

# New Media Management

## Lesson 5

# Interactive Retail

- Augmenting Shopping experience by using technology and new kind of in-store interactions
- Merging the gap between off-line and on-line stores

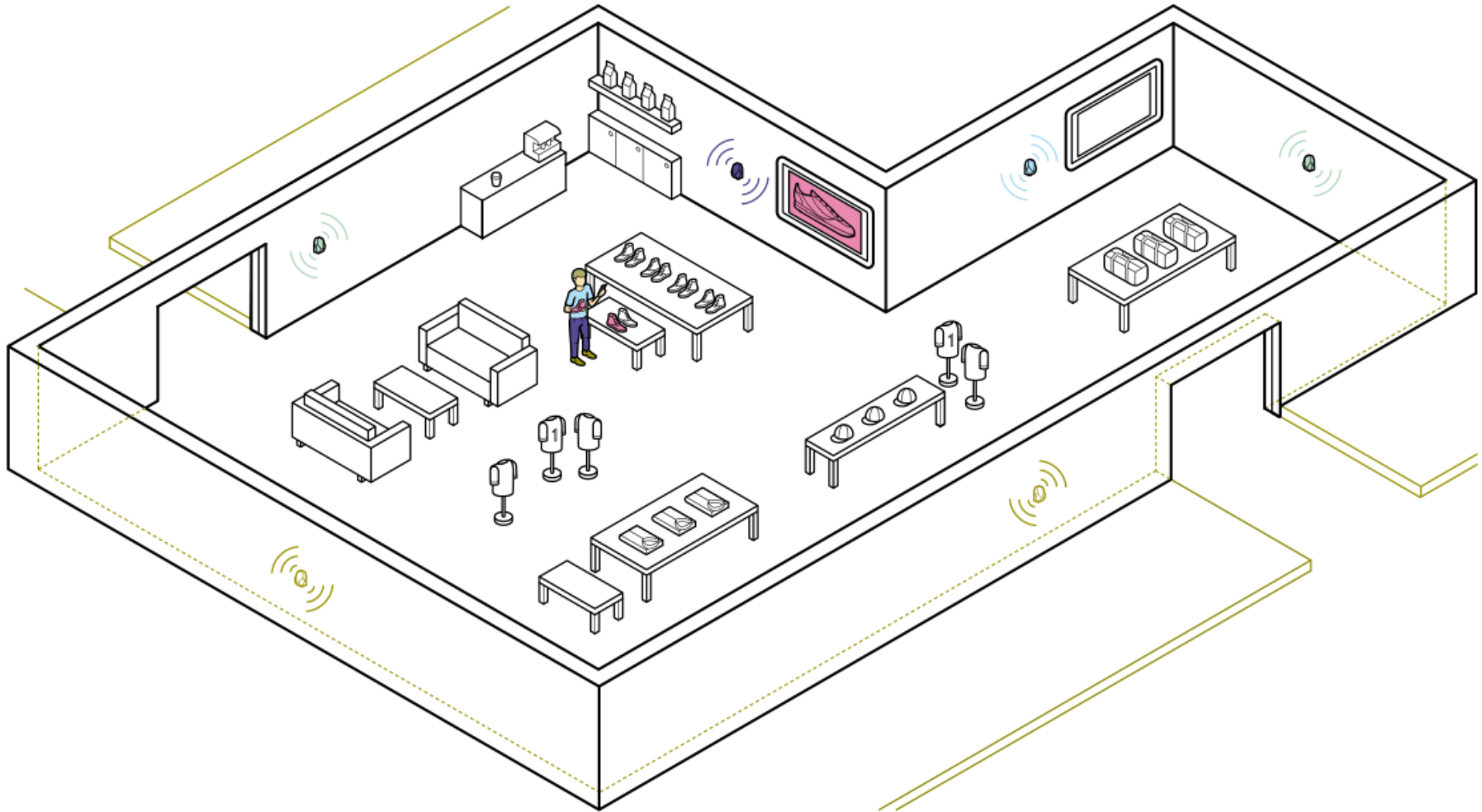
# Interactive Retail - Tools

- Touchscreens
- Interactive Mirrors
- 3d tracking
- QR Code
- iBeacons
- Shopping Gates
- Configurators
- Projection Mapping

