



Innovation > Retail > In China, virtual reality stores turn open spaces into a supermarket

IN CHINA, VIRTUAL REALITY STORES TURN OPEN SPACES INTO A SUPERMARKET



RETAIL

Yihaodian is launching augmented reality stores, which give customers the impression of a physical store while they browse on their smartphones.

UNLOCK THIS INNOVATION AND MUCH MORE... //

Become a member today and get early access to the ideas transforming our world from just **£39 per month***

Exclusive member benefits:

- Access to over 13,000 innovations
- Monthly horizon scanning reports
 - Exclusive feature articles

BECOME A MEMBER

Already a member? [Sign in here](#)