



THE RETAIL PRACTICE

*Digital Trends in
Retail 2.0*

Ghent 6th October



CyberCafe Cyberia (London, Paris,
Tokyo, Bangkok, Manila)

1994

THE RETAIL
PRACTICE



Creating Digital Version of Topshop

@ZOOM (MD of JV of Arcadia and Daily Mail)



Health
Beauty
Wellness
Medicine
Coffee
Shopping
Finance





“Assuming present trends continue, the odds are quite good that we’ll become the best-informed extinct species on the planet!”



**DunHumby (TESCO) – From 2 bln
pounds valuation to zero in less
than 12 months**



“Our data collection tech is **ahead of our algorithms**”

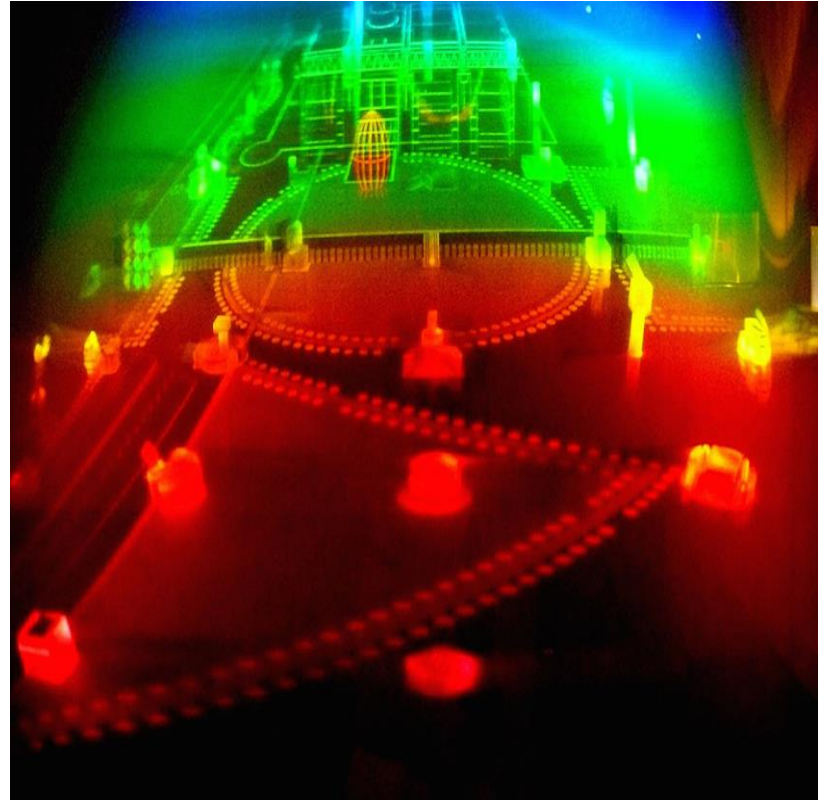
**Yaneer Bar-Yam, New England Complex Systems Institute,
Wikimania 2014**



"And now the 7-day forecast..."

16 Petaflops later - > Barbecue Summer anyone?

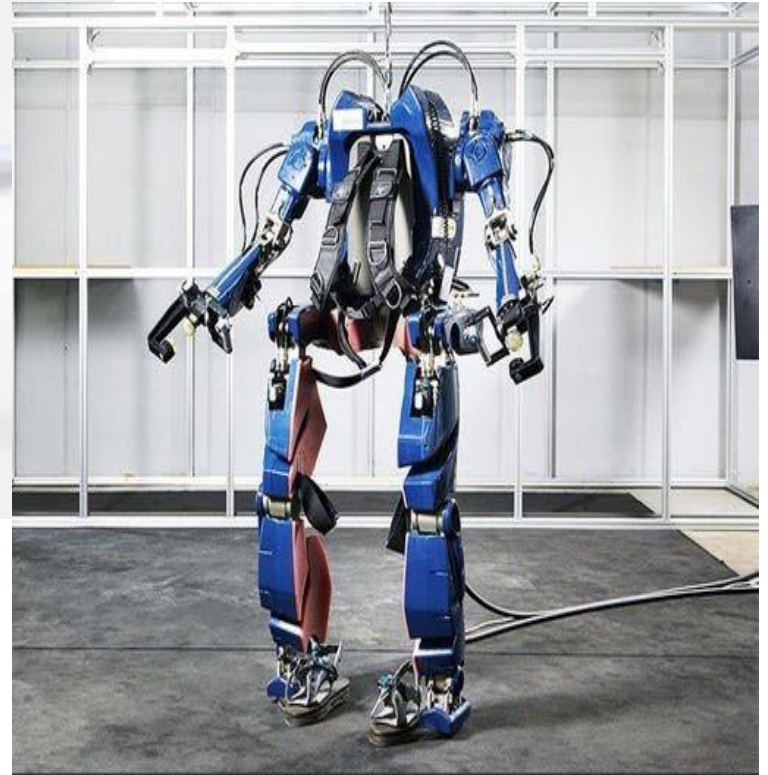
**“The Future
is invented,
not
predicted”**



