaders, automate data enrichment with AI-added attributes and schema, merchandise with dynamic categories for seasons and trends, and seamlessly activate enriched product data to any channel with continuous optimization to maximize performance.

Conversational Commerce



NLX and AWS: The Future of Clienteling

See how NLX replaces complex coding with a visual, drag-and-drop canvas for building premium conversational AI experiences. In this luxury retail clienteling demo, watch as a Customer Experience Builder creates a sophisticated AI personal shopper—powered by Amazon Connect, Amazon Lex, and Amazon Bedrock—that converses naturally, understands customer preferences, and can source and purchase on behalf of clients.

The platform delivers real-time analytics on customer intent, enabling instant adaptation of conversation flows and intelligent routing of high-value queries to human advisors—deployed in weeks, not years, with no code required.

AWS Booth
4438

Agentic

Amazon Bedrock

Voice-Intelligent Product Experience Powered by Amazon Nova

HYPERVSN



Threedium and HYPERVSN on AWS

Transform static products into intelligent consumer experiences with AI-powered product displays and voice-enabled 3D configurators. Using simple prompts, create complex 3D product configurations and hyper-personalized customer experiences without coding expertise. Voice commands powered by Amazon Nova allow users to modify product features instantly through natural speech, enhancing engagement across desktop, XR devices, and smart glasses.

This interactive collaboration demo features HYPERVSN's cutting-edge holographic projection technology, showing how brands boost conversions and customer satisfaction by revolutionizing product interactions online and offline.

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Composable, AI-Automated In-Store Retail Media



Idomoo, Poppulo, and Amazon Signage powered by AWS

Transform physical stores into dynamic, revenue-generating marketing platforms with an end-to-end solution that delivers personalized, AI-generated content responding to real-time shopper behavior and store data. Powered by AWS Partners Idomoo and Poppulo, plus Amazon Signage, retailers can rapidly build and deploy generative creative content with full attribution—unlocking the massive opportunity where 76% of purchase decisions happen in-store. The demo showcases AI-powered personalization using Amazon Bedrock to deliver hyper-targeted ads at the moment of purchase intent, real-time generative content automation, omnichannel campaign orchestration, seamless integration via Amazon Signage turnkey infrastructure, and closed-loop attribution tracking performance from impression to purchase. This composable solution enables retailers to monetize millions of weekly in-store visitors while brands influence consumers at the point of purchase.

Hyper-Personalized Consumer Experience Platform



Bria AI on AWS

Discover how AI-driven personalization transforms customer experiences by combining CDP profiles with AWS Partner Bria AI's advanced generative capabilities. This demo walks you through a seamless workflow that starts with rich customer personas and demonstrates how intelligent personalization powers targeted social media campaigns and tailored e-commerce interactions. Watch how this integration delivers the personalized experiences that modern consumers demand - with 80% of customers expecting personalization and 60% becoming repeat buyers when they receive it.

Agentic

Amazon Bedrock

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Transforming Product Innovation and Merchandising with AI



SymphonyAI Planogram Planning & Compliance

See how computer vision revolutionizes store execution. Watch as store personnel simply photograph current shelf setups, and AI instantly compares actual placement against planograms to recommend corrective actions. The solution also automatically verifies pricing compliance. Rich dashboards help users identify opportunities and manage issues across all locations, ensuring brand standards and maximizing sales potential.

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Meet our industry partners at the AWS Happy Hour

**AWS Retail and Consumer Goods Executive
Partner Happy Hour at NIZUC**

Jan 11, 2026, 5:00PM – 8:00PM EST
485 10th Ave | New York, NY 10018

[Reserve your access »](#)



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