

adiVerse - Virtual Footwear Wall with Adidas and Intel



adiVerse, a virtual footwear wall puts the ultimate aisle of shoes at the fingertips of the consumer while they are in-store and ready to buy. This solution is an extension of the real product displays where products (shoes) would be shown on a shelf, but virtually. It taps into the rich communication possibilities of the digital world and combines it with the real product interactions that are only possible in physical world to create a unique shopping experience.

adiVerse is powered 2nd generation Intel® Core™ i7 processors, which delivers visually smart performance, allowing users to interact with footwear to an unprecedented level of detail. Using state of the art touch-screen and precision real-time 3D rendered products, shoppers can select products on a virtual shelf, pull products, look onto the product from any angle, rotate it, zoom it in, get further product and technology information. Built-in anonymous video analytics provides metrics on shopper trends, demographics, and shopping patterns, enabling adidas

to provide personalized experiences and relevant value-add services to shoppers. Finally, shoppers can also buy products via tablet based checkout.

The solution also features Intel® vPro™ Technology to reduce operational cost of managing and maintain the device. With built-in remote manageability Intel® vPro™ Technology is designed to keep downtime and onsite visits to a minimum, enabling remote monitoring, diagnosis and repair of solution - even if it is shut down or OS is unresponsive.

adiVerse delivers a dynamic life-size interactive experience, allowing adidas to more readily communicate the purpose of each shoe and tell a more inspiring story through the shoe itself, the environment and the sounds. Creating the sense of wanting to go and play, or go for a run, creating an emotional connection with the shopper and strengthening adidas brand loyalty and resulting repeat shopper visits and increased sales.

¹ In compliance with emerging digital signage industry standards, AVA is completely anonymous: it cannot identify an individual; no actual images are stored, and no personal information is collected. The only data that is stored is of an anonymous, aggregate, statistical nature. It is not possible to associate any single, stored data-point in the AVA to an individual person.

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