

BURGEON × Insta360

Business Transformation: Unified QR Code Management for Faster Mobile Checkout



Burgeon Solution

BOS, DAMAI, POS

As a globally recognized imaging technology brand, Insta360 leverages proprietary R&D and continuous innovation to deliver immersive imaging experiences across diverse scenarios. Committed to helping people capture and share life more creatively, the brand serves millions of users in over 200 countries and regions. To accelerate digital transformation, Insta360 partnered with Burgeon to build a more efficient and intelligent retail operation.

Project Results

01 Fast Mobile Checkout: Empowering Offline Business Growth

The in-store mobile POS solution enables checkout in as little as 3 to 5 seconds, supporting member enrollment, product information lookup, and payment collection through QR code scanning. Ready to use out of the box, it requires no complex installation and empowers efficient offline retail operations.

02 Centralized Merchandise Management: Improving Operational Efficiency

Beyond POS capabilities, the system provides centralized merchandise management, including inventory records, inter-store transfers, and stock inquiries. This enables unified product management and streamlines day-to-day retail operations.

03 Unified QR Code Tracking: End-to-End Product Traceability

From warehouse receiving to final delivery, the system provides full lifecycle tracking and monitoring. Powered by unique QR codes, every product movement can be traced, ensuring complete visibility across the entire supply chain.

GRAVITY



About Insta360

10000+ Retail Stores

50+ Countries

180+ Invention Patents

Insta360 is a leading smart imaging technology brand founded in 2015 and headquartered in Shenzhen, China. Its product portfolio includes 360 cameras, action cameras, professional VR cameras, video conferencing devices, and handheld imaging equipment.

While primarily operating through online channels, Insta360 products are also available in Apple Store, Leica flagship stores, Canon authorized retailers, Sam's Club, and other leading offline channels across multiple countries and regions.

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