

GERMANY DISCOVERS WHAT SELF-CHECK OUT IS ... 10 YEARS AFTER THE REST OF THE WORLD

On Tuesday a German newspaper breathlessly described the advancement of a new technology into the shops of Hamburg - the self-service checkout terminal.



One stereotype about Germans that we at The Local have often tried to disabuse readers of is the idea that they are a people at the cutting edge of technology. In fact, Germans have proved themselves time and again to be rather suspicious of technological advances - especially when they have to do with shopping.

With so many German businesses still refusing to take card payments, it should perhaps come as little surprise that they are yet to adapt to the concept of self-checkout.

On Tuesday, [the Hamburger Abendblatt \(HA\)](#) dedicated a lengthy feature article to the *Self-Checkout-Kassen* and their increased use in the port city over recent months.

On a visit to a branch of the clothing retailer Zara, which installed self-checkout terminals in its stores in December, an HA journalist found that none of the customers in the shop were using the technology. Instead they were waiting patiently in long lines at the manned terminals.