



**Emotive AI, Mixed Reality ...
Where next for travel retail?**



Rehumanising Tech

“Analyses the true impact of new tech”

Curator, TED Global

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“Merges remarkable insights with vision”

Britain's former Digital Minister

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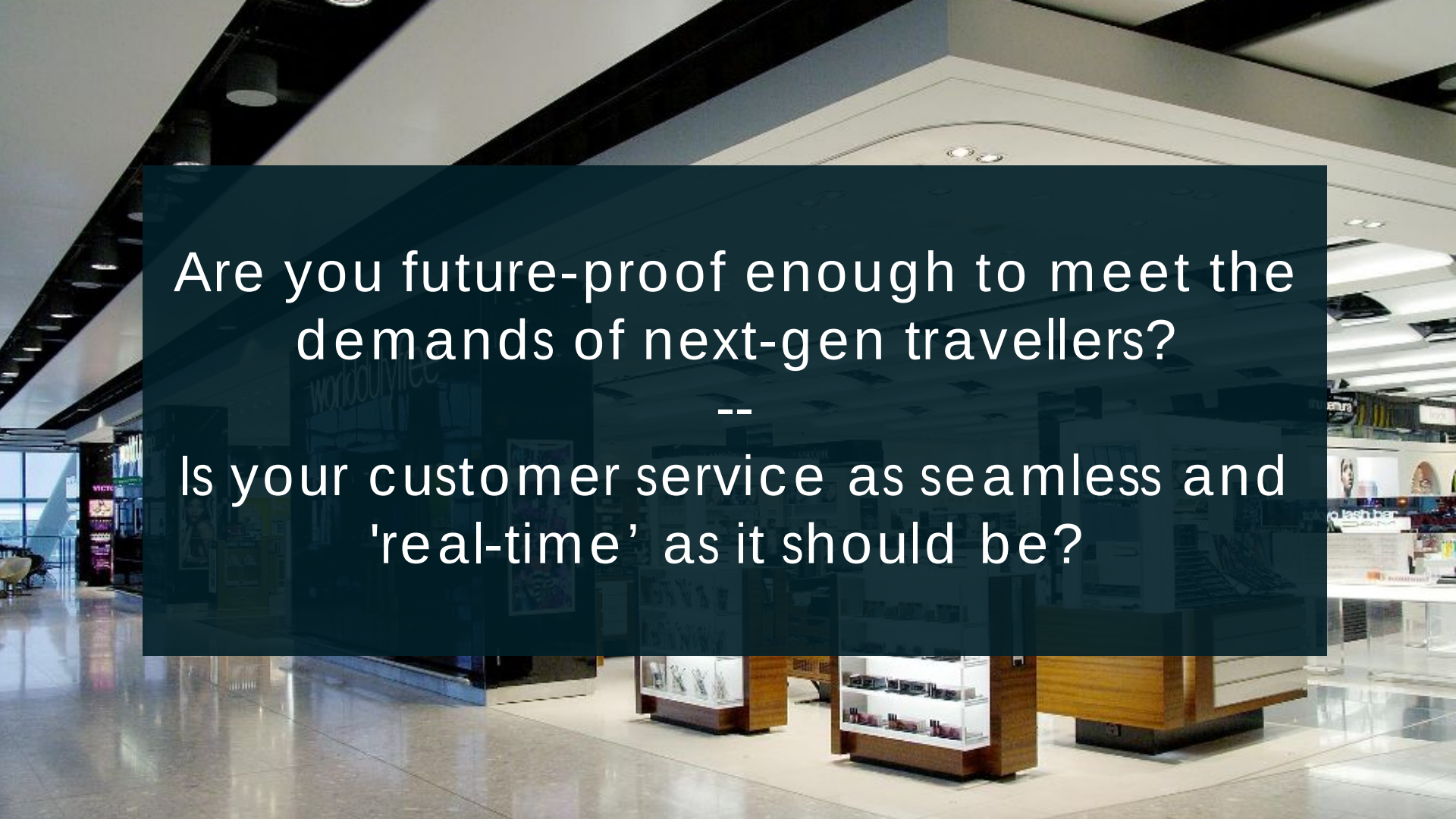
“Thought leader beyond compare”

Director, World Economic Forum

***Award-winning
Futurist &
Broadcaster***





The background image shows a modern retail store interior. On the left, there's a large window or glass wall. The floor is polished and reflective. In the foreground, there are wooden display cases or counters. The ceiling has recessed lighting. A dark blue semi-transparent rectangle is overlaid in the center, containing white text.

