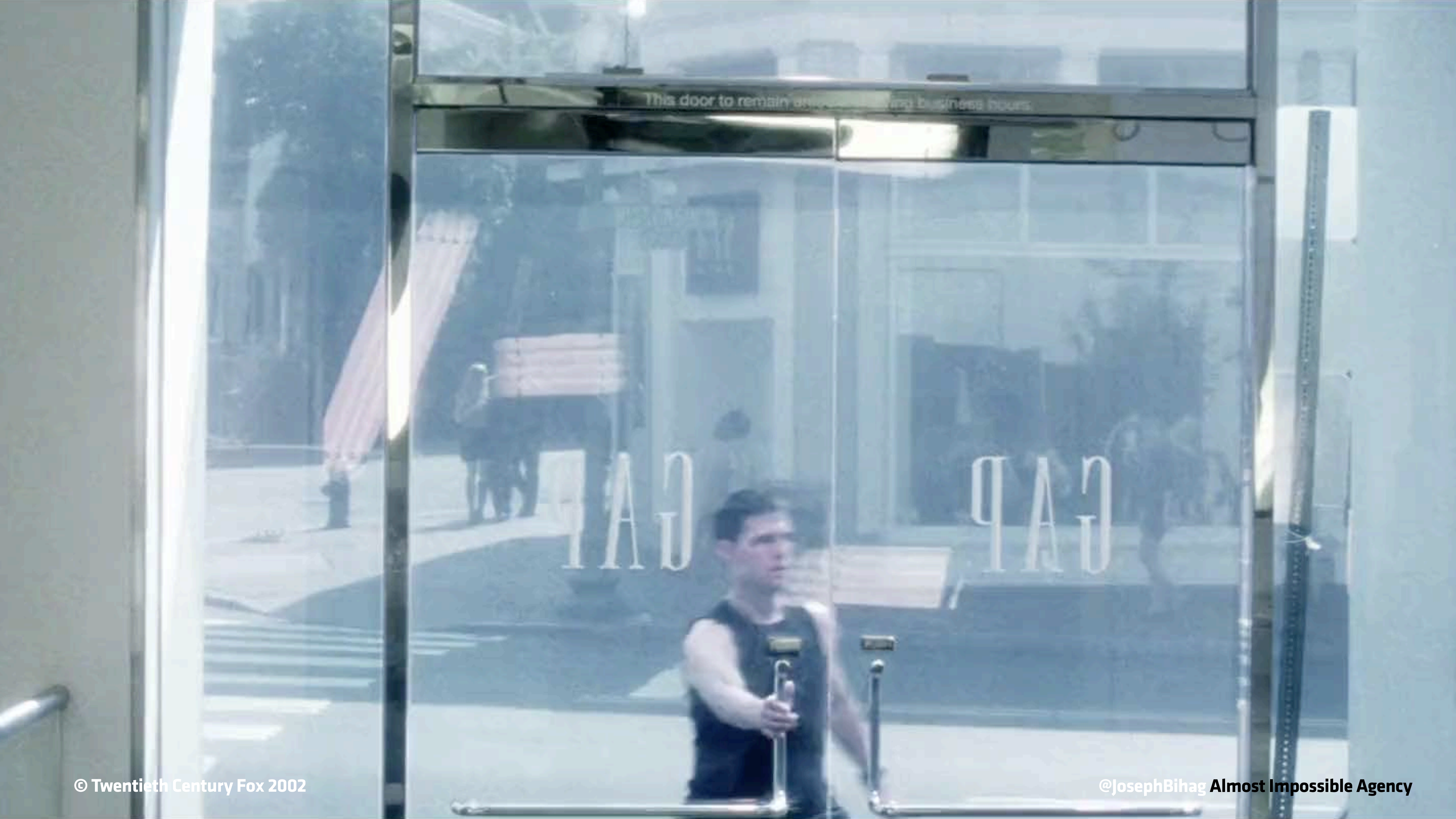


RETAIL 2025

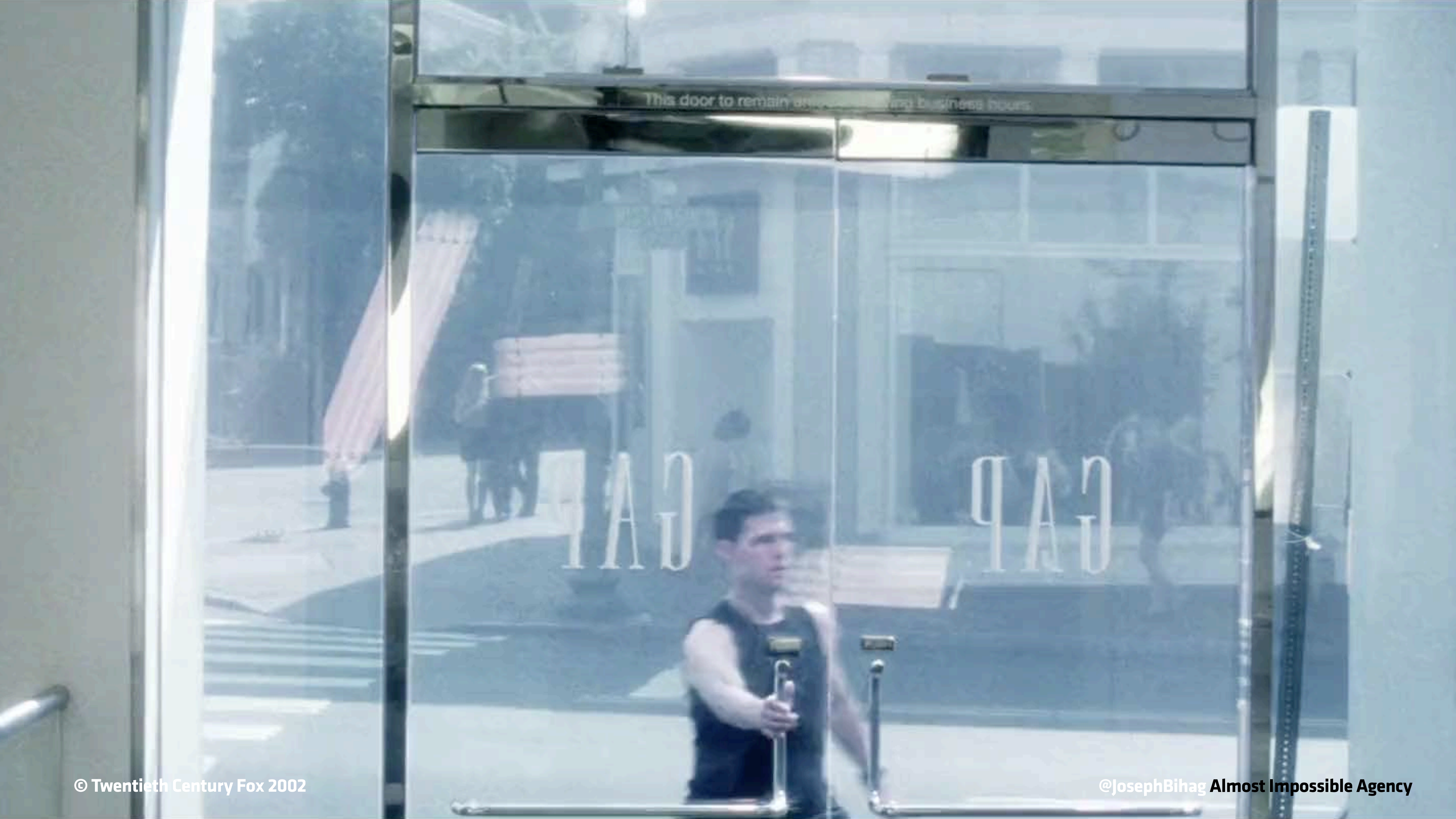
**FROM PERSONALISED TO PREDICTIVE
TO COGNITIVE STORE EXPERIENCES**



This door to remain open during business hours.

