

the
seaker
group



CURRENT AI TOOLS FOR BRICK + MORTAR

EEE

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Note from the

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2026 marks the first year the EEE Conference will include a panel focused on artificial intelligence. In many respects, this feels both timely and necessary. While AI has existed in various forms for years, its relevance to the worlds of entertainment and commercial real estate has only recently reached a level that warrants focused, industry specific discussion.

When Jerry and I discussed what would deliver the most value to the EEE audience, we agreed that an exploration of an AI technology stack for operators would be a helpful starting point. Many leaders in our industry are just beginning to integrate AI into their workflows, while others are still evaluating where and how it fits within their organizations.

True to that commitment, this brochure includes a set of AI solutions currently being used across brick and mortar entertainment and real estate businesses. At the same time, it is impossible to ignore the pace at which this technology is evolving. The companies and tools discussed today may look meaningfully different within a year, or even within weeks after this conference.

This reality points to a larger and more important theme. While technology stacks will continue to change, the way humans think about, interact with, and apply AI will remain the primary determinant of success. Human judgment, domain expertise, and decision making discipline will continue to separate valuable outcomes from ineffective or misaligned implementations.

There is understandable concern about AI disrupting industries and displacing roles traditionally held by people. These concerns deserve thoughtful consideration. They must also be weighed against the opportunity AI presents to enhance how businesses operate, how experiences are designed, and how value is created.

The entertainment industry today faces pressures like streaming services that let people watch a popular movie at home, similar to what the retail industry experienced with the rapid rise of Amazon and other e-commerce platforms. AI may be an opportunity to evolve entertainment and the human experience in ways that provide resilience to those threats.

As organizations increasingly seek to invest in AI, the goal should not be automation for its own sake. The most effective use of AI will be driven by human insight, creativity, and well structured decision frameworks.

At its best, AI enhances the human experience rather than replacing it.

This panel is intended to explore that balance.



AI MODEL TYPES

Large Language Models (LLMs)

Trained on massive text datasets to understand and generate human language. They power chatbots, writing assistants, code generation, and customer service automation. Examples include Claude, GPT-4, Gemini, and Llama.

Diffusion Models

Generate images by learning to reverse a process that gradually adds noise to images. They're widely used for art creation, marketing visuals, product mockups, and entertainment. Stable Diffusion, DALL-E, and Midjourney are prominent examples.

Multimodal Models

Can process and generate across multiple formats—text, images, audio, and video. They enable applications like visual question answering, document analysis, and content creation that spans media types. GPT-4o and Gemini are examples.

Speech Recognition and Synthesis Models

Can process and generate across multiple formats—text, images, audio, and video. They enable applications like visual question answering, document analysis, and content creation that spans media types. GPT-4o and Gemini are examples.

Video Generation Models

Create or edit video content from text prompts or images. Still emerging but used in entertainment, advertising, and prototyping. Sora, Runway, and Pika are current players.

Recommendation Systems

Predict user preferences to suggest content, products, or connections. They power Netflix suggestions, Spotify playlists, Amazon product recommendations, and social media feeds.

Embedding Models

Convert text, images, or other data into numerical vectors that capture semantic meaning. They're foundational for search engines, similarity matching, and retrieval-augmented generation systems.

Reinforcement Learning Models

Learn through trial and reward signals, used in robotics, game AI, autonomous systems, and optimizing complex processes like supply chain logistics.

AI Stack

01 Prompting

PromptLayer Prompt management platform with versioning, logging, A/B testing, and analytics. Helps track and refine prompt performance across LLMs. ([Link](#))

PromptPerfect Automatically refines and optimizes prompts for better clarity and output across models. Supports prompt-to-code conversion. ([Link](#))

PromptHub Collaborative prompt management platform with versioning, chaining, and community-driven improvements. ([Link](#))

ChainForge Open-source visual interface for testing prompt variants side-by-side across different LLMs. Great for iterative testing. ([Link](#))

PromptAid Visual prompt analytics and refinement tool, ideal for evaluating prompt changes using interactive visualizations. ([Link](#))

OpenPrompt Visual prompt analytics and refinement tool, ideal for evaluating prompt changes using interactive visualizations. ([Link](#))

PromptSource Prompt IDE and repository for developing, testing, and sharing natural language prompts across datasets. ([Link](#))

Lumio AI Multi-model AI interface enabling prompt comparison across GPT, Claude, Gemini, and more. Supports agent creation and real-time switching. ([Link](#))

Rawbot Browser-based comparison tool for evaluating output of multiple models side-by-side. Great for quick benchmarking. ([Link](#))

Arthur Bench Open-source benchmarking tool that runs identical queries across multiple models to assess consistency and performance. ([Link](#))

02 Restaurant Finance

P5-Out AI forecasting tool for restaurants, offering 21-day sales predictions with up to 98% confidence. Helps optimize staffing and purchasing using real-time data from POS, labor, inventory, and more. ([Link](#))