Are you future-proof enough to meet the
demands of next-gen travellers?

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Is your customer service as seamless and
'real-time' as it should be?



30 MINUTES



- Multiple access points
- Under utilised pockets of time
- Democratic airport layout
- Optimistic forecasts

The background is a dark, abstract composition. It features a network of glowing red and white lines that form a complex, interconnected web. These lines are set against a backdrop of binary code (0s and 1s) in various shades of blue and red. The overall effect is a sense of digital connectivity and data flow.

| MIXED REALITY |

MARKETING GUEST

Mixed reality will soon mean big business for brands

KEITH CURTIN, SEE DIGITAL @KFCURTIN FEBRUARY 6, 2017 5:40 AM



VB Recommendations

- Battlefield V team loy Duty may ditch its o
- Battlefield V b in the work
- Chrom cont

VARIETY FILM TV MUSIC TECH GAMING THEATER

HOME > DIGITAL > NEWS

Discovery VR, Oculus Veterans Launch New AR/VR Studio Tomorrow Never Knows (EXCLUSIVE)

By Janko Roettgers | @jank0

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A view from Jeremy Ettinghausen

Mixed reality is making the mundane magical

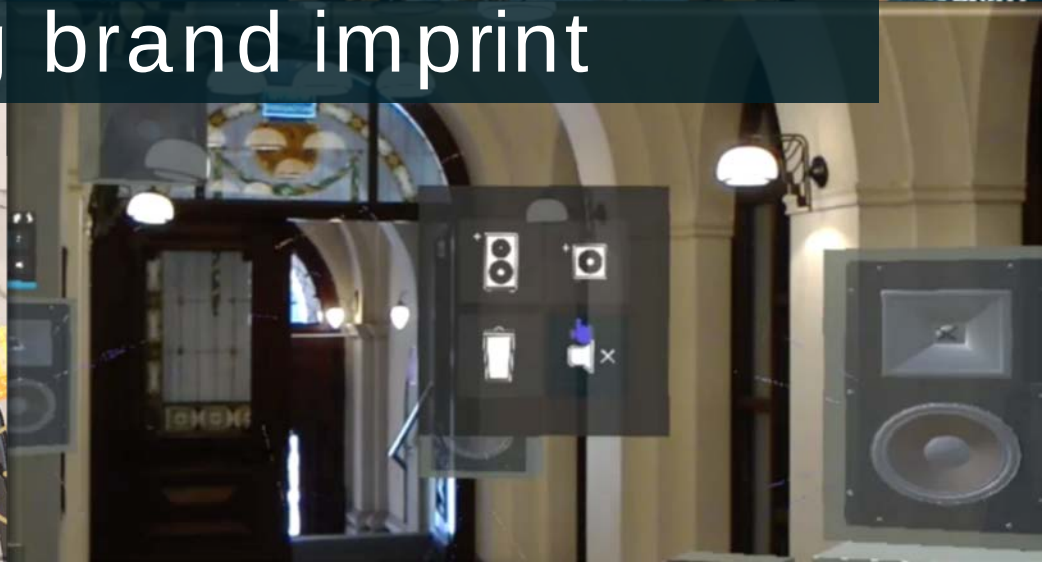
The creative community is all giddy about the possibilities of virtual reality, but mixed reality, which brings holographic images to the real world, might be the smarter bet, BBH London's Jeremy Ettinghausen writes.

