

Designed for the Rhythm of Student Life: University of Sussex Introduces Just Walk Out Technology by Amazon

At the Atrium Market, a seamless, checkout-free store delivers 24/7 access, stronger operational performance, and a modern food experience.

In partnership with the University of Sussex, Compass Group UK & I opened the UK's first contactless university store, a milestone that reflects both the University's ambition and our shared commitment to innovation.

At Sussex, thousands of students move through their day at pace, studying, collaborating, socializing, and often working late into the night. The campus is a living, breathing community, and the food experience needs to match that with fast and flexible food when students need it most. Powered by Amazon's Just Walk Out technology, the Atrium Market represents a new approach to campus retail – one that blends speed, flexibility, and insight to better serve a dynamic student community.

About Just Walk Out technology

Just Walk Out technology by Amazon delivers a seamless shopping experience by eliminating the need for traditional queues. Using their credit card or mobile wallet, shoppers simply come in, pick up what they want, and get going. Advanced AI and computer vision detects when shoppers take items from shelves, then automatically charges their payment method when they leave the store. Just Walk Out technology is deployed in over 360 global locations, streamlining operations for organisations and venues of all sizes.

For higher education environments, this means universities can increase throughput, extend service hours, and optimise labour allocation, while gaining actionable insights into shopping patterns and product performance.



A campus experience built around convenience, choice, and care

Located in the Student Centre, the Atrium Market is powered by Amazon's Just Walk Out technology, giving students 24/7 access to convenient, high-quality food and drink. Local partnerships, including Brighton's own Redroaster coffee, create a sense of place while offering nutritious grab-and-go options such as sushi, sandwiches, and fresh bakery items.

The experience is deliberately simple: students tap in with a credit card or mobile wallet, pick up what they need, and leave. No queues. No friction. No time wasted between lectures, study sessions, or late-night library visits.

Behind the simplicity, advanced computer vision and machine learning enable accurate item detection and seamless payment, allowing the University to deliver extended hours without the constraints of traditional till staffing models.

Results that speak for themselves

Since opening, the store has transformed the student food experience, delivering strong operational impact and becoming a cornerstone of campus life:



185%

Order volumes increased



25.6%

Sales increase



6%

Average transaction value increased



41%

of purchases were made outside traditional hours

Beyond convenience, Atrium Market strengthens the University's wider sustainability and innovation agenda. It sits alongside initiatives, including the ACCA café's carbon labelling programme and the eco-focused refurbishment of Eat Central, from recycled materials to new food waste processing technology.

By enabling more precise inventory management and clearer insight into purchasing behaviour, Just Walk Out technology supports improved forecasting and reduced waste – aligning operational efficiency with broader sustainability objectives.

An innovation shaped around student feedback

The Just Walk Out store directly answers what students told the University they needed: longer opening hours, more convenience, and great food options without queues. Through our Uni Food Hub app, students can also click-and-collect, order to halls, or order to table, creating a fully integrated food experience across campus. Integration with existing campus payment systems ensures the store complements, rather than replaces, the wider food ecosystem.

Leading the way for universities across the UK

The Atrium Market demonstrates how Just Walk Out technology can help higher education institutions modernise campus retail, extend access, and deliver measurable operational efficiencies, all while enhancing the student experience.

"Coming up to our third year with Amazon's Just Walk Out technology, the momentum hasn't slowed. Students are still buzzing about it, and the footfall speaks for itself. It's become a major USP for our university and a real standout in the student experience."

Helen Power-Hosking, Head of Commercial Services at the University of Sussex



To learn more, contact us at
saleslead@compass-group.co.uk

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