



**nexi**

**Presenting VivoGreen, Italy's first cash register-free store.  
Nexi is a project partner.**

*The store of the future, based on Nexi's invisible payments, will open tomorrow in Terni.*

*Not only innovative technology, but also environmental sustainability, collaboration with schools and a focus on the community.*

**Milan, 11 September 2020** - Walk into the store, take your products off the shelf and walk out without queuing and without touching your wallet: starting tomorrow, it will be possible in Italy too.

Terni will be hosting the inauguration of **VivoGreen**, the first store in Italy completely without checkout counters, where customers can pick up the products they want to buy, put them in their bags and walk out through a special gate that instantaneously identifies each product chosen using RFID technology and then charges the cost to a credit card.

**Nexi**, which is partnering in the project, has created the technological infrastructure for VivoGreen to enable this purchase and payment process, known as "invisible payments": the identification of the products purchased by the customer and the debit procedure are managed by **XPay**, Nexi's payment gateway.

To benefit from this innovative approach to shopping, which is fast, convenient and secure, consumers need **to register with VivoGreen the first time only**, either online or in the store: their details and payment cards will then be associated with a VivoGreen card, granting them access to the store. They will then be able to access the store, choose products from its shelves (equipped with identification tags), be served by personnel in staffed departments and then walk out with their groceries.

*"This is the first physical store in Italy based exclusively on invisible payments, and we are extremely proud to have made it possible," commented **Dirk Pinamonti, Head of E-commerce at Nexi**. "We have embraced the VivoGreen initiative because it is in line with our mission to offer increasingly practical, innovative shopping experiences - of which payment is an integral part." Through VivoGreen, we have shifted from the testing phase to real-world implementation".*

VivoGreen, which covers an area of 700 square meters offering food and personal care products, is the brainchild of **Davide Milani**, professor at ITT Allievi-Sangallo in Terni, who wanted to create a formula that combines technological innovation, environmental sustainability and local community development.



VivoGreen, was designed as an educational project and was then developed together with several high schools in Terni: ITT Allievi-Sangallo, Istituto Alberghiero Casagrande, Liceo Artistico Metelli, Liceo Classico Tacito and IPSIA Pertini. The students collaborated actively, each drawing on their expertise: from creating the antennas, reader and the gate to designing and building the electrical panel and sensors, reading RFID tags, making the automatic accounting software and designing the logo and labels.

VivoGreen is a circular economy project with zero waste consumption capable of providing refunds for TARI tax through a patented algorithm, thus embracing the "pollute less, pay less" philosophy. All products sold are packaged using fully biocompatible, biodegradable or glass materials.

*"The project was created as a concrete example of environmental sustainability, collaboration with schools and proximity to the community: we wanted technology not to be an end unto itself, but to serve the community to create true added value," commented **Davide Milani, creator and owner of VivoGreen**. "We plan, in the future, to allocate some of our profits to awarding scholarships to students from the schools that collaborated with us and to involve students from local schools in internships in our store."*

VivoGreen is also collaborating with local producers who, in addition to supplying most of the products on sale, will enjoy a point of contact with customers in the store through access to a virtual dialogue area.

## **Nexi**

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Listed on Borsa Italiana's MTA market, it is the leading PayTech company in Italy, with consolidated partnerships with about 150 banking institutions. Through its technology it connects banks, merchants and citizens, enabling digital payments. Nexi's mission is to make every payment digital and facilitate the development of the digitalisation of Italy. Nexi operates in three market segments: Merchant Services & Solutions, Cards & Digital Payments and Digital Banking Solutions.

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