

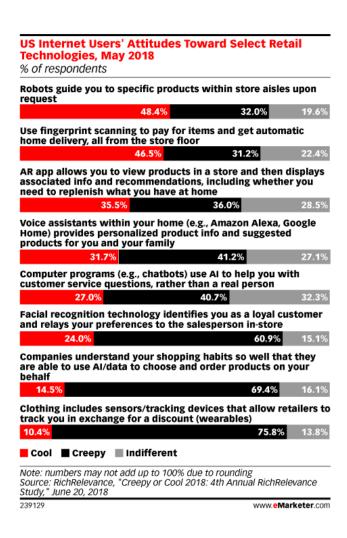
## Podcast | Facial Recognition in Retail

## **AUDIO**

## **eMarketer Editors**

n China, consumers can "smile to pay" in some stores, but in the US, facial recognition systems for shopping are more theory than fact. Will that change? In today's episode of "Behind the Numbers," we sit down with Peter Trepp, CEO of facial recognition software firm FaceFirst.





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