***Physicist, Dennis
Gabor, inventor
of holography***

Innovative Long Shots

Building Ecosystems



La realite virtuelle 1938



Artaud

Lanier VLP
1984





AR Tele-presence at catwalk in Tate

@TOPSHOP FEB 2014

Augmenting Dior in-store

@ THE
TRP

L
A
B



VR in Hilfiger shop



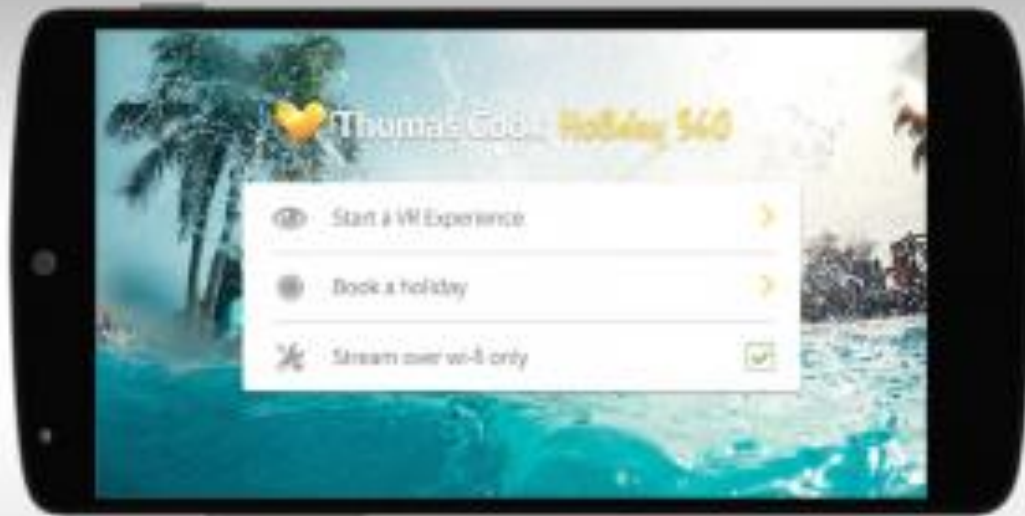
Beyond Store

Cath Kidston VR only



HoloLens your kitchen





@ThomasCook 2015 Bluewater – Holidays in Egypt



Training – AR by Virtuix for Army use

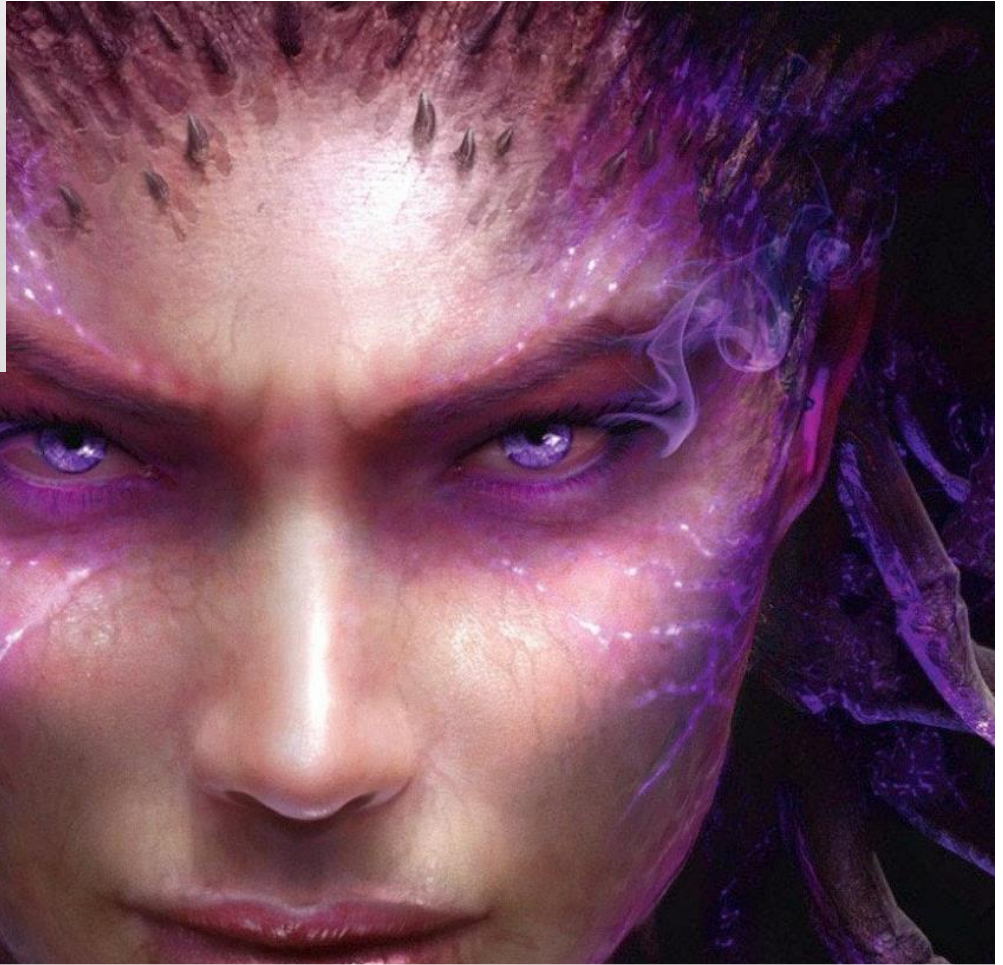
@VIRTUIX