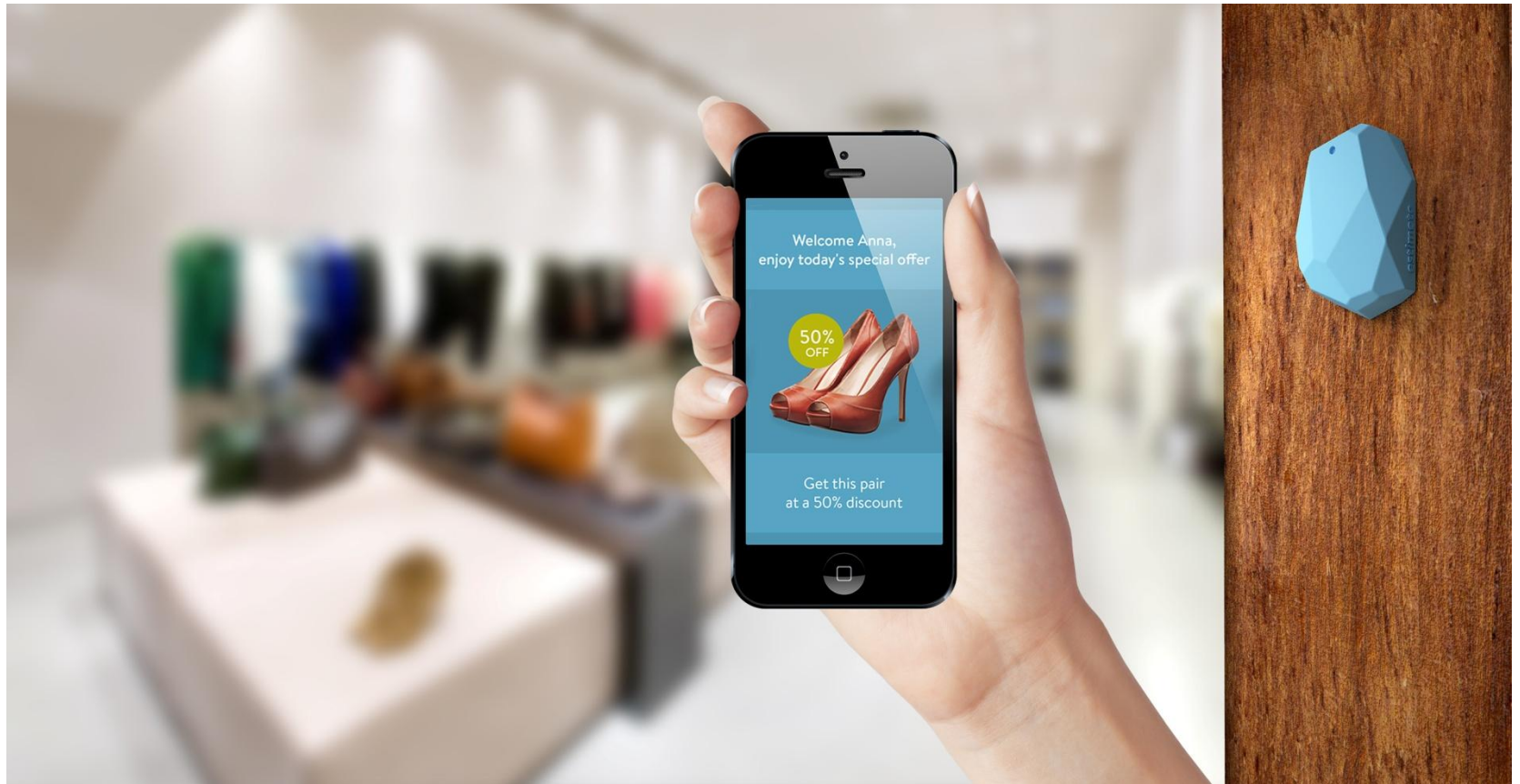
# Interactive Retail – Touchscreen\Kiosks



# Interactive Retail – Ibeacon



# Interactive Retail – Ibeacon



# Interactive Retail – 3d tracking (kinect)



# Why Interactive Retail?

- Incentives to enter into the shop
- Positive for Brand Image
- A marketing point for themselves
- Fun and Gamification
- Viral User Generated Content
- Huge selling Boost



# Adidas



# Burberry



# Burberry

- Burberry's flagship London store aims to bring some of the web experience to the high street, featuring mirrors that double as video screens and staff armed with iPads.
- Other clever tricks include the use of radio-frequency identification technology (RFID), which triggers related catwalk footage when some products are taken into a fitting room, or near a video screen.

