# Barron McCann launches innovation hub to transform retail and hospitality sectors



Barron McCann, a prominent technology firm known for its collaborations with clients such as Pets at Home, Papa Johns, and Iceland, has unveiled a state-of-the-art innovation hub at its headquarters in Derby. This new facility is designed to showcase the latest technologies that are transforming the retail, stadium, and hospitality sectors, providing a space for customers and partners to experience cutting-edge solutions first-hand.

The hub features a range of advanced technologies including loss prevention systems, smart checkout solutions, hospitality point-of-sale (POS) systems, colleague safety measures, and sustainable initiatives like electric vehicle (EV) chargers. These innovations aim to enhance customer experiences, improve operational efficiency, and support sustainability within the industry.

Notable companies featured in the hub include VoCoVo, which leads in wireless headset communication, and InCaptiv, specialists in WiFi solutions. Additionally, SML, a provider of three billion annual radio frequency identification (RFID) tags to the retail sector, shares space with Bizerba, known for its innovations in hardware and software for retail and logistics.

A unique aspect of the innovation hub is its working bar, designed to demonstrate technology solutions provided by Kappture, a software company focusing on cloud-based electronic point-of-sale and mobile payment systems. The facility was constructed by Barron McCann's in-house specialists, underlining the firm's commitment to sustainability by including the latest green technologies and promoting lifecycle management alongside hardware recycling solutions.

The official opening of the Innovation Hub took place with the attendance of key partners, stakeholders, and community representatives, including Catherine Atkinson, the Member of Parliament for Derby North. Atkinson had recently mentioned Barron McCann in a Westminster debate about IT in the retail sector, and she participated in a tour of the centre.

Barron McCann's managing director, Scott Watson, expressed pride in the new facility, stating, “At Barron McCann, our people, customers and partners are at the heart of everything we do. The Innovation Hub enables our customers to experience the latest technologies and work closely with our partners to develop the perfect technology strategies for their businesses. It’s genuinely a space where ideas come to life and the future of technology takes shape.”

He further emphasised the importance of the hub as a collaborative space for innovation, where various solutions can be explored and tailored strategies developed. The space not only showcases the latest innovations but also facilitates discussion around smarter and more efficient operational processes.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://barronmccann.com/blog/2025/02/03/introducing-the-barron-mccann-innovation-hub/> - This URL supports the claim about the launch of the Barron McCann Innovation Hub, highlighting its focus on showcasing cutting-edge technology solutions for various sectors.
* <https://www.yourworld.net/derbyshire/derby/news/barron-mccanns-brand-new-innovation-hub-demonstrates-the-technology-of-tomorrow-57876> - This article corroborates the details about the Innovation Hub's features, including its location in Derby and the technologies it showcases.
* <https://www.vocovo.com> - This URL would support the mention of VoCoVo as a leading provider of wireless headset communication solutions featured in the hub.
* <https://www.incaptiv.com> - This URL would corroborate the involvement of InCaptiv, specialists in WiFi solutions, in the Innovation Hub.
* <https://www.smlsolutions.com> - This URL supports the mention of SML as a provider of RFID tags to the retail sector, highlighting its presence in the hub.