

# Hudson Nonstop store at LAX offers innovative Amazon tech



Hudson Nonstop at LAX Terminal 3 features walk-out-to-pay technology

Los Angeles World Airports (LAWA), in partnership with Unibail-Rodamco-Westfield Airports (URW) and Hudson has announced the opening of the digitally innovative Hudson Nonstop store inside Terminal 3 at Los Angeles International Airport (LAX).

Powered by Amazon's Just Walk Out technology and Amazon One, the new store is the first of its kind at LAX and "brings together the best of travel convenience and contactless shopping," reads the press release.

"The innovative concept behind Hudson Nonstop gives our guests the convenience and speed they are looking for when they are shopping in an airport store. LAX is building a digital marketplace that allows passengers to control their journey using the latest available technology, and Hudson Nonstop fits seamlessly into what we want our guests to experience," says Justin Erbacci, Chief Executive Officer, LAWA.

The travel convenience concept powered by Amazon's Just Walk Out technology and Amazon One is a fast and frictionless way to enter, identify, and pay with the palm of a hand. By inserting a credit card or hovering their palm over the [Amazon One](#) device, visitors can enter the store, pick up their must-have travel essentials, food and beverage products, and local favorites, and then exit without stopping to pay. As customers move through the store, cameras identify what products customers take off the shelves. Then as customers exit the store, their credit card is charged for the items selected.

"This new concept elevates the guest experience and keeps the momentum and excitement building in Terminal 3 alongside our other new brands. The ability to just grab and go is the ultimate convenience for our guests. Plus, the addition of Hudson Nonstop increases minority and women-owned business participation in the LAX commercial program," adds Maral Matossian, General Manager, URW.

The stores will operate under HG LAX T3 Concessionaires JV, a joint venture between Hudson and its Airport Concessions Disadvantaged Business Enterprise (ACDBE) Partners Arandia Designs; Concourse Ventures, Inc.; MAJ Collection, Inc.; Nixon & Associates Inc.; Stewart Manhattan Investments, Inc. d/b/a Palazzo Concessions; and Zaman Group Inc.