# Nordstrom



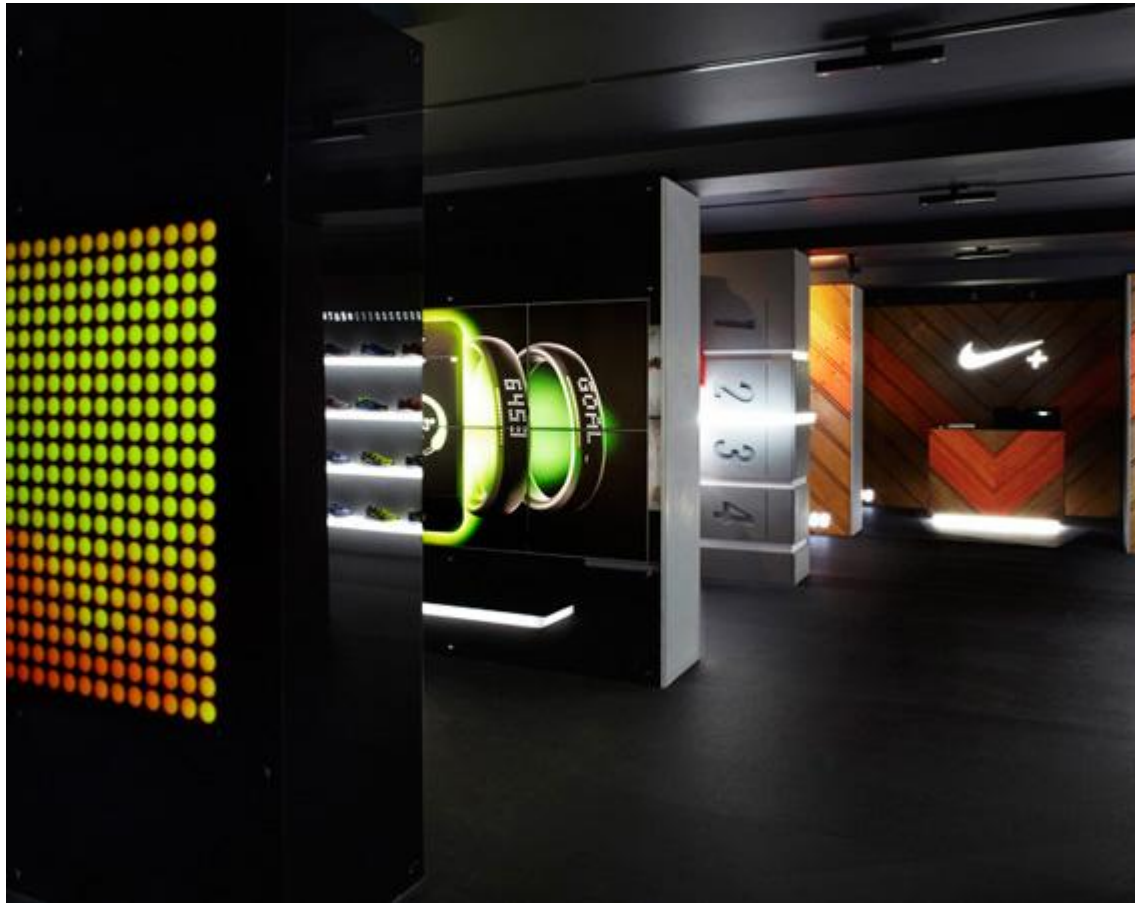
# Nordstrom

- Nordstrom uses mobile POS devices in its stores to enable staff to check out customers anywhere in its stores, and cut the queues down.

# New Balance

- The New Balance iPad app is designed to help customers and sales assistants in store, allowing them to access the product catalogue, check stock, and help with sizing issues.

# Nike FuelStation



# Nike FuelStation

- This interactive store in London's pop up Boypark mall uses motion-sensitive mirrors which display footage of local runners wearing products from the store as customers walk past them.
- It also uses interactive touchscreens to allow customers to access further information about products, and order online.



# Nike FuelStation

- A Kinect based tracking system converts movements into visuals on the wall
- The Kinect tracks your movements, recreates a silhouette made of thousands of pixels on the wall in front and goes from red to green based on the amount of movement. At the end, if you give Nike your email address, you get an email with your 30-second clip and you can share, embed, or just watch your efforts.

# Nike FuelStation

- On the shopping side there are local scenes in the changing rooms that you would run along, while mirrors turn on and play inspirational videos of famous Nike runners strutting their stuff.
- Aside from the shoes, there are computer stations that look like those old arcade coffee tables you used to get in foreign hotel lobbies and are there to help users set-up the new Nike+ Fuel Band. These stations mean that if you buy a Fuel Band you will be set-up the moment you walk out of the shop. It's a great service and one that will benefit many who are unsure and want some guidance.

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# Audi City

- Audi's digital dealership, Audi City, contains no cars, only huge screens on which customers can view and choose their preferred features.
- The new digital showrooms are designed to fit into an area the size of a regular shop, and are designed for city centres where traditional dealerships aren't possible.

# Alexander McQueen

- The flagship store in London contains touchscreen tables which project images onto large video screens:

# House of Fraser



# House of Fraser

- The retailer launched a series of House of Fraser.com stores in smaller retail units to support its Buy and Collect service.
- The stores, similar in concept to John Lewis' 'At Home' outlets, uses touch screens and kiosks to allow customers to order for delivery to shop or home.
- These stores allow House of Fraser to provide access to its whole product range without the need for the shopfloor space of its usual stores.