

Digital Scenario Experience Space Opened in Yangpu

By Mao Xinhui & Gao Liang

In recent years, Yangpu accelerated the promotion of information consumption and upgrading of business environment as a demonstration zone of digital innovation. Many new types of business and new enterprises have emerged in Yangpu District, and Shanghai Sunmi Technology Group Co., Ltd. is one of them.

Recently, the digital store scenario experience space created by Sunmi - Sunmi Home flagship store opened in Hopson One shopping mall, Yangpu. When you come to the 4th floor of Hopson One, you can see the orange storefront of Sunmi Home from a distance. In this space of more than 250 square meters, ten payment scenarios such as hotel, restaurant, supermarket, mothers and babies store and beauty salon are presented one by one, which basically covers all aspects of daily life.

Here, businesses can experience how to communicate with consumers in a new era of the Internet of Things. In the hotel scenario, guests can self-check in through face recognition. In the smart restaurant scenario, customers order meals through the front desk, then the kitchen can simultaneously issue orders and broadcast the customer's additional request for dishes. Each scenario can be tailored for merchants with a set of integrated software and hardware commercial solutions, ranging from IoT devices, mobile payment,

face-scanning payment, O2O take-away, to mini-program marketing, AI customer flow analysis, etc.

In front of the booth, many customers who came to the experience space were merchants operating in the Hopson One business circle, and some had already purchased related products online. The reporters randomly visited several catering and retail stores in the mall, which were all using Sunmi's smart cashier, ordering and queuing equipment.

In the center of Sunmi House, there is a large screen which displays real-time data on the store's passenger flow, transaction volume and conversion rate. According to the staff, the flagship store focuses on creating a digital experience space that covers all types of business. Through the core technology and products of the commercial Internet of Things, it helps traditional merchants to carry out digital transformation, and ultimately improve people efficiency, floor efficiency and gross profit. "For example, smart catering solutions, including typical scenarios such as take-out orders, back kitchen outlets, cashiers, etc. Only one set of software systems and corresponding smart hardware products can fully meet the needs of restaurant management and all aspects of service operation and help catering merchants improve the efficiency of store operations."

It is reported that Sunmi currently has more than 25,000 global



partners, 19,000+ software developers, and its various products and solutions have been sold to 203 countries and regions around the world with more than 1.5 million active merchant customers worldwide. "In our opinion, the key to re-

alizing the digitalization of the industry is to enable small and medium-sized merchants to use digital tools to achieve sustainable operation. This time Sunmi Home opened in Hopson One, and we hope to use our flagship store as a link to coop-

erate with partners from Sunmi's ecology to truly provide digital empowerment to merchants at home and abroad and help with their integrated online and offline operations." said Lin Zhe, founder and CEO of Sunmi.

Good-neighborly Wall, Adding Luster to Community

By Gao Liang & Li Zeyu

Many residents have recently discovered that on the right side of main road at the north gate of Lane 315 Wudong Road, a whole wall has greatly enhanced its "face value", as a landscape for entering and exiting the residential quarter.

This wall was originally shared by Wujiaochang Sub-District Cultural Garden Yuan Zhong Yuan and Shanghai University of Finance and Economics Press, but due to its hidden location, this enclosing wall, nearly 100 meters long, lacked repair for many years, and many plasters have fallen off, plus various small advertisements blotting out the sky and earth. Residents nearby said, "I feel uncomfortable when seeing this wall." In order to further beautify the community environment, in June this year, the Cultural Garden Neighborhood Committee decided to renovate it.

Wall surface renovation, how to do? It is too monotonous to paint directly into a white wall, whether to paint graffiti on the wall is feasible... Throughout this

renovation, the Cultural Garden Neighborhood Committee always regarded resident's voluntary participation in the whole process as a basic principle, to fully solicit their opinions before renovation, and after confirmation by the Resident Council, decided to carry out wall graffiti color painting, with draft design conducted by the undergraduate students majoring in Printing Art at the Shanghai Publishing and Printing College, and community kids responsible for coloring.

Recently, the reporter saw on the wall graffiti color painting event site that more than 20 kids dressed in uniform green T-shirts and aprons were acting by groups, holding paintbrushes in hand, showing off their skills and adding bright colors to the wall. "Wear apron, don't drip the paint on your clothes." "It's a little bit cooler here, come here to paint"...Beside the children, there was a group of "guardians" in green vests. "Many children join in the activity and they are also young, so that they need volunteers to escort. 10 volunteers present came from regional benevolent enterprises and entities,

as the society and enterprises join hands to dress up the home together." said Zhou Fan, Secretary General of Wujiaochang Sub-District Foundation.

The reporter noticed that this good-neighborly wall called "Colors Beautify Every Heartland" was composed of 16 wall spaces with different themes, including child-friendly community, environmental protection, garbage classification, diligence, thrift and so forth, all presented with slogan + comics, as a new field for community culture promotion.

Zhou Fan revealed to the reporter that the Cultural Garden Neighborhood Committee would further listen to opinions of residents at all ages, plant greening under the good-neighborly wall, and embark on a series of community micro-updating tasks such as overhead wire renovation, exterior air conditioner beautification, street lamp installation and road maintenance, to create a more comfortable and tidy living environment for residents. The entire micro-updating work is forecast to complete by the end of this year.

A Rice Fragrance, Called Mass Entrepreneurship

By Mao Xinhui

As the living standard improves, Chinese people's "vegetable basket" is also upgraded—from focusing on "well-fed" to "eating healthily", and some entrepreneurs have shifted their attention to the rice that people eat every day.

In Tongji Xincun, Tongji Xinyuan and some other residential quarters in Yangpu, many people have seen such a type of fresh rice milling machine: Chongming rice 4.9 yuan/half kilo, northeastern Wuchang rice 7.9 yuan/half kilo, for sale starting from half kilo. Consumers can buy currently milled fresh germ rice by selecting rice, ordering and paying on touch screen, and the whole process from husk grinding to rice generation is visible. Despite "a little expensive" price, not a few people are still buying it.

This is actually an entrepreneurial project of Tongji alumni. In recent 2020 "Maker in China" Shanghai SME Innovation and Entrepreneurship Competition, programs such as smart fresh rice machine, automatic degradation of kitchen wastes and welding technology breakthrough were highly

acclaimed by experts.

Gengmi Technology (Shanghai) Co., Ltd is an entrepreneurial enterprise based in Tongji Science and Technology Park. The founder Tian Bujuan has penetrated in the new retail industry for many years, and started up her own brand "Natural Rice Natural Life" two years ago.

"In paddy rice, the nutritional value of germ accounts for about 66% of a rice grain. Compared with the polished rice we usually eat, the freshly ground rice that is roughly processed retains most of germ and endosperm in rice, especially rich in vitamin B, with inorganic salt and dietary fiber both superior than polished rice." As introduced by Tian Bujuan, because the shelf life of germ rice is only 10-15 days, this fresh rice machine leverages constant temperature storage technology, as well as mature rice milling technology for onsite hulling, to achieve paddy rice germ retention rate of more than 90%, while ensuring freshness of rice.

At present, more than 20 such fresh rice machines are settled in Yangpu, with average annual sales volume of about 12 tons per machine.