

# Floor Covering Media

Your Gateway to the Floor Covering Industry

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## Palm Reading Technology



As we ring in the new year, Amazon's Whole Foods palm reading technology should be available in all stores nationwide. It means that there will be no need to bring cash, credit cards or a smartphone into Whole Foods; at least for those Amazon Prime members, who link their accounts to Amazon One. The transactions are confirmed by waving their palm over a scanning device.



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Convenient? You bet! Hundreds of Whole Foods stores in twenty states already have palm readers including: California, Colorado, Nevada, New York, Texas and airports. Elsewhere, their customers may purchase alcohol without identification for age verification. Clearly, there are measurable benefits to using this cutting edge technology for folks who don't mind sharing their biometric data in exchange for an added convenience and other incentives such as Whole Foods discounts. It's time to consider joining the forerunners who are already using the palm reading technology with first hand experience.



Naturally, there are those with some reticence about this scanning technology. Reluctance is the sign of a cautious mind. The response is not atypical. It is actually understandable and even to be expected during the early marketing stages. Not everyone will immediately understand the added value and measurable benefits of this practical scanning technology. Embrace criticism.



How will Amazon's team rise above their challenges in the marketplace? What strategies will these trained professionals use to convince privacy advocate groups, consumers and critics that this scanning technology is for the greater good? The next few months of 2023 are likely to be educational and even a bit entertaining especially for people in the marketing profession.

Floor Covering Media publishes  
press releases called Flooring Updates.

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## Flooring Updates



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## Flooring Network

For those in the market and those that serve it

Floor Covering Media is  
a social media network.

## Floor Search

Answers to Questions About Flooring

Retrieve timely, objective news and  
information at <https://www.floorsearch.info>.