

## Shop with your phone

At some stores across America, you no longer need to do this, but rather this.

Introducing Google wallet

Google wallet allows us to make the check out process more convenient and efficient for our customers, and they just walk up to the cash rep, tap their phone, and they can get on with the rest of their day.



**Source: Wikimedia Commons**

The Gap Inc family of stores, which includes, Gap, Banana Republic and Old Navy, is the latest national chain to audition Google wallet. The Gap joins other major retailers like Macy, Subway, Walgreens in a new high-tech way to pay.

We are always looking for ways to improve our customer experience, this just being one of them.

Google wallet relies on what's called a Near Field Communication to connect a smartphone with the reader. It's similar to how Bluetooth and Wifi work: over the air.

Right now Google wallet and its app is only compatible with one Android phone, the Sprint Nexus S 4G, but the technology also works with Google pre-paid cards and a handful of other credit cards.

While Google has been first to get into this market, it's starting to face competition from companies like ISIS, Square and even tech giant Apple.

We're going to start selling more and more phones that have this technology, and with Google behind it, this is something that could be pretty big. That's not going to replace payment with your credit card, you'll still be able to do that, it's just one more option for paying.

None of the customers at the San Francisco Banana Republic had tried Google wallet, but all embraced the idea.

Well, I find that very practical, and I would totally trust that.

It's very convenient, of course.

That would be easy and fantastic.

Experts say this kind of system could revolutionize the way we shop. In San Francisco, I'm Kara Tsuboi Cnet.com for CBS news.

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