CREDIT: COURTESY OF TOMORROW NEVER KNOWS

and Lightshed week. Dubbed reality as well as storytelling is week. forcing the we create



High immersion, Low cost,
Lasting brand imprint



From visual &
auditory to...
Touch



HAPTICS

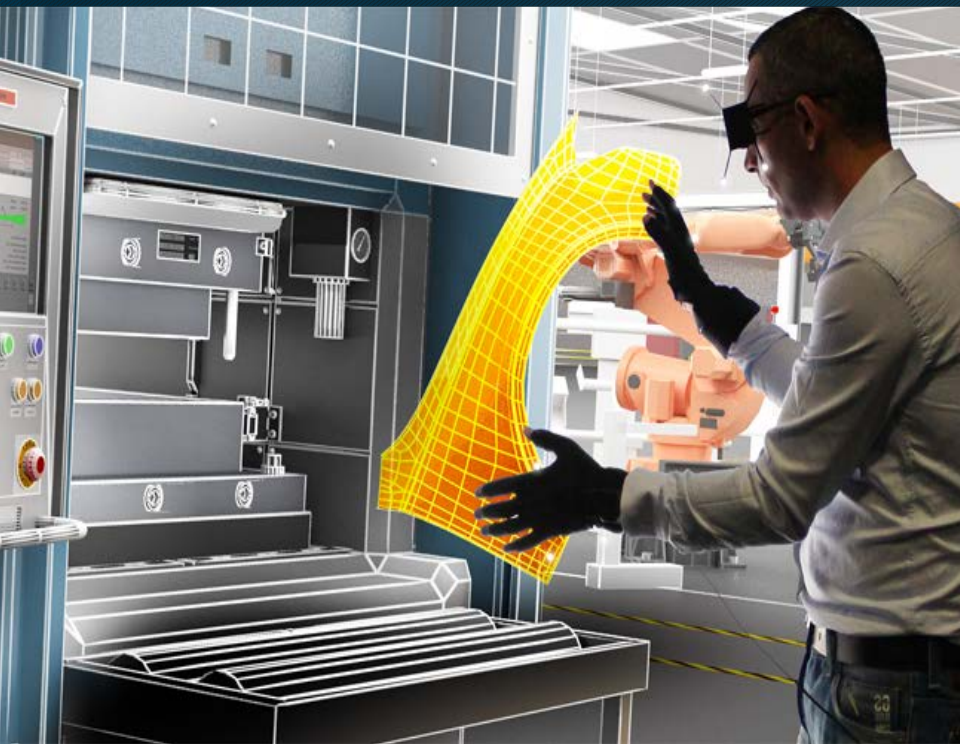


The vibration is in frequencies to which humans are naturally receptive, so it's accepted by the brain as "Real Touch"

Nothing there but... air



Engineering & Medicine (training)