GAP

GAP



This door to remain open during business hours.

GAP

GAP

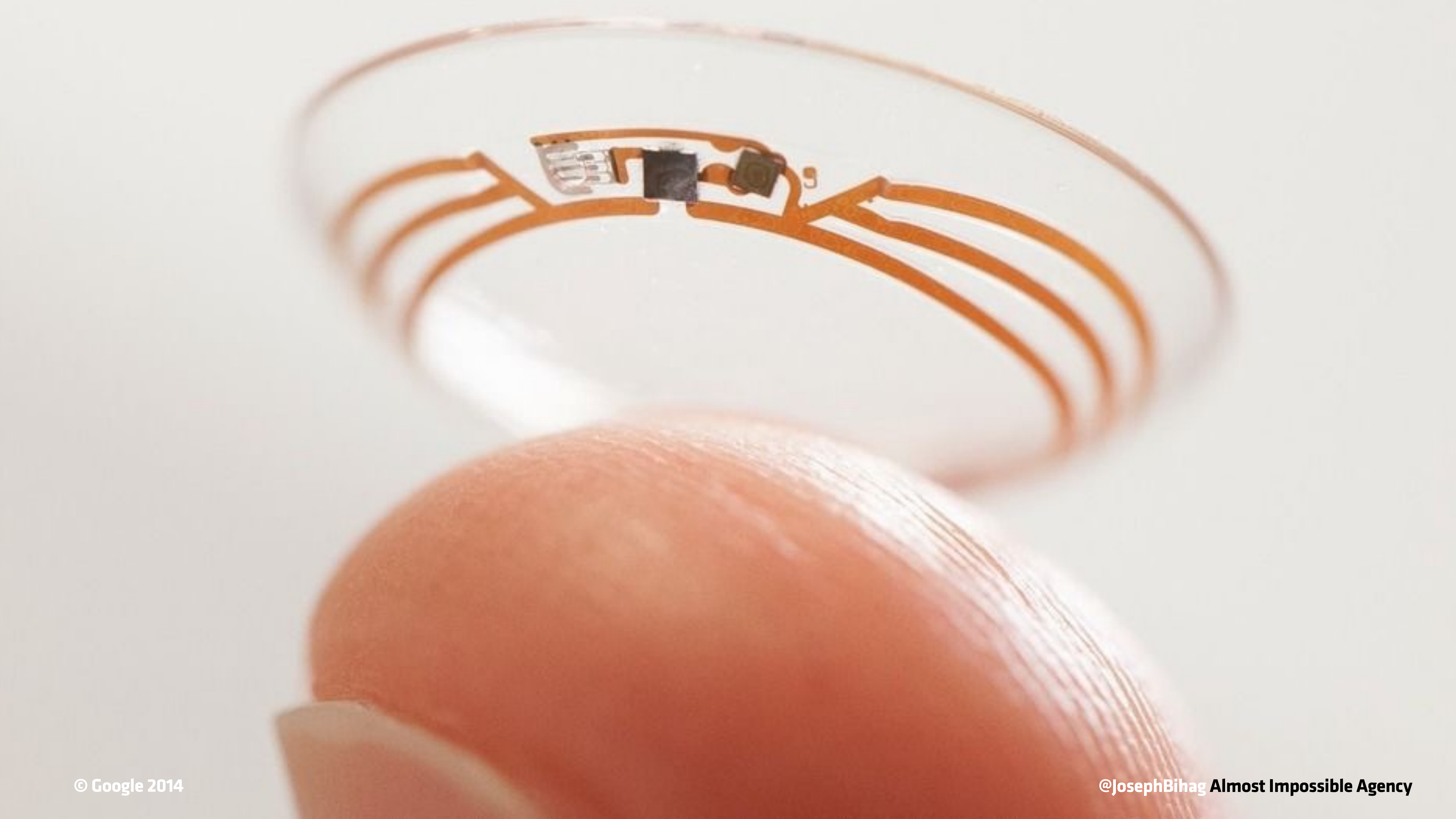
A man in a black tank top is holding a camera on a gimbal, standing in front of a glass door. The door has the word 'GAP' visible in reverse. The background shows a street scene with a bench and a person walking. The text '14 YRS.' is overlaid in large white letters.