Cut the Fat – VR for health

@ Virtuix
Omni

L
A
B





D!NG IT Gesture control + see your hands in
VR

@pebbles

THE RETAIL
PRACTICE

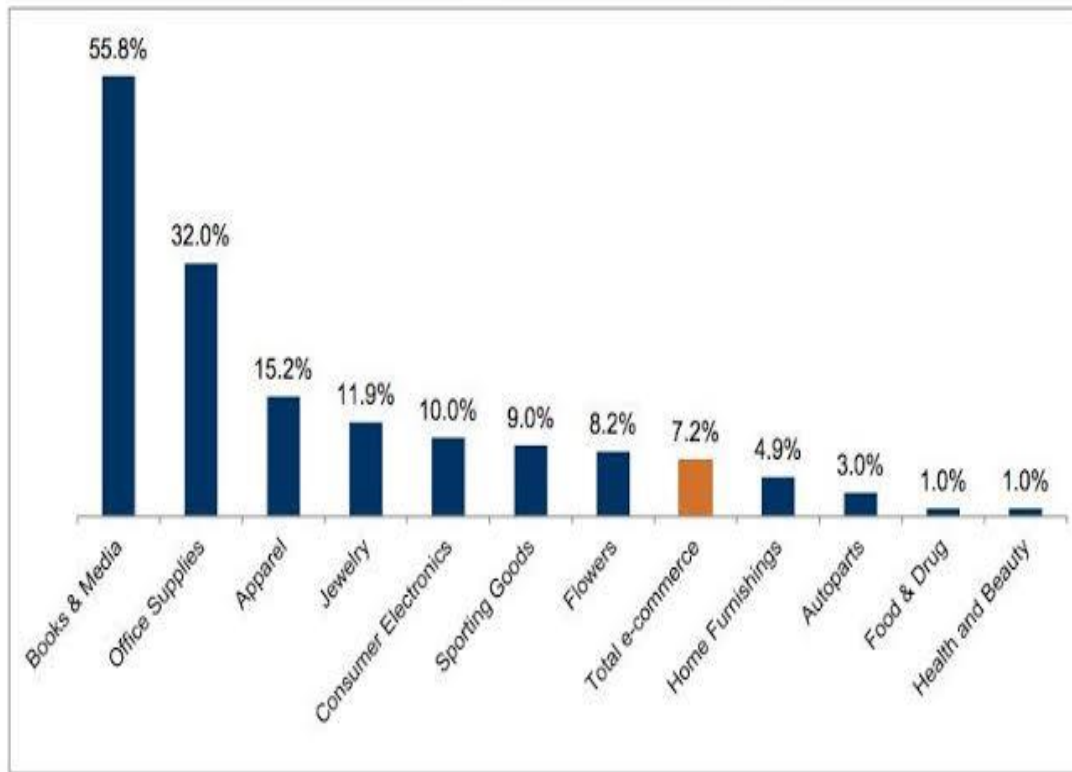


PAINTINGS COMING TO LIFE

@SportWatchVR

Mobile Futures

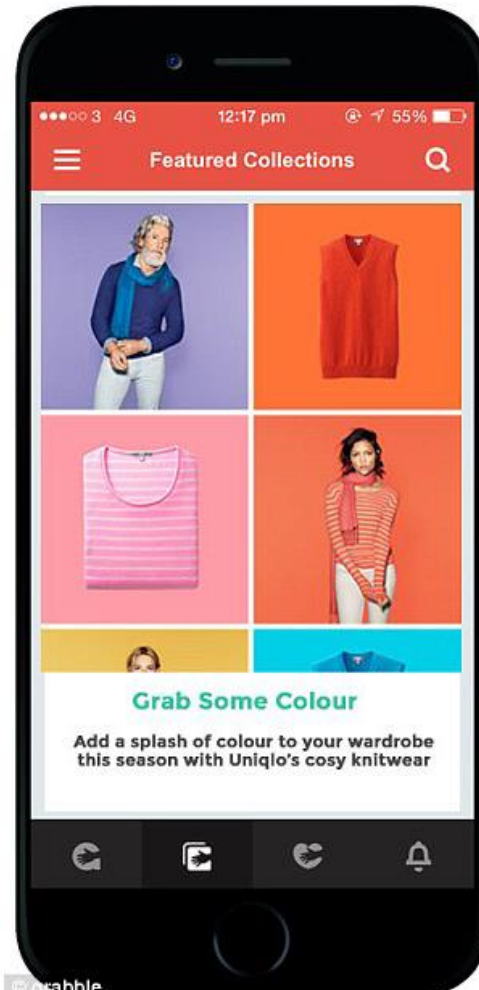
Low Current Penetration Rates Suggest E-commerce Opportunity



Source: U.S. Dept. of Commerce, eMarketer, Pacific Crest Securities estimates



Grabble – Thumb shopping



**NEW
ERGONOMICS
OF “SWIPE
RIGHT FOR
YES”**

© grabble

THE RETAIL