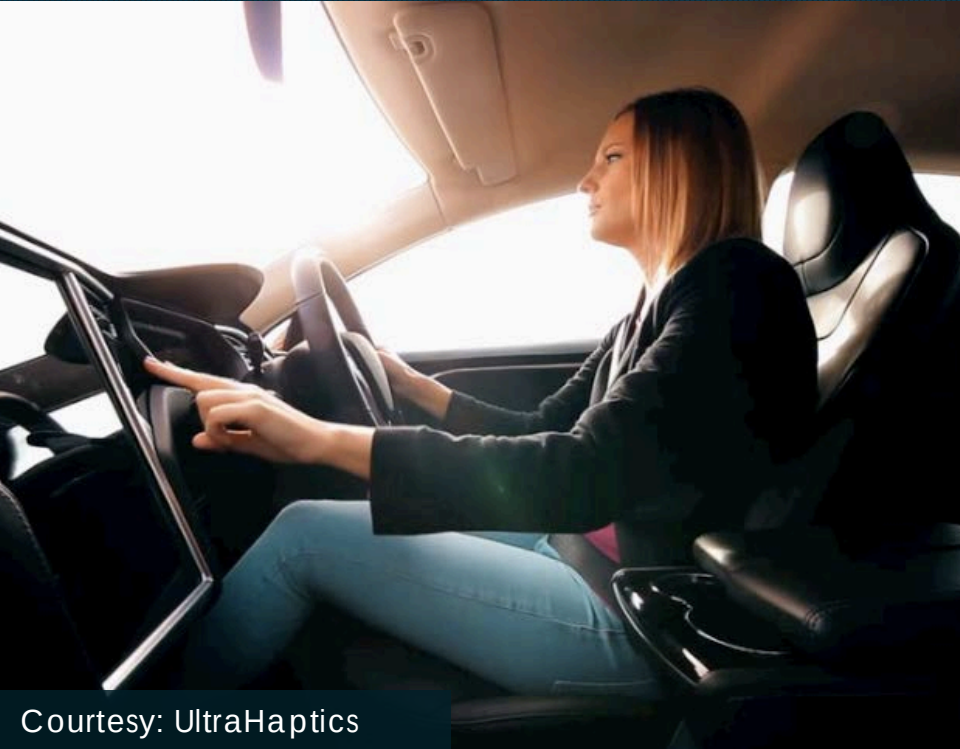


Movie industry (bringing digital posters to life)

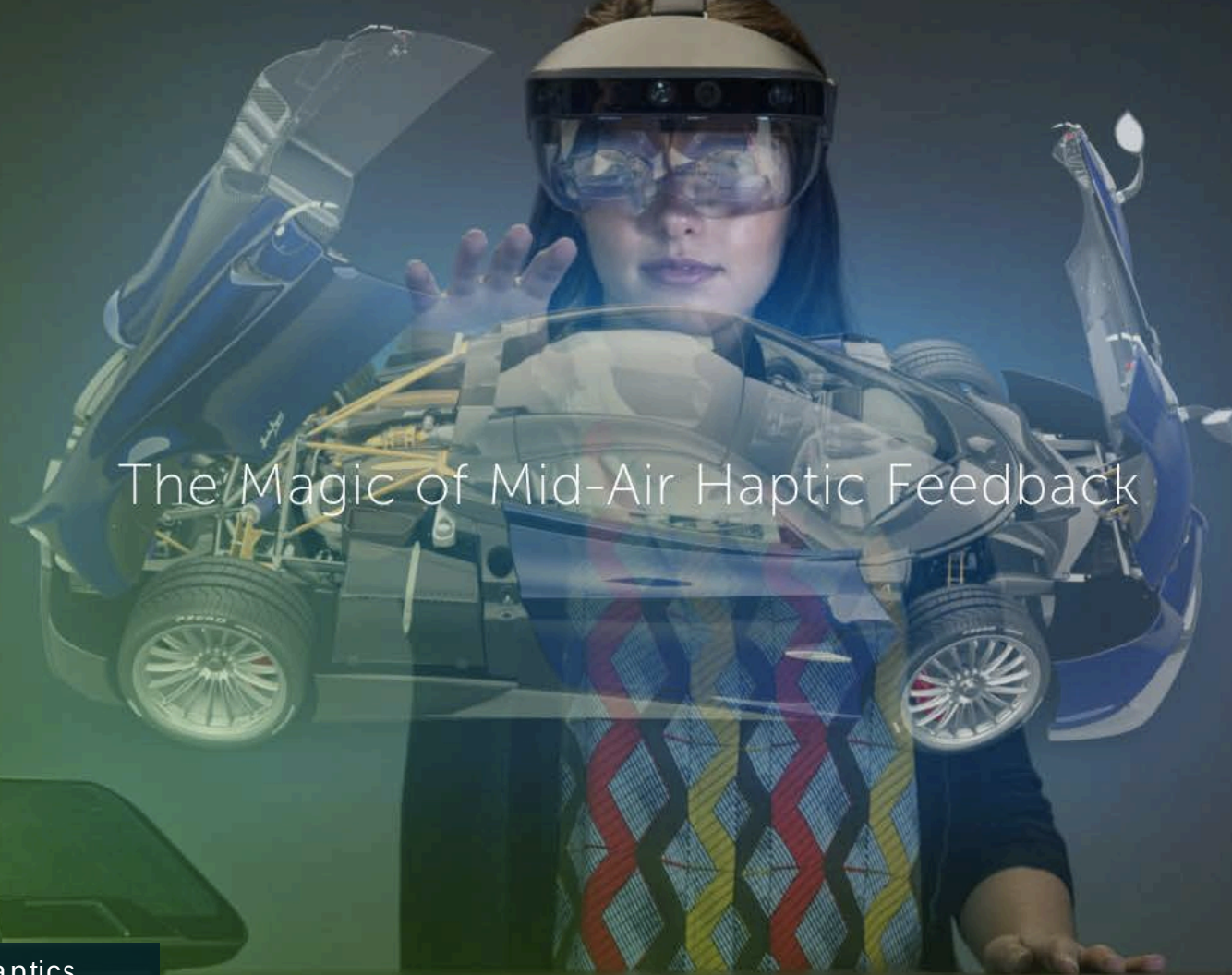


Courtesy: UltraHaptics

Auto industry (dashboards & car model walkthroughs)