14 YRS.

IMMERSIVE, SEMANTIC,
DEEP DATA AND HYBRID
TECHNOLOGIES WILL FUEL
THE FUTURE OF RETAIL.

IMMERSIVE, SEMANTIC,
DEEP DATA AND HYBRID
TECHNOLOGIES WILL FUEL
THE FUTURE OF RETAIL.



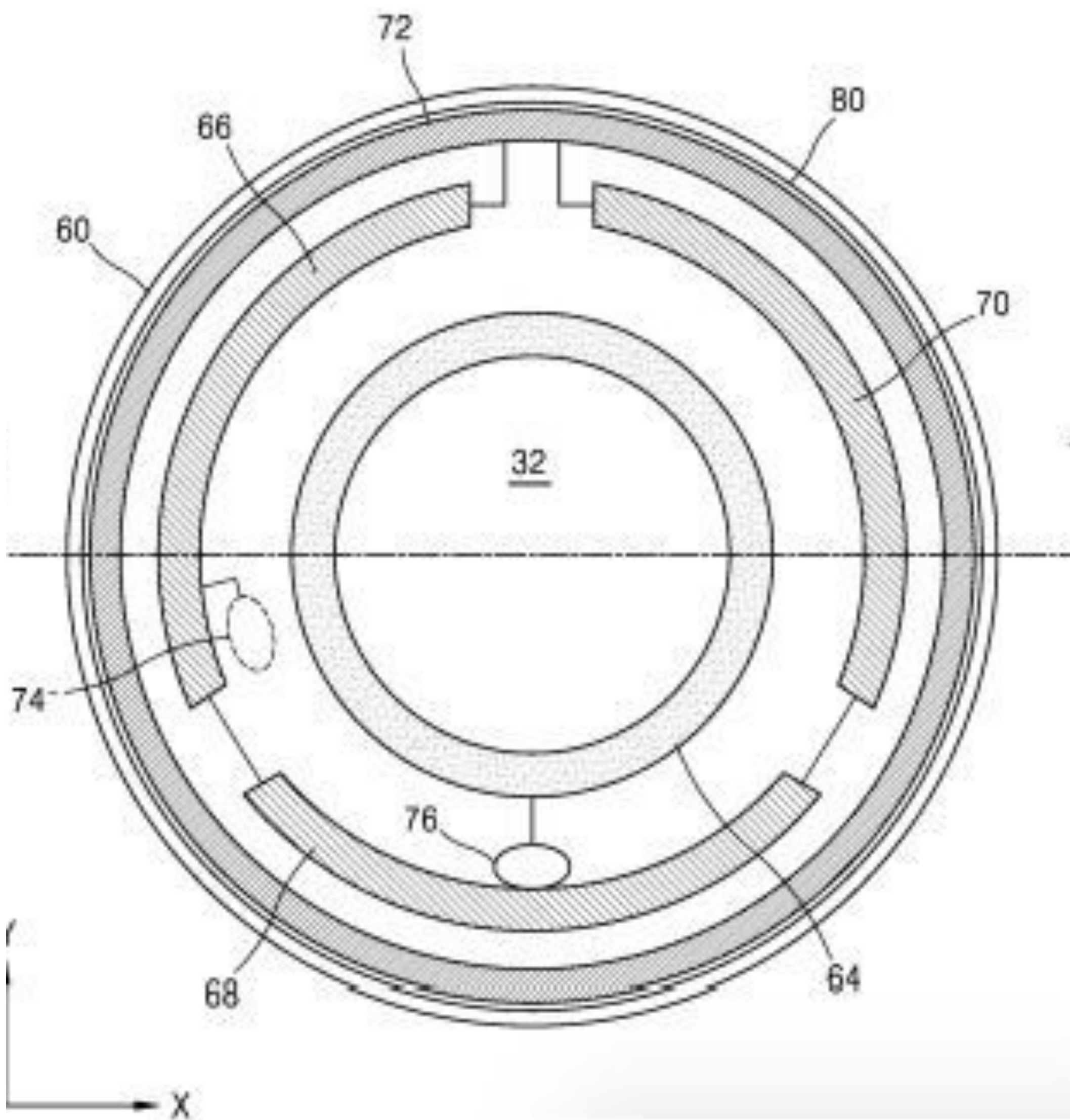




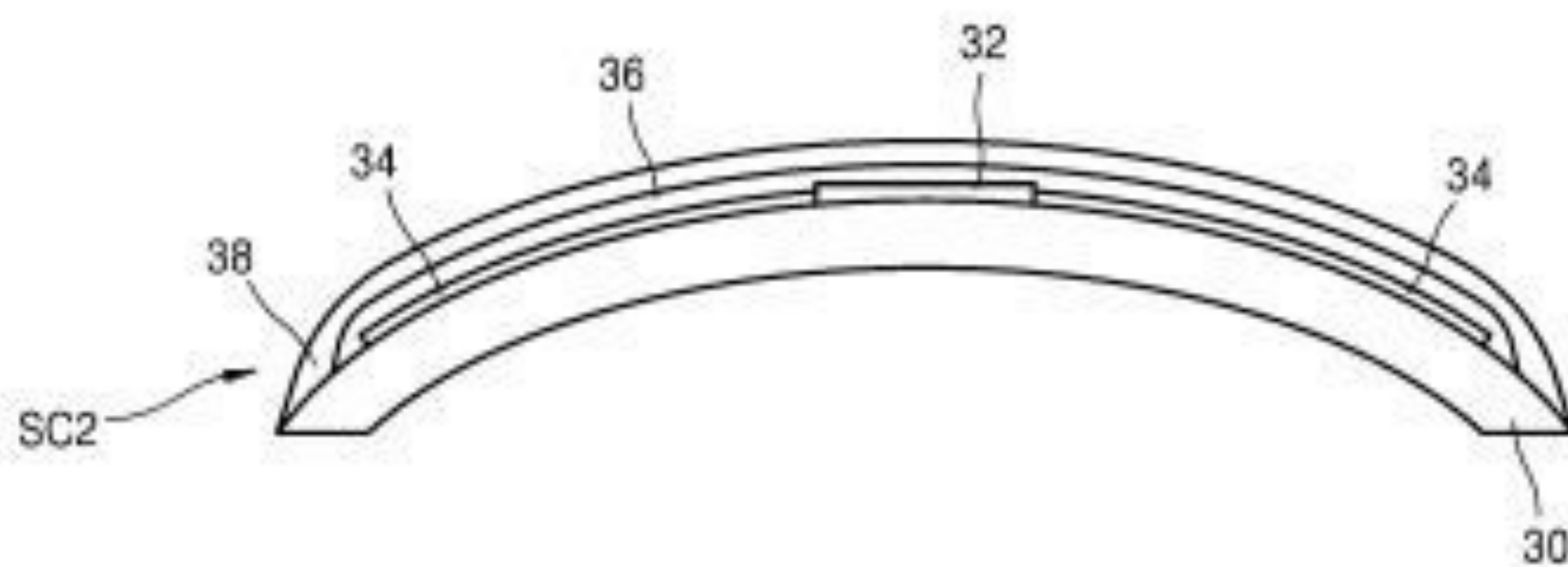
Smart Contact Lens from Google

**Ophthalmic Electrochemical
Sensors to detect sugar levels.**

