

Immersive experiences

Embrace a future of stand-out in-store experiences.



Beyond interactive displays and smart mirrors, fashion retailers are looking to create more engaging and immersive customer experiences, making the visit to their store as much of an event as the product purchase. This, in turn, promotes the store brand, as well as encouraging sales.

These experiences are made possible by the latest technology and advanced connectivity:

- Holographic displays: showcase products in a more engaging way, allowing customers to see them in 3D from all angles—and even interact with them.
- Biometric scanning: create custom-fit clothing or matches customers to the right stock in that store, based on their exact measurements.
- Virtual reality runways: take fashion shows wherever you want them, so customers can experience the latest collections in-store, at home or anywhere they can wear a VR viewer.

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- Virtual reality fitting rooms: let customers try on clothes or accessories without touching them. It works by overlaying an item on a live video feed of a customer. The camera scans a person's body to create a 360-degree 3D model. The model is combined with radio frequency identification (RFID) tag which has recognised the products the customer has taken to the virtual fitting room.

All these exciting innovations help develop competitive advantage. They enhance customer engagement and drive sales, giving you the opportunity to collect the data you need to deliver even more personalised experiences and offers.

Verizon enables the connected stores of the future by providing the solutions and expertise they need to support immersive experiences

How Verizon can help

Advanced in-store connectivity is essential for immersive experiences. The use of apps, sensors and cameras requires a robust infrastructure that can handle large amounts of data in real time. High-speed internet connections and reliable wireless networks are also needed to support the use of mobile devices and other connected technologies.

As well as outstanding connectivity, Verizon enables the connected stores of the future by providing the solutions and expertise they need to support immersive experiences, helping retailers to work smarter and provide unique customer experiences that differentiate their brand.