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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.

Innovations like Prague's [QR code grocery store](#) located in subway stations around the city have already shown how the online shopping world can still maintain a presence in public spaces. In China, e-commerce site [Yihaodian](#) is now launching its augmented reality stores, which give customers the impression of a physical store while they browse online. In certain locations, such as public squares, smartphone owners will be able to use an augmented reality app to project a virtual store – branded as Unlimited Yihaodian – over the top of their surroundings. Using the phone's accelerometer, customers will be able to move around digital rooms, displaying products available on Yihaodian's site, [reports](#) suggest. Account holders can then order items for delivery as they would if they were using the browser version. The virtual stores give consumers the feeling of using a traditional bricks-and-mortar store while they are away from home, without the business costs and environmental factors that go into maintaining a physical outlet. Could this be the future of grocery shopping?

Spotted by: Tony Wijntuin

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Email: cs@yihaodian.com

Website: www.yihaodian.com

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