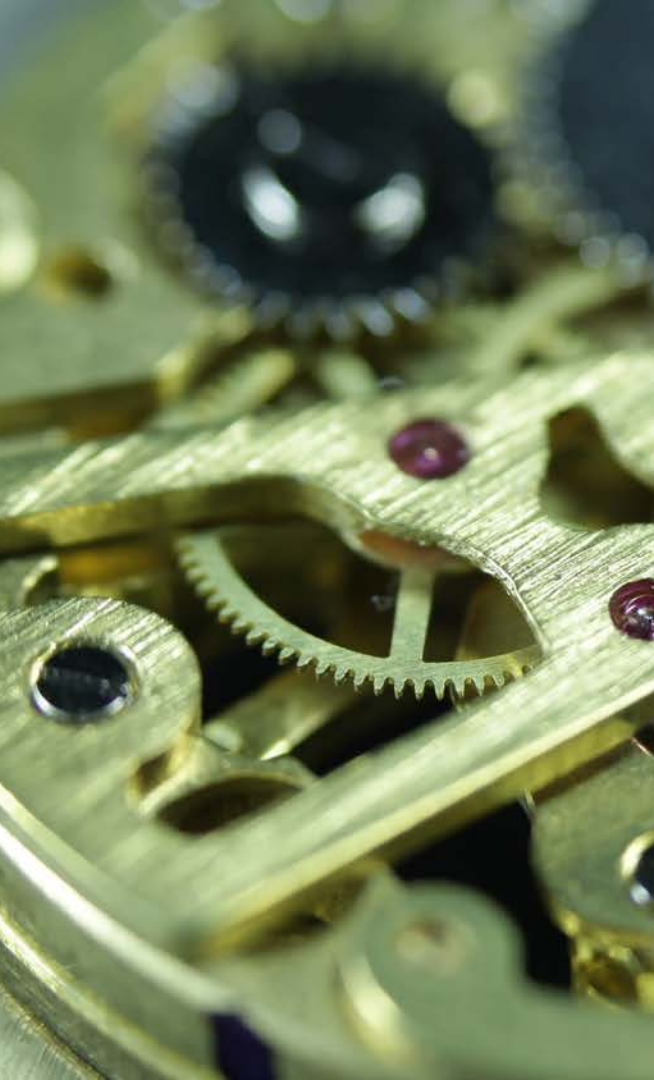


Courtesy: UltraHaptics



The Magic of Mid-Air Haptic Feedback









VR + AR + Touch = Next-gen of brand engagement?

- Products become “Always On” channels
- Alternative to static advertising
- Experiential, with potential to boost dwell time and recall
- Ideal whilst on-board, queuing, even at boarding gates to capture attention

| Emotive AI |

The background is a dark, abstract composition. It features a network of glowing red and orange lines that form a complex, interconnected web. These lines are set against a backdrop of faint, glowing blue and white binary code (0s and 1s). The overall effect is one of digital connectivity and data flow, with a central focus on the text 'Emotive AI'.

