



**JD.com Delivers the Future of Shopping to CES Unveiled New York**  
*Robots, drones and unmanned delivery vehicles, already used in China,  
will change the way the whole world shops*

NEW YORK, Nov. 8, 2018—E-commerce giant JD.com today kicked off its participation in the run up to the 2019 International Consumer Electronics Show with a sample of the advanced technology the company is using to change the way people shop in China.

JD, China's largest retailer, is a global pioneer in the use of advanced technology for e-commerce. The company uses drones to deliver consumer goods and needed medical supplies to remote areas of China, operates the world's very first fully autonomous e-commerce warehouse, and is researching future underground urban logistics that will fundamentally alter the way consumers buy, order and receive everything from diapers to fresh food and luxury fashion.

In January, attendees of CES in Las Vegas will be able to see JD's futuristic technology up close and personal, and try some of it for themselves at the company's interactive booth. Aside from drones and delivery robots, visitors to the booth will be able to experience drone flight in virtual reality, as well as JD's augmented reality fitting and styling features. They will also see how JD is developing IoT technology that enables consumers to remotely control their smart home from their cars and will be able to test out an exoskeleton used by workers in JD's warehouses to make lifting easier.

Collectively, JD's innovations are designed to realize the company's "Boundaryless Retail" vision, in which consumers can buy whatever they want, whenever and wherever they want it. "As China's largest retailer, JD is in the unique position of being able to research and develop, and commercially deploy, innovative new technology that is shaping the future of shopping worldwide," said Chen Zhang, JD.com's Chief Technology Officer.

"As JD opens its technology up to other companies and industries, the features that we've already rolled out in China from robotic warehouses to virtual shopping are going to be enjoyed by consumers everywhere," he said, referring to the company's "Retail as a Service," or RaaS strategy.

JD got its start as an offline electronics retailer in 1998, then launched its online business, following a SARS outbreak, in 2004. Because China didn't have well-developed logistics infrastructure at the time, JD made the bold decision to develop its own nationwide, in-house logistics network that can now deliver over 90% of orders same or next day, and covers 99% of China's population. With over 300 million customers, JD is China's largest retailer, online or offline, and is the world's third largest Internet company by revenue. It counts Tencent, Walmart and Google among its strategic partners in revolutionizing global commerce.

To schedule interviews or a visit to JD's booth at CES, please contact [press@jd.com](mailto:press@jd.com).

For more information about JD.com, visit <http://jdcorporateblog.com> and follow us on Twitter at [@JD\\_Corporate](https://twitter.com/JD_Corporate).

###