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BODY-SCANNING TOUCHSCREEN CORRIDOR OFFERS DIGITAL RECOMMENDATIONS IN-STORE

 RETAIL

France-based Klépierre has developed the Inspiration Corridor, a booth that uses facial and body recognition, as well as purchase histories, to suggest items to consumers and locate them in-store.

It's difficult for retailers to keep a consistent brand across both their online and offline stores when the two offer distinct experiences, but we have in the past seen attempts to combine physical and digital, such as [Nordstrom's](#) in-store promotions based on real-time Pinterest activity. Bringing the digital experience even more in line with brick and mortar shopping, France-based shopping center specialist Klépierre has now developed the [Inspiration Corridor](#), a booth that uses facial and body recognition, as well as purchase histories, to suggest items to consumers and help locate them.

Working in conjunction with creative agency [DigitasLBI Paris](#), the company created a digital walk-in wardrobe, complete with large touchscreens and sensors. When the shopper enters, an infra-red Kinect camera sends an image through [QUIVIDI](#) video analysis to identify their age and gender, as well as the color of clothes they're wearing. The touchscreens are then populated with personalized themed collections offering suggested items. If they've already purchased clothes elsewhere in the shopping center, they can scan the barcode to update their recommendations to accessorize that item. If they see an item they like, they can press the touchscreen to immediately push the product to their smartphone after they leave. Apple iBeacon and indoor GPS technology also gives consumers directions to a store within the shopping center where they can buy their chosen items. Watch the video below to see the system in action:

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The Inspiration Corridor connects many of the features online consumers are used to — recommended products and personalized collections — with the experience of real-world shopping, while also delivering rich data to brick and mortar retailers. Does this project offer a glimpse into the future of retail?

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