

visualplanet™

Case study

A window into the future of
retail



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THE WINDOW SHOPPING REVOLUTION

Retail innovator, Adidas, brought magic to the streets of Nürnberg with a fully interactive, digital window experience – for seamless shopping via consumers' smartphones.

The Adidas NEO label storefront was transformed during a six week pilot that engaged with the teen fashion brand's customers in a completely new way.

Working with The Integer Group, Adidas were able to turn the new storefront into a fully functional store with life-size products and interactive mannequins; consumers could manipulate the models and explore the products with complete freedom – 24/7. With the latest advances in mobile technology and payment systems, consumers simply had to drag the product into their smartphone in order to make their purchase.

THE TECHNOLOGY

At the heart of this playful store front was the touchfoil – engineered by UK touch sensor manufacturer visualplanet and supplied by US distributor, Brookview Technologies.

“ Visualplanet developed and delivered the world's first through-window solution over a decade ago. We are delighted to see big brands bringing the concept to life and incorporating it with the latest technology advancements. The increasing adoption of touch-enabled windows and retail spaces will change the way we shop – forever. ”

Vernon Spencer, Founder and MD of visualplanet

By combining the storefront with e-commerce, interlinked by mobile technology, the system effectively extends store opening hours to 24/7 and gives consumers a fun and engaging brand experience at any time of the day. To ensure a quality brand experience consistent with the Adidas offering, it was vitally important to have a responsive, reliable and natural touch experience.

IT WORKS ... INTUITIVELY

The key to the success of the interactive store window is simplicity. Customers need to be able to connect with a device in an incredibly short time to remain engaged. The final design resulted in everything – the window interface and mobile – being built in HTML5. Through a bi-directional connection via a simple URL, the users paired their mobiles with a one-time PIN. From then on, the user could simply drag products into a shopping bag on the window, to see them instantly appear on their device. For the user, the interface is intuitive because it operates by established conventions within retail spaces -now with an added layer to share, save and buy online.

INSPIRING DESIGN

The Integer Group were keen to replicate the touch experience that consumers are used to enjoying with smaller screens, within a durable, reliable system that could perform within a busy retail environment. Hardware developed by The Integer Group using high-end narrow-bezel monitors was combined with a high performing through-glass touch sensor laminated onto the inside of the glass - the visualplanet touchfoil -- and connected by custom firmware.

The mobile site was plugged straight into the Adidas e-commerce system, essentially operating as a mini e-commerce system in itself. If shoppers shared their list of products, the design was responsive, looking great on a laptop or tablet too. If friends changed sizes or colours, they could re-share their own unique list multiplying the impact of just one person trying the window.

THE POWER OF TOUCH

The touchfoil is simply laminated onto the inside of the shop window and then controlled by the user from the outside. With a consistently high performance touch through thick glass, no modification to the existing window was required. As the touchfoil is laminated onto the inside of the window, specifically engineered to perform in all weather conditions and challenging operating environments, it is both robust, reliable and vandal proof.

“ The touchfoil is ideal for retail through-window applications as the latest installations combine the immediacy of online browsing with the theatre of a physical retail space for a truly unique customer experience. When combined with the right software, users can view live stock information, leave their details, obtain information via SMS, download details to a smartphone... the opportunities are endless. Not only does this model allow retailers to extend their customer offering, expand brand presence and maximise the commercial and visual impact of their window spaces – but it also provides unprecedented access to existing customers and new audiences. ”

Vernon Spencer, Founder and MD of visualplanet

TRANSFORMING THE WAY CUSTOMERS ENGAGE WITH YOUR BRAND

When a single person interacted with the screen it was seen that the attention of up to 90% of passers-by was captured. Consequently 1 in 4 entered the store after interacting with the window. As the pilot was such a resounding success, The Integer Group is now investigating how to scale up to a larger market deployment.

The window shopping platform can also easily be removed and reused due to the reusable variant of the touchfoil - to meet the window shopping or virtual pop-up retail store objectives of any brand.



[Play the film](#)



Now enjoy the world
of touch

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