AI that responds to
human emotion





53% of millennials: “Store associates don’t have the tools they need to deliver great customer service”

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69% of baby boomers:
“Staff need instant visibility into available inventory”





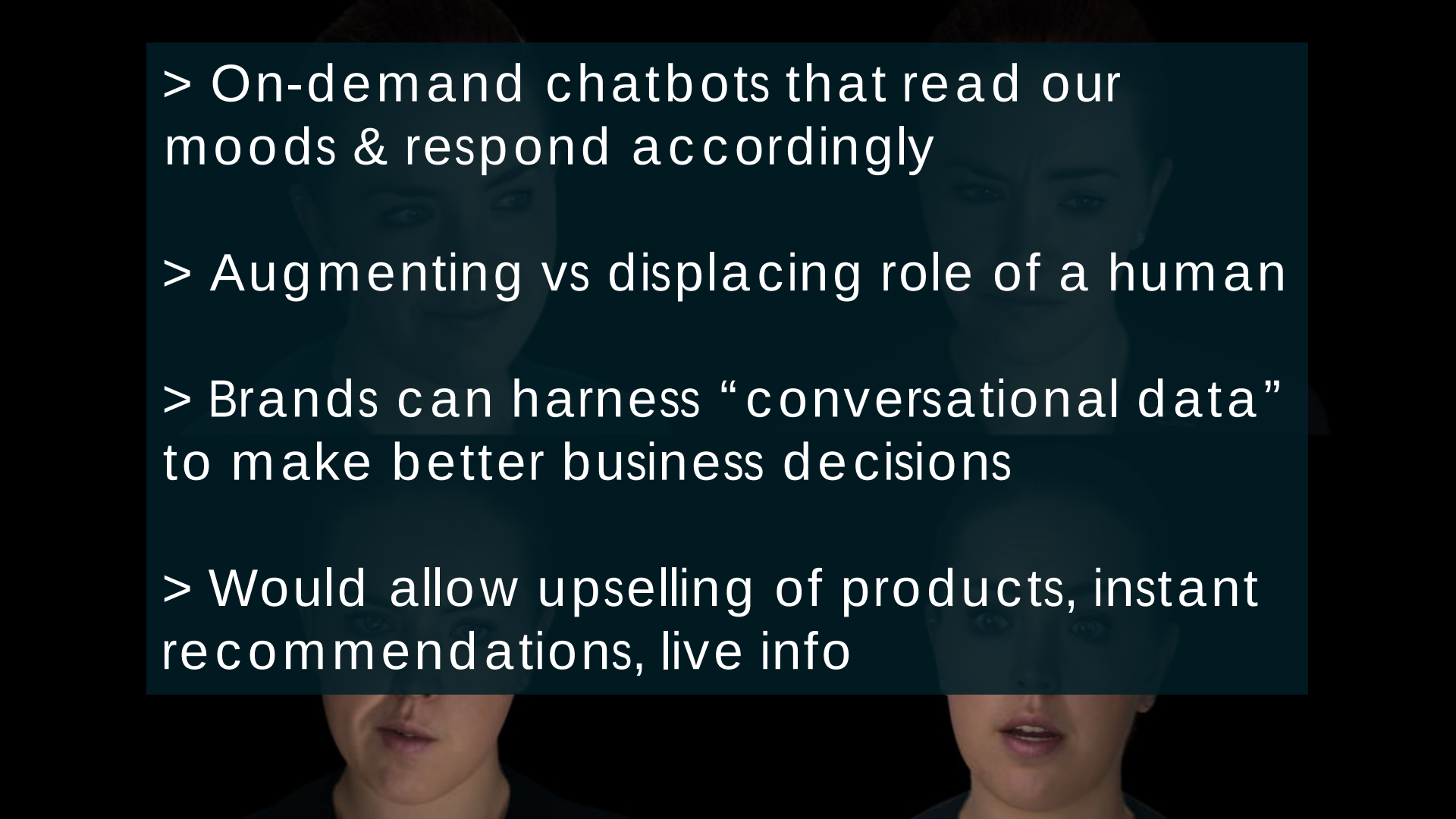


A close-up portrait of a woman with dark hair pulled back, looking directly at the camera with a slight smile. She is wearing a dark blue or black V-neck top. The background is dark and out of focus.