PRestoke Restaurant Intelligence platform automating cost control, forecasting, scheduling, and accounting. Reports average savings of \$8,000/week per restaurant. ([Link](#))

PromptHub Collaborative prompt management platform with versioning, chaining, and community-driven improvements. ([Link](#))

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03 Restaurant Operations

Nory AI-powered all-in-one restaurant management platform for inventory, payroll, staffing, and analytics. ([Link](#))

7shifts Cloud-based restaurant workforce management software with AI features for staff scheduling, labor analytics, and communication. ([Link](#))

Toast Comprehensive POS system offering AI-driven inventory tracking, recipe costing, and real-time sales analytics. ([Link](#))

Upserve (by Lightspeed) Restaurant management suite with AI tools for POS, inventory forecasting, CRM, and loyalty program management. ([Link](#))

MarketMan Inventory, purchasing, and recipe management platform with AI tools for supplier automation and cost control. ([Link](#))

Chowly Automates third-party delivery integration into POS systems and manages online ordering, pricing, and analytics. ([Link](#))

Eat App Reservation and table management platform with AI for seating optimization, guest CRM, and reservation analytics. ([Link](#))

Presto Restaurant tech platform with AI-powered kiosks, voice ordering, and table-side tablets to improve service and sales. ([Link](#))

Backbar AI-driven bar and restaurant inventory tool that predicts demand and automates reordering. ([Link](#))

AI Kiosks & Chatbots Automated ordering and customer service tools that reduce wait times and human errors through voice and chatbot interfaces. ([Link](#))

04 Commercial Real Estate

Lease & Location Analytics AI-driven site selection and lease optimization tools for forecasting revenue potential, modeling lease terms, and benchmarking market rents.[\(Link\)](#)

Magicplan AR-powered app for creating 2D/3D restaurant floor plans, aiding in layout visualization, space planning, and renovation modeling. [\(Link\)](#)

LeaseLens AI lease abstraction tool that extracts key terms, clauses, and rent structures from commercial leases for quick analysis.[\(Link\)](#)

Prophia Lease data management platform that uses AI to summarize, visualize, and analyze multi-location lease portfolios. [\(Link\)](#)

Enodo AI-based underwriting tool originally for multifamily, used to forecast rent, expenses, and operating margins for restaurant properties. [\(Link\)](#)

Agora Asset and investor management platform with AI-driven document workflows, lease tracking, and financial analysis for operators... [\(Link\)](#)

AI Consulting Tools & Forecasting Guides Enterprise platforms and consulting resources for portfolio optimization, construction planning, ESG forecasting, and operational cost control.[\(Link\)](#)

05 Restaurant Market Share

AI Restaurant Analyzer (Dinevate) Evaluates your restaurant's online presence versus competitors with actionable insights including SEO and marketing suggestions. ([Link](#))

Ovation Up – Competitive Pulse Uses AI to classify guest reviews into 34 categories, comparing performance to nearby competitors for better positioning. ([Link](#))

Olo Sentiment Analysis Aggregates guest feedback from various platforms into a unified dashboard with market benchmarking and sentiment tracking. ([Link](#))

iOrders Smart Review System Provides real-time AI sentiment analysis of online reviews and guest feedback to strengthen market positioning. ([Link](#))

SentiSum AI sentiment engine analyzing chats, surveys, and reviews to categorize feedback and benchmark against competitors. ([Link](#))

Reputation.com Centralized platform for monitoring online reviews and deriving sentiment insights for market benchmarking. ([Link](#))

Nyckel Restaurant Sentiment Pretrained AI classifier to analyze restaurant review language and identify competitor strengths and weaknesses. ([Link](#))

06 Restaurant Marketing

Owner.com AI-powered restaurant platform with automated marketing campaigns, email & SMS marketing, loyalty tools, mobile app & website builder. ([Link](#))

Omneky AI-driven ad creative generation and campaign launcher for omnichannel advertising across Meta, Google, TikTok, with analytics. ([Link](#))

YouScan Social listening and brand monitoring with AI for restaurant reputation and marketing insights. ([Link](#))

Tidio AI Chatbot AI chatbot for restaurants handling menu suggestions, reservations, orders and boosting conversion. ([Link](#))

Optimove Customer data platform using predictive modeling and multichannel campaign automation for retention marketing. ([Link](#))

SevenRooms AI-powered guest CRM with table management and personalized marketing automation. ([Link](#))

Chowly Platform integrating delivery & online ordering with dynamic pricing & marketing features. ([Link](#))

07 Retail Finance

Datarails Automation, forecasting, cash-management. An AI-augmented FP&A platform built for Excel users—automating data consolidation, budgeting, and scenario modeling. ([Link](#))

Jedox Natural-language planning, scenario modeling. Offers JedoxAI for assisted planning and forecasting. ([Link](#))

Vena (Copilot) AI agents for ad-hoc queries in Teams/Excel. Integrated deeply with Microsoft 365 for natural-language queries and forecasting. ([Link](#))