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Solving Returns—3D Scan



Contactless v Apple Pay



**Contactless -
1.2 bln pounds
Dec 2015(VISA)**

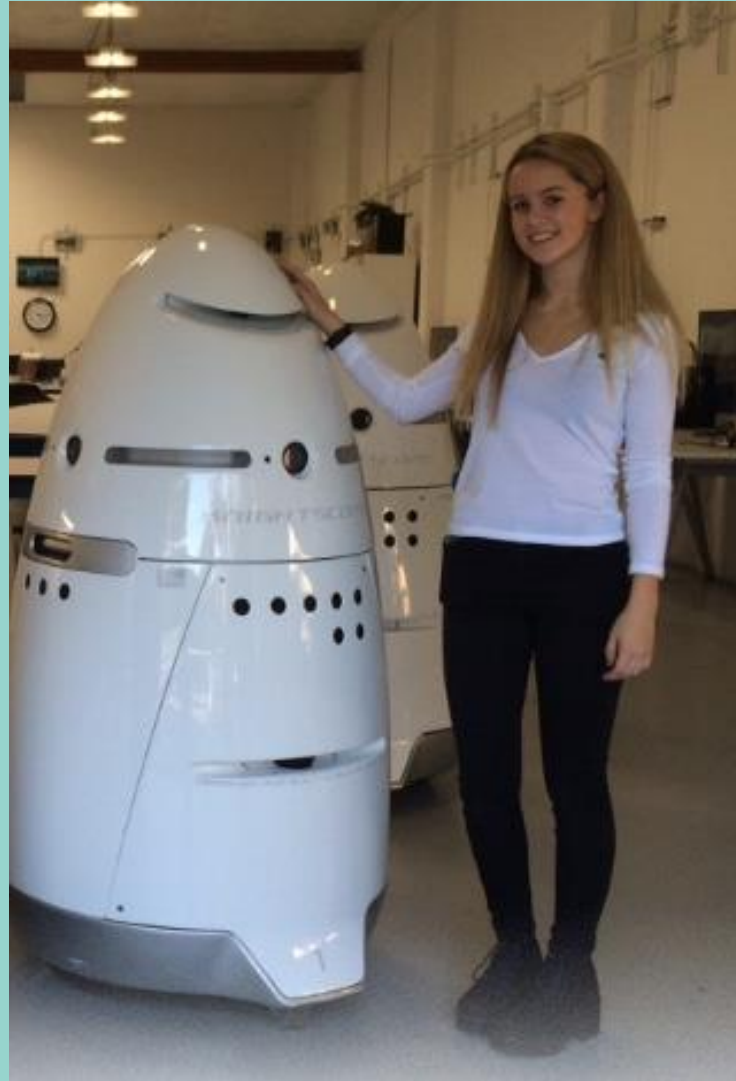
HotJar for Stores



Preparation
for staff-less
stores

STAR WARS-
LIKE
PROJECTIONS

HOLOGRAMIC
DISPLAY OF
PRODUCTS



Green Colocation

Hydro 66



1

**CONSUMER TECH and DEVICES
DRIVE B2B TECH ADOPTION**

2

**INTERFACE CHANGES – VR AND
TINDER -THUMB ERGONOMICS**

3

**ALT ENERGIES FOR
DATACENTERS TO CUT COSTS**





THE RETAIL PRACTICE

HAPPY INVENTING!"