This is Rachel

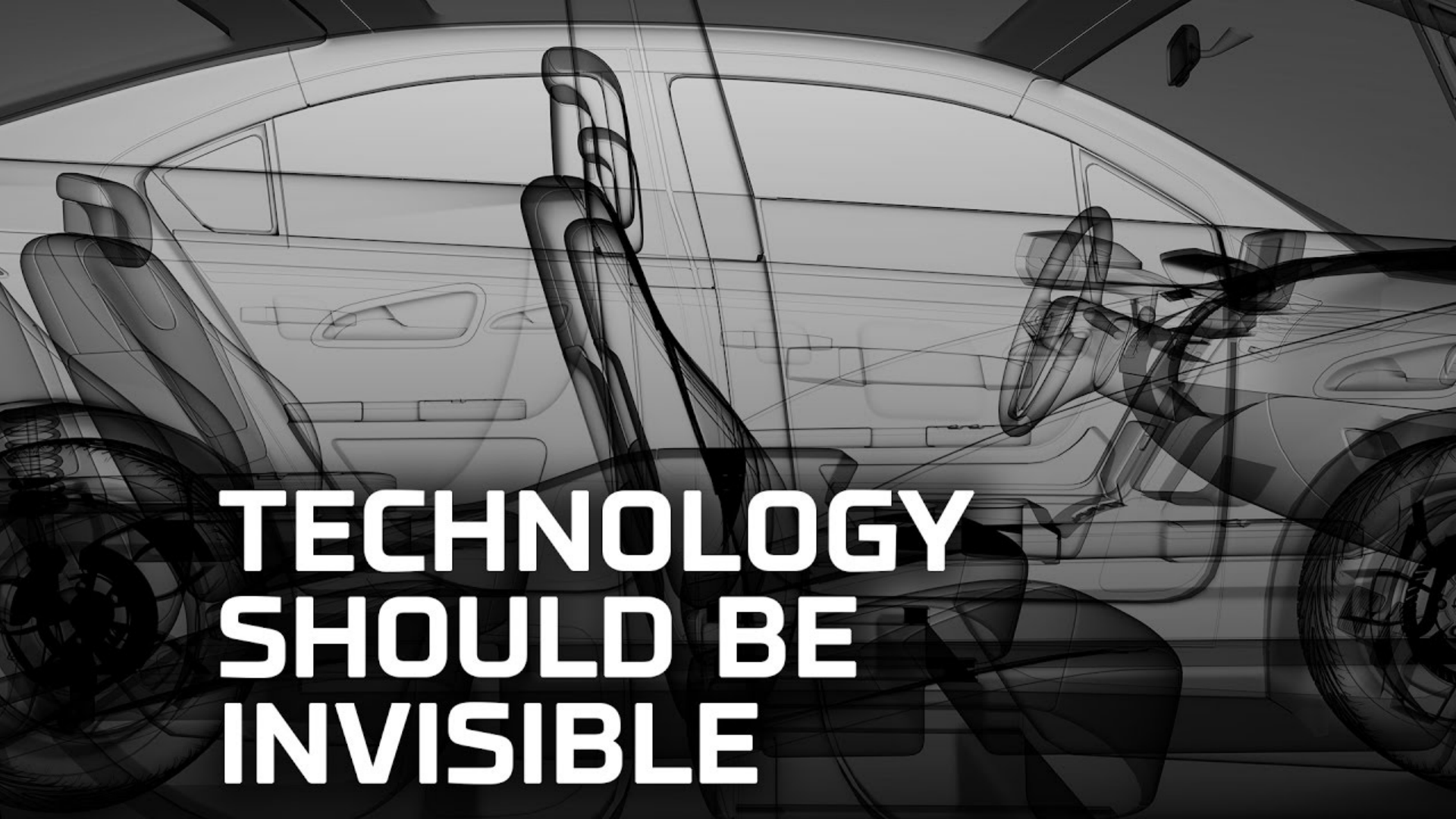


Taking AI from Transactional to Relational

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- The background of the slide features a dark, semi-transparent image of a woman's face, which is repeated and slightly offset to create a layered, futuristic effect. The woman has dark hair and is looking directly at the camera.
- > On-demand chatbots that read our moods & respond accordingly
 - > Augmenting vs displacing role of a human
 - > Brands can harness “conversational data” to make better business decisions
 - > Would allow upselling of products, instant recommendations, live info



62% of travellers would make an unplanned purchase off the back of an immersive brand experience and seamless customer service



**TECHNOLOGY
SHOULD BE
INVISIBLE**