Anaplan Agentic AI for forecasting & cross-functional planning. Supports data-driven scenario planning. ([Link](#))

Aleph AI-native workflows, spreadsheet integration. Combines data unification with strategic planning insights. ([Link](#))

Planful Predict Integrated forecasting and analytics. AI-enhanced planning built into Planful FP&A stack. ([Link](#))

FuelFinance Real-time forecasting and dashboards. Uses AI to automate financial reporting and predictions. ([Link](#))

FP Alpha / Conquest Document-analysis, strategic plan generation. Uses AI assistants to analyze financial docs and generate action plans. ([Link](#))

Cleo AI Conversational advice, budgeting, spending insights. AI assistant for individual money management. ([Link](#))

Betterment Automated portfolio & retirement planning. Robo-advisor with AI-based asset management. ([Link](#))

08 Retail Operations

Caper AI Smart carts and cashierless checkout via computer vision and AI. Enables seamless in-store purchases with minimal staff.[\(Link\)](#)

Scandit Barcode and AR-based smart data capture for mobile devices. Used by staff and customers for scanning, shelf tracking, and inventory control.[\(Link\)](#)

Coupa (Community.ai, Navi) Spend analytics, agentic recommendations, and real-time inventory insights. Helps manage supply chain spend and contracts with AI.[\(Link\)](#)

EDITED Retail intelligence platform that automates pricing, assortment, and campaign decisions using internal and market data.[\(Link\)](#)

Pattern Inc. AI-enhanced forecasting, pricing, and retail content optimization for managing Amazon, Walmart, and other retail platforms.[\(Link\)](#)

Microsoft Cloud for Retail ACombines Dynamics 365, Azure ML, and Cognitive Services to support retail analytics, demand forecasting, and personalization.[\(Link\)](#)

BCG X Retail AI Suite of AI tools for supply chain, pricing, personalization, and value chain optimization using generative and prescriptive AI.[\(Link\)](#)

Autone / Singuli / Prediko / Algo Retail AI startups focused on demand forecasting, stock allocation, and replenishment automation for apparel and lifestyle brands.[\(Link\)](#)

09 Retail Marketing

Omneky Generates and optimizes omnichannel ad creatives across platforms like Meta, Google, and TikTok. Enables brand-safe creative automation. ([Link](#))

Bloomreach Delivers AI-powered product discovery, email/SMS automation, and content personalization across digital retail channels. ([Link](#))

Optimove Predictive customer modeling and campaign orchestration platform. Improves lifecycle marketing and personalization. ([Link](#))

Anyword AI-generated copywriting for ads, emails, and social posts. Offers predictive scoring and A/B testing insights. ([Link](#))

Salesforce Customer 360 / Einstein AI Integrates marketing, commerce, and service data using AI for personalized offers, product recommendations, and content generation. ([Link](#))

Oracle Retail AI Foundation Offers AI for pricing optimization, demand forecasting, product descriptions, and targeted promotions across retail environments. ([Link](#))

Comosoft LAGO Retail-focused content management system using AI to streamline campaign content creation and multichannel delivery. ([Link](#))

Maverick Creates AI-generated personalized videos for customers (e.g. thank yous, intros). Integrates with Shopify, WooCommerce, and email platforms. ([Link](#))

Reflektion Delivers real-time personalization of product recommendations and site search results to improve shopper engagement. ([Link](#))

10 Retail Real Estate

Placer.ai Location intelligence platform for evaluating trade areas, site selection, and retail foot-traffic trends.[\(Link\)](#)

JLL Falcon Generative AI platform and GPT assistant for leasing, reporting, risk assessment, and client services in commercial real estate. [\(Link\)](#)

Revaluate Predicts which households are most likely to move in the next six months for targeted marketing campaigns.[\(Link\)](#)

iSpaceflare AI Commercial real estate agent designed to surface building, tenant, zoning, CAP rate and NOI data in a given area.[\(Link\)](#)

Matterport Captures interactive 3D scans and virtual tours of retail and commercial spaces used in leasing and marketing.[\(Link\)](#)

Agora AI-powered platform for automating asset oversight, reporting, and capital communication in CRE investments. [\(Link\)](#)

Prophia Automates extraction of lease terms and risk metrics to streamline underwriting and portfolio analysis.[\(Link\)](#)

Elise AI Automates tour scheduling, lead intake, confirmations, and tenant follow-ups in property leasing.[\(Link\)](#)

Docsumo Extracts structured data from unstructured documents like rent rolls and invoices using AI.[\(Link\)](#)

11 Retail Market Share

EDITED Monitors amount of SKUs, pricing, sell-through and assortment globally to help retailers assess market share and competitive positioning. ([Link](#))

SmartScout Tracks seller behavior, brand penetration, category trends, traffic and sales share on Amazon. ([Link](#))

Jungle Scout Provides sales estimates, market share and trend analytics to help brands gauge performance within Amazon categories. ([Link](#))

Supermetrics Aggregates marketing and sales channel data to enable share estimation and benchmark performance across platforms. ([Link](#))



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