



A2i Systems to discuss how AI is shaping the future of convenience at Conexus

With the launch of Open AI's artificial intelligence chatbot, Chat GPT, artificial intelligence, outside the characterisations seen in movies, has become a huge talking point. The viral chat bot is powered by huge sums of data and is able to construct sentences in a meaningful 'human-like' way. The goal behind the project is to make AI systems more natural and safer to interact with, so people can begin to recognise that AI is a tool we can use to solve problems, not a human-like mind set on taking over the world.

An orange event poster for the Conexus 2023 conference. At the top left is a white stylized 'X' logo. To its right, the text "How Artificial Intelligence is Shaping the Future of Convenience Retailing" is written in white. In the center is a square portrait of Frodi Hammer, a man with a beard and mustache, wearing a white shirt. To the right of the portrait, his name "FRODI HAMMER" is written in bold white capital letters, followed by "FOUNDER & CTO" and "A2i Systems" in smaller white capital letters. At the bottom left, the Conexus logo (a stylized 'X' between two horizontal lines) is shown, followed by the text "CONEXXUS" in white. Below this, the dates "APRIL 30-MAY 4, 2023" and location "CORONADO, CA" are listed in white, with the website "conexus.org/ac2023" at the bottom.

For convenience retailers, artificial intelligence provides opportunities to enhance the customer experience, streamline operations and drive sales. However, implementing AI is not without its challenges. At the Conexus Annual Conference 2023, Frodi Hammer, Founder and CTO at A2i Systems will showcase how AI is helping to shape the convenience retailing industry, as well as exploring the challenges of implementing AI into your business and the ethical and societal implications.

A2i's artificial intelligent fuel pricing solution, PriceCast Fuel, is in use at over 10,000 fuel sites worldwide and Frodi will provide insights into how retailers can leverage AI to automate complex processes and deliver a more personalised and seamless customer experience.

Each year, the Conexus Annual Conference brings together those who are passionate about the c-store technology roadmap to discuss, learn, and actively work to solve pressing technology challenges.

Conexus is a non-profit, member-driven technology organization dedicated to the development and implementation of standards, technologies innovation and advocacy for the fuel and convenience retail market. Conexus members, including A2i, collaborate on key present and future industry challenges and innovations and help to shape the future of fuel and convenience retailing.

"I'm super excited to be attending the Conexus Annual Conference," explained Frodi.


"It is a privilege to once again attend and have the opportunity to share some insights as part of the speaker programme. The event is a great opportunity to reconnect with innovators and leaders in the fuel and convenience retail space and engage in meaningful discussions around technology," he added.

The [Conexus Annual Conference](#) will take place from 30 April — 4 May at Loews Coronado Bay, Coronado, California. Head to a2isystems.com for further information.

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