Intelligent Shopping Solution Expands Access to Product Inventory

Interactive in-store displays bring products to life.

Many consumers visit stores to check products first-hand, then look up online prices on their smart phone and make their purchases at another retailer, or online. This trend is motivating retailers to search for ways to bridge the gap between online and in-store shopping. In addition, retailers are eager to implement innovative ways to reduce some of the costs associated with brick and mortar retailing.

Intel has worked closely with augmented reality specialist YDreams* and social media application developer Betapond* to create an intelligent digital solution that harnesses the flexibility of Web shopping, enhanced by the immediacy of in-store product comparisons delivered through an immersive digital experience.

Engaging experiences

The Intelligent Shopping Solution is an interactive, in-store visual retail signage system connected to the retailer's product inventory database. The system brings products to life with full-size images on stacks of interactive high-definition displays driven by media players based on Intel® Core™ processors. Consumers can engage with the displays to get product information, compare products, and interact using their smart phones to post their likes on social media sites.

Reduced in-store inventory

By reducing inventory display and handling requirements, the shopping solution reduces the need for physical floor space to display products and minimizes the potential for damage to out-of-box display products. These benefits can contribute to higher margins for retailers.

The paradigm also changes for the product manufacturers and brands. Manufacturers will no longer need to supply retailers with a physical sample of each new product. New product introductions will become easier to manage, with significantly less logistical overhead.

Sales uplift

The solution also helps the store's sales associates ensure that customers get the right information to select the products that best meet their needs. By using tablet applications linked to the store's database, assistants have instant access to a wealth of detailed product information, which is essential in dealing with today's knowledgeable and demanding consumers.

Social media marketing

The near ubiquitous use of smart phones in today's retail environment means that retailers can benefit from smart phone and social media integration. The solution allows the use of QR code links, enabling retailers to market products to vastly wider audiences at no additional cost. The evolving use of analytical tools available from leading social media sites has the potential to bring even more value to retailers.

Learn more

To get more details about this solution, download a full length Solution Blueprint at http://www.intel.com/content/www/us/en/retail/intelligent-virtual-shopping-solution-blueprint.html.

For more information on intelligent retail solutions, visit Intel's Intelligent Retail Web site: intel.com/retailsolutions. *Follow us on Twitter at* @RetailerInsight.