

RETAIL/ **NEW SHOPPING DYNAMICS**

Magic mirror on the wall...

...Who's the fairest of them all? Make up or clothes, augmented reality enters stores when IBM offer clients innovative experiences that bring together the visual and the multimedia worlds

INTERVIEW/ DARIO DE JUDICIBUS, IBM ITALIA



IBM.COM →

'A new look for a new self'

- Augmented reality enables customers to experiment with their looks by combining garments, accessories and make up options virtually

INTERVIEW/ MARIO BOSELLI, PRESIDENT CNMI



CAMERAMODA.IT →

'Innovation is a must'

- Innovation is fundamental for the production, distribution and communication of fashion products
- New technologies are essential to compete in international markets

More retail applications:

- Shopping Intelligence – studies the behavior of people in the store to understand what is and what isn't successful
- Shop Assistance – assistants know their clients preferences and offer them the possibility of buying online products which are not available in the boutique
- Smarter Signage – intelligent screens that adapt their messages according to who is looking