



**SUPERMALLS**



# New Era AI Robotic Helps SM Supermalls Deliver a More Engaging Shopping Experience

When SM Supermalls, a large chain of shopping malls in the Philippines, set out to streamline and improve their visitor experience, they turned to New Era AI Robotic. SM Supermalls deployed New Era’s voice-interactive, smart-service robot: an intelligent, AI-enabled solution for customer assistance. The solution utilizes Intel® processors to deliver fast, reliable performance that helps enhance the in-person shopping experience. Intel® RealSense™ technology enables the autonomous navigation and obstacle avoidance and the Intel® Distribution of OpenVINO™ toolkit allowed New Era to quickly build computer vision capabilities. SM Supermalls is able to deliver an enhanced, personalized, and streamlined customer experience.

“Our guests find the robotics solutions to be fun, engaging, and useful tools for getting the information they need. They help our brand stand out and make customer visits more efficient and enjoyable.”

**Joaquin L. San Agustin,**  
senior vice president of marketing, SM Supermalls

#### Products and Solutions

- [Intel® Core™ Processors](#)
- [Intel® Pentium® Processor N Series](#)
- [Intel® RealSense™ Technology](#)
- [Intel® Distribution of OpenVINO™ toolkit](#)

#### Industry

Real Estate,  
Retail

#### Organization Size

10,001+

#### Country

Philippines

#### Partners

[New Era AI Robotic Inc.](#)

#### Learn more

[Case Study](#)