

FUTURE VISION

The Future is ... Now



StoreEyes M.C.U.



idX Shop Robotic



IBM Virtual Dressing Room

This year's In-Store Marketing Expo, scheduled for Sept. 26-27 at the Lakeside Center at McCormick Place in Chicago, offers a dizzying array of networking opportunities, keynote presentations and special pavilions that cover everything from packaging to digital signage and on-demand printing.

But it's safe to say one of the most-talked about areas will be the FutureVision Gallery, an area located inside the Retail Media Forum housing the latest in interactivity and retail technology. This gallery, which will bring together ideas from a number of manufacturers, defies easy categorization.

Among the concepts and technologies attendees will be able to inspect are:

The Personal Shopping Assistant, a handheld device that shoppers receive as they enter a store. Information and services tailored to the individual's needs (and time-coordinated to his or her location in the store) are delivered throughout the shopping trip. The shopper can also scan all purchases while shopping, thus speeding final checkout. Built on IBM's Store Integration Framework, the Personal Shopping Assistant is said to be scalable.

Store Eyes, a data tracking system that its backers call "the eyes in the store." Using imaging technology and proprietary software, Store Eyes can provide retailers and manufacturers with timely, manageable data and visual confirmation of store con-

ditions through the transmission of actual images to headquarters offices.

Virtual Dressing Rooms, a demo of one apparel retailer's utilization of the "virtual world" phenomena. While there are hundreds of these virtual worlds on the internet, many retailers (including Circuit City and Sears) are making their presence felt via www.SecondLife.com. Customers not only can interact with friends and family, but also can receive expert consultations in design and product selection in this virtual world. SecondLife is attracting every demographic of consumer.

Shop Robotic, an automated retail merchandise-delivery system. This unit, which can be customized to fit within various retail environments, is seen as an optimal way to deliver merchandise (especially higher value, high-demand items that may present difficult security challenges) to consumers.

IBM's Mobile Commerce via Cellular Telephone, a self-service paradigm that's neither device-dependent nor channel-specific, but based on interaction across a community of devices. This demo shows how retailers can differentiate themselves through the delivery of new in-store services using existing shopper technologies such as mobile devices. The system is driven by a dynamic understanding of user profiles, immediate objectives and context (channels). □

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