

3G meets 3D: Interactivity enhances customer experience

Visual Planet's interactive screen brings a new dimension to retail displays



New media creatives are transforming the retail environment. Interactive design company Digit has teamed up with Visual Planet to create an innovative interactive display to engage and entice visitors to Vodafone's new store on Oxford Street. The new displays illustrate the advantages and features offered by Vodafone live! - the new 3G service.

The in-store display uses a glass touch screen with bespoke content to allow shoppers to explore Vodafone's new offering. The transparent interactive screens were supplied by Visual Planet and can be incorporated into glass doors, partitions or windows within any retail

environment. The screens can be any dimension, used in any lighting conditions and incorporated into existing shop furniture and fittings.

Scott Lyons of Digit was excited by the idea of creating an additional dimension to the displays: "Why use plasma when you can enhance the in-store customer journey with interactivity? We created a dynamic 3D space within the store that enabled customers to explore the benefits of the technology."

The visuals consist of a narrative of three inter-woven stories illustrating how users of 3G can interact with one another and the new technology. Upon completion of the script and filming Digit built an interactive 3D space to enhance the experience following the threads of the stories. By touching the avatar and other moving elements the customer can extract the information they require.

Mike Cole, Commercial Director, Visual Planet reiterates that plasma screens and canned content have had their day: "Digit is deploying new technologies that have emerged very recently and they are pushing the boundaries with creative applications.

"Interactivity is opening up possibilities for communication that haven't yet been exploited.

"We're very excited about the possibilities for future applications and in-store experiences such as: personalised clothes shopping - put in your statistics and colouring and it recommends items from the new range; technical support in DIY retailers: product locators in department stores; gaming consoles in the partner crèche, the possibilities are endless."

Because Visual Planet's solutions are based on Internet technology, content can be updated remotely and adapted instantly. Also material created for other campaigns re-appropriated for the instore displays.

There has been interest from other Vodafone outlets to roll out the retail installation in stores throughout Europe.

About Visual Planet

www.visualplanet.biz Tel: 0845 1235370

Visual Planet develops, designs and implements dynamic interactive visual solutions. It is based at St John's Innovation Centre, Cambridge.

Technical Director Vernon Spencer was part of the original team behind PIPEX, the UK's first commercial Internet Service Provider. He believes the world is becoming more visual and sees opportunities for interactive displays in reception areas, airport lounges, universities, car showrooms,, at

retail points-of-sale and at conference centres.

About Digit

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