

Personalizing the in-store shopping experience

Call it unfair: today's in-store shoppers are deprived of personalized information, helpful product reviews, and special promotions that online shoppers enjoy in abundance. That's about to change with a new augmented reality mobility shopping app, developed by IBM Research.

The market opportunity

92%



of retail volume still takes place in the **brick and mortar store**.¹

Gartner predicts that

1 billion

smartphones will be sold in 2014.



The in-store opportunity

Consumers are more likely to shop in stores than to buy using a mobile phone, but once in the store, consumers want in-store services available through their mobile devices.



58%

of consumers want to get **product information** in-store.²



42%

of consumers are more likely to **return to stores** that have in-store mobile promotions.³



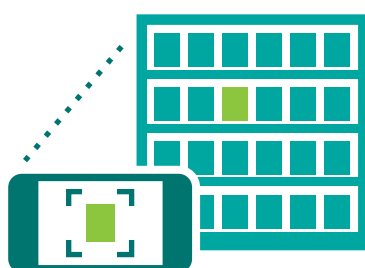
19%

of U.S. consumers browse their **mobile devices** while shopping in-store.⁴

How the augmented reality mobility shopping app works



Customer creates own one-time profile of dietary and environmental **preferences**.



Point mobile phone's video camera at shelf items. Products are **recognized** when compared to images in a database.



The application returns **ranking** based on customer's preferences and also offers promotions and coupons.

What shoppers and retailers can expect



Delivers **targeted** messages and offers.



Improves **response rates** by detecting when a customer is ready to act.



Improves **customer loyalty** through tailored and personalized experiences.

¹ Forrester Research
² Sterling Commerce
^{3,4} Hybris