



# FOR IMMEDIATE RELEASE: Kitestring Opens Enterprise Retail Innovation Demo Lab in Arkansas

**The demonstration lab provides side-by-side testing of major POS systems and other enterprise retail technology in a truly vendor-agnostic environment**

**BENTONVILLE, AR – December 12, 2025** — Retail technology consultancy [Kitestring](#) has opened the Kitestring Innovation Lab within its Bentonville office where enterprise retailers can compare competing point-of-sale and omnichannel systems in working demonstrations—before selecting vendors and signing off on multi-million dollar deployments.

The Innovation Lab directly addresses one of the key financial and operational risks associated with modern retail technology deployments: how retailers evaluate major technology investments that can cost millions of dollars and remain in place for decades.

"Point-of-sale selection is one of the largest projects anyone takes on in retail—it's risky, it's challenging, and it touches 100% of your customers," says Eugene Park, Chief Strategy Officer at Kitestring.

With nearly half (49%) of retailers saying they have difficulty quantifying the ROI of their in-store technology investments, POS system selection is a high-stakes, once-in-a-generation decision ([BDO, 2025 Retail CFO Outlook Survey](#), February 2025).

Rather than relying on brief vendor demonstrations, Kitestring's Innovation Lab lets retailers test competing point-of-sale and omnichannel systems using their own custom transaction data and workflows, all under expert guidance and in a truly vendor-neutral environment. Retailers can visit the Bentonville location in person or dial in remotely for guided demonstrations.

"We built this lab because retailers need a vendor-neutral environment where they can see all their options side-by-side before committing to a system that will be in place for a long time," says Park.

"This is a once-in-20-year decision for most retailers. It's literally your cash register with your money coming in so it has to be right."

## Hands-On Evaluation of Major Platforms

Enterprise retailers typically evaluate POS systems through brief vendor demonstrations at trade shows or on-site visits. Kitestring's Innovation Lab offers a hands-on, vendor-agnostic alternative where retailers can conduct extended evaluations and test how different systems integrate with each other in real working scenarios.

"Typically, retailers see demos virtually on pretested hardware with very specific flows the vendor knows will work perfectly for the demonstration," says Lindsay Schwab, Account Executive at Kitestring.

"But these types of technology decisions are very high stakes—people call them 'CIO Killers' because if it goes wrong, that can mean your job's on the line, so the lab provides an opportunity for retail CIOs to carefully evaluate how different systems handle their specific operational requirements and critical workflows, run customized scenarios across multiple platforms simultaneously, and get a direct performance comparison."

"You can be fully hands-on, and use the solution the way you'd actually use it in your stores."

The lab supports evaluation of system integrator customization and extensibility, helping retailers understand what can be built and configured without relying solely on vendor professional services teams to define what's possible.

Currently, the lab houses working systems from NCR, Toshiba, GK Software, Diebold Nixdorf, and ECRS, along with integrated food service ordering solutions from [Altaine](#) and Perfect Company. Additional hardware partners include Fujitsu, Elo, MicroTouch, HP, and SATO.

## Integration Focus: Altaine's Q-Jmp Platform

The lab serves as a testing environment for custom integrations, including Altaine's Q-Jmp platform, a digital commerce orchestration layer that connects mobile apps, kiosks, and third-party delivery directly to POS systems, kitchen display systems and other in-store digital screens such as menu boards, order status boards.

Altaine has built complete working demonstrations of Q-Jmp integrated with GK Software and Toshiba POS platforms, with additional vendor integrations underway as the lab expands. The installations showcase kiosk, first-party and third-party ordering workflows in combination with their own or third party kitchen display systems such as Perfect Company, creating a complete prepared-food ordering ecosystem that visitors can test hands-on.

"Kitestring's Innovation Lab provides a unique opportunity for retailers to see these integrated solutions work in action across multiple POS platforms simultaneously," says Warren Tobin, CEO at Altaine.

"Retailers can watch orders flow from a kiosk or mobile app to kitchen displays, see how third-party delivery integrates with loyalty programs, and experience how the same customer journey translates across in-store kiosks and online ordering."

"That's something you can't get from a typical vendor demo or a PowerPoint presentation and that's exceptionally valuable for us at Altaine, because we can show how this technology seamlessly unifies every order channel into one intelligent flow."

## NRF 2026 Debut and Permanent Installation Model

The Kitestring Innovation Lab will make its public debut at [NRF 2026](#). At the show, Kitestring will showcase scaled-down demonstrations of the integrated technology available in the Bentonville location, giving attendees a hands-on preview of the lab's capabilities.

Each demonstration Kitestring prepares for NRF and future trade shows will become a permanent installation in the Bentonville lab. This model allows retailers to conduct deeper evaluation sessions—either in person or remotely—after their initial exposure at events like NRF, providing continuity between trade show discovery and thorough vendor assessment.

The lab's footprint will grow over time as partnerships and available equipment expand. Kitestring plans to add additional retail technology categories beyond POS and omnichannel systems, including smart carts, shrink prevention systems, RFID, inventory management, loyalty platforms, and visual checkout solutions. The lab will also serve as an environment for exploring practical AI applications in retail as the technology matures.

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## About Kitestring

Kitestring is a retail technology consultancy specializing in omnichannel transformation for enterprise retailers. Founded by Larry J. Smith and led by former Walmart executives who designed the architecture behind modern POS systems, Kitestring serves convenience store, grocery, and department store chains operating 100 to 2,000+ locations.

[www.kitestring.com](http://www.kitestring.com)

## About Altaine

Altaine is a digital commerce orchestration platform purpose-built for high-volume prepared-food retail environments including convenience stores, quick-service restaurants, and fuel retail. Founded in 2002, Altaine's Q-Jmp platform provides third-party delivery aggregation, first-party branded ordering, kiosk orchestration, scan-and-go automation, AI-powered upselling, and retail media networks.

[www.altaine.com](http://www.altaine.com)

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## Media Contact:

**For interview opportunities or further information please contact:**

Jonathan Cotton | Media Liaison

+64 210760501

[jonathan@rocketskatesdigital.com](mailto:jonathan@rocketskatesdigital.com)

Or [jo@altaine.com](mailto:jo@altaine.com)

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