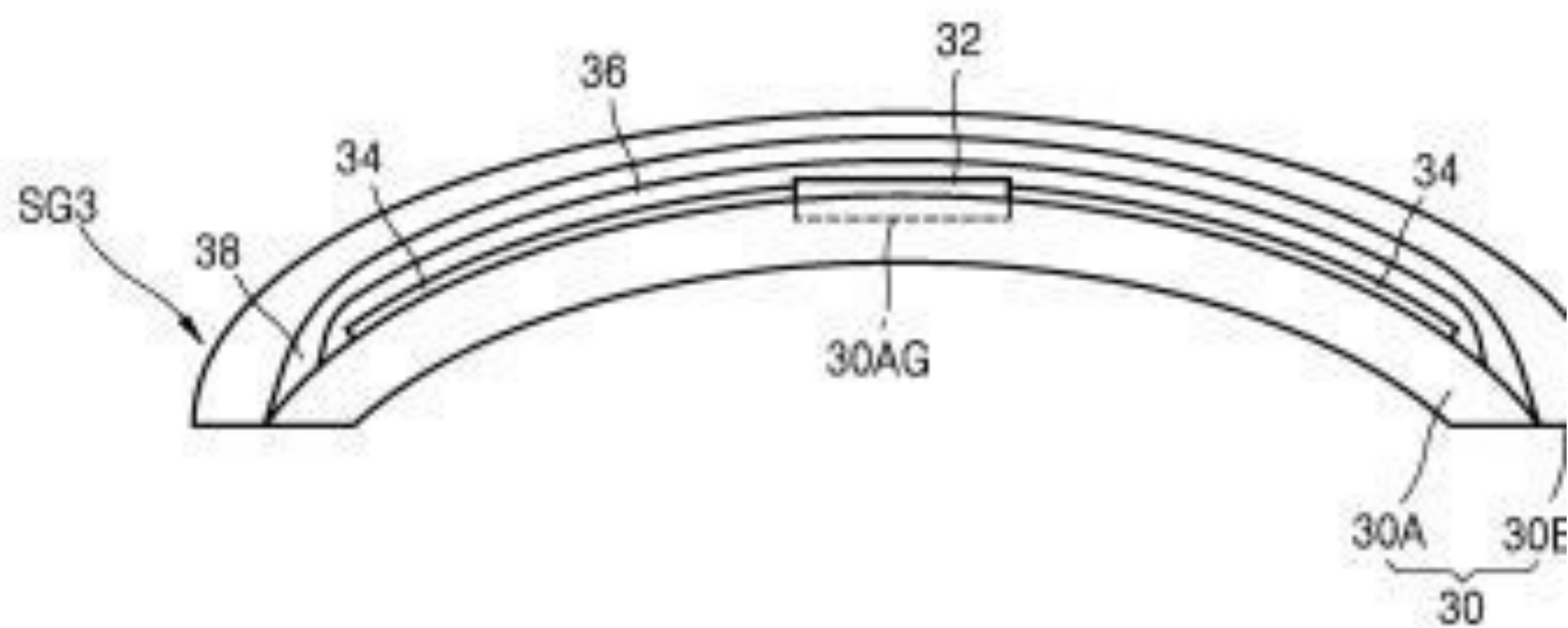
도면9



도면7

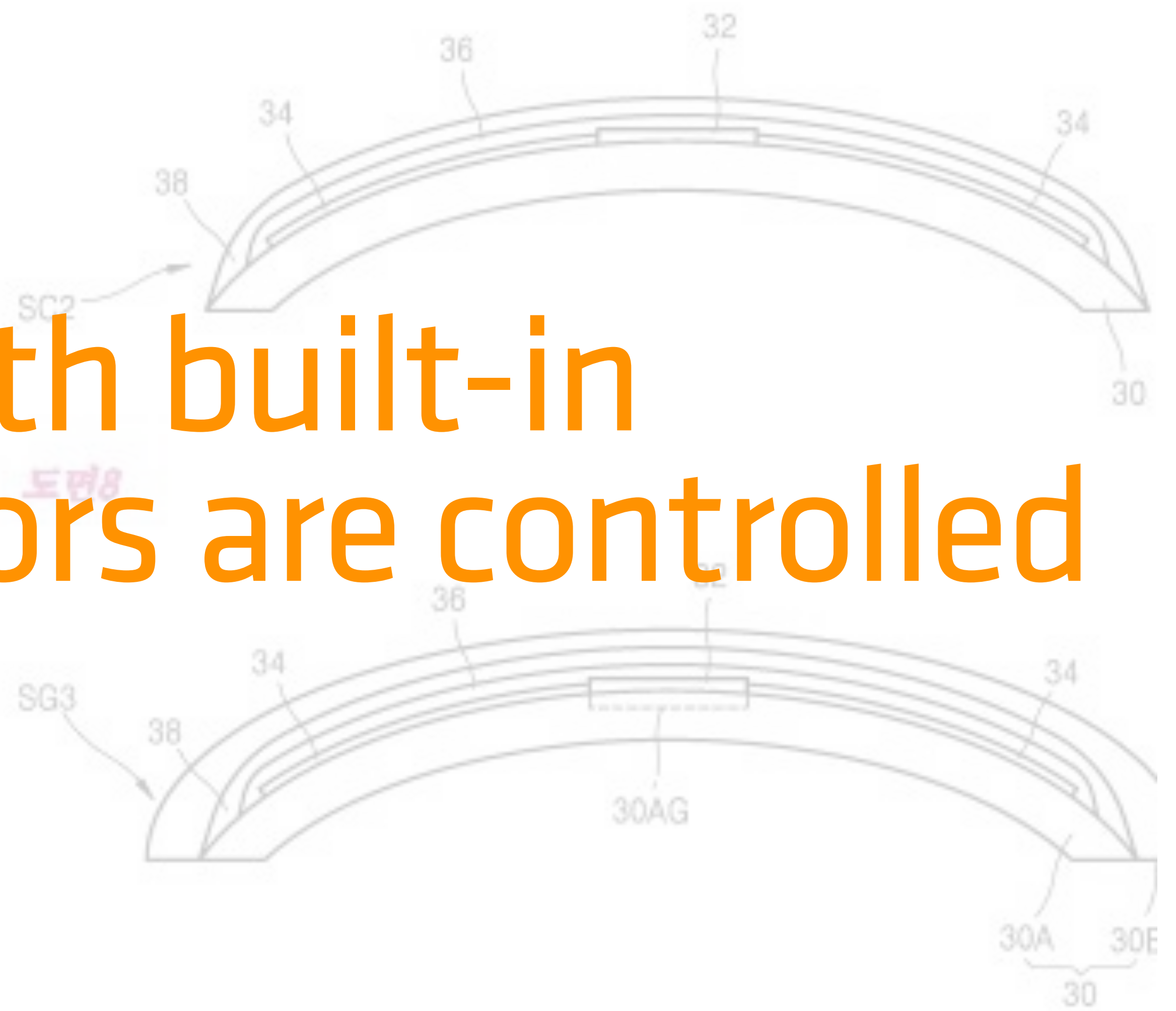


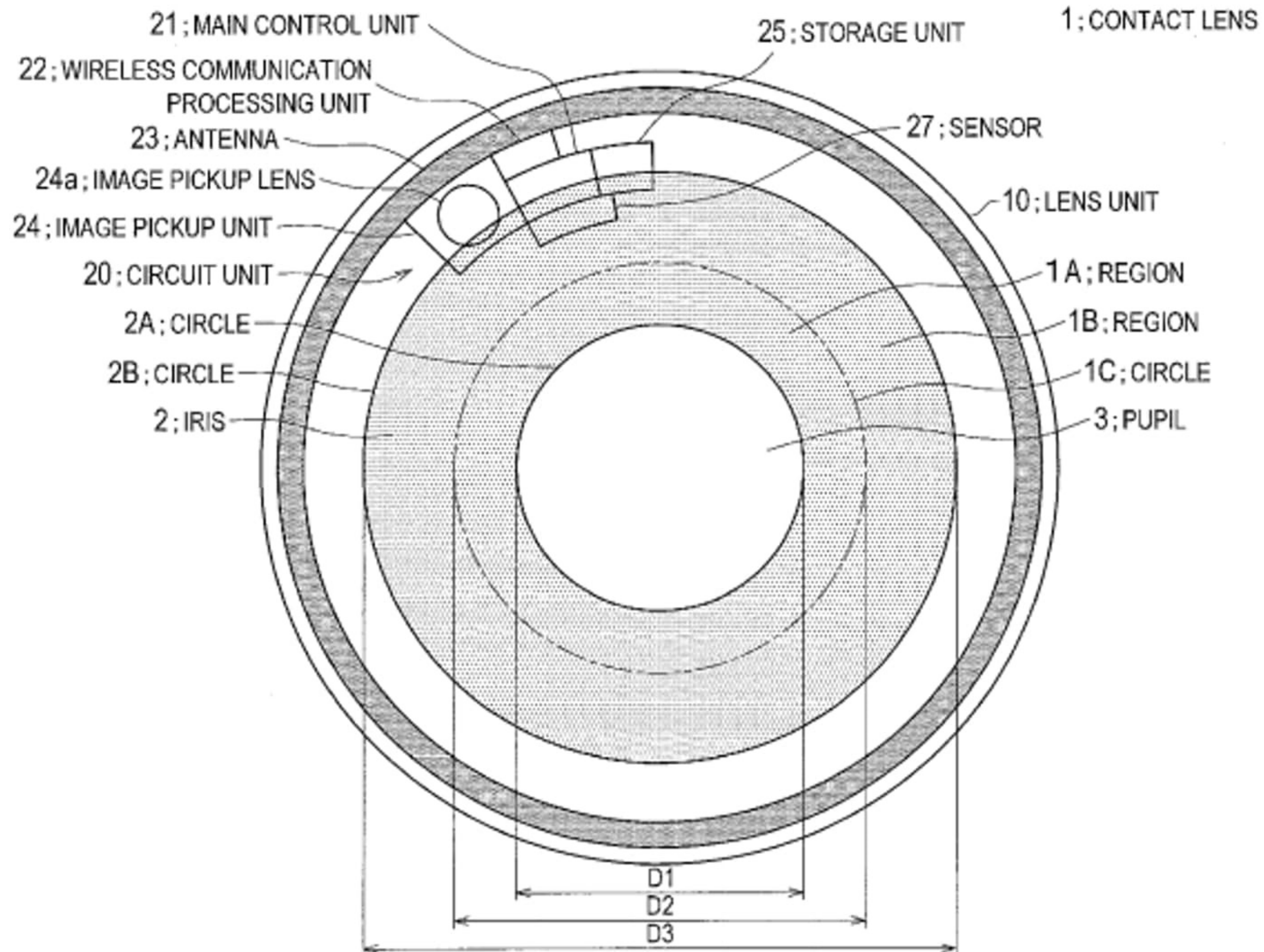
도면8



Smart Contact Lens from Samsung

AR experience with built-in camera and sensors are controlled by blinking.





Smart Contact Lens from Sony

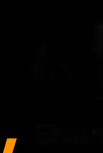
Records video and images with a simple blink and manages to store them right there and then on the user's eyeballs.





Alibaba shopping using Magic Leap

Mixed-Reality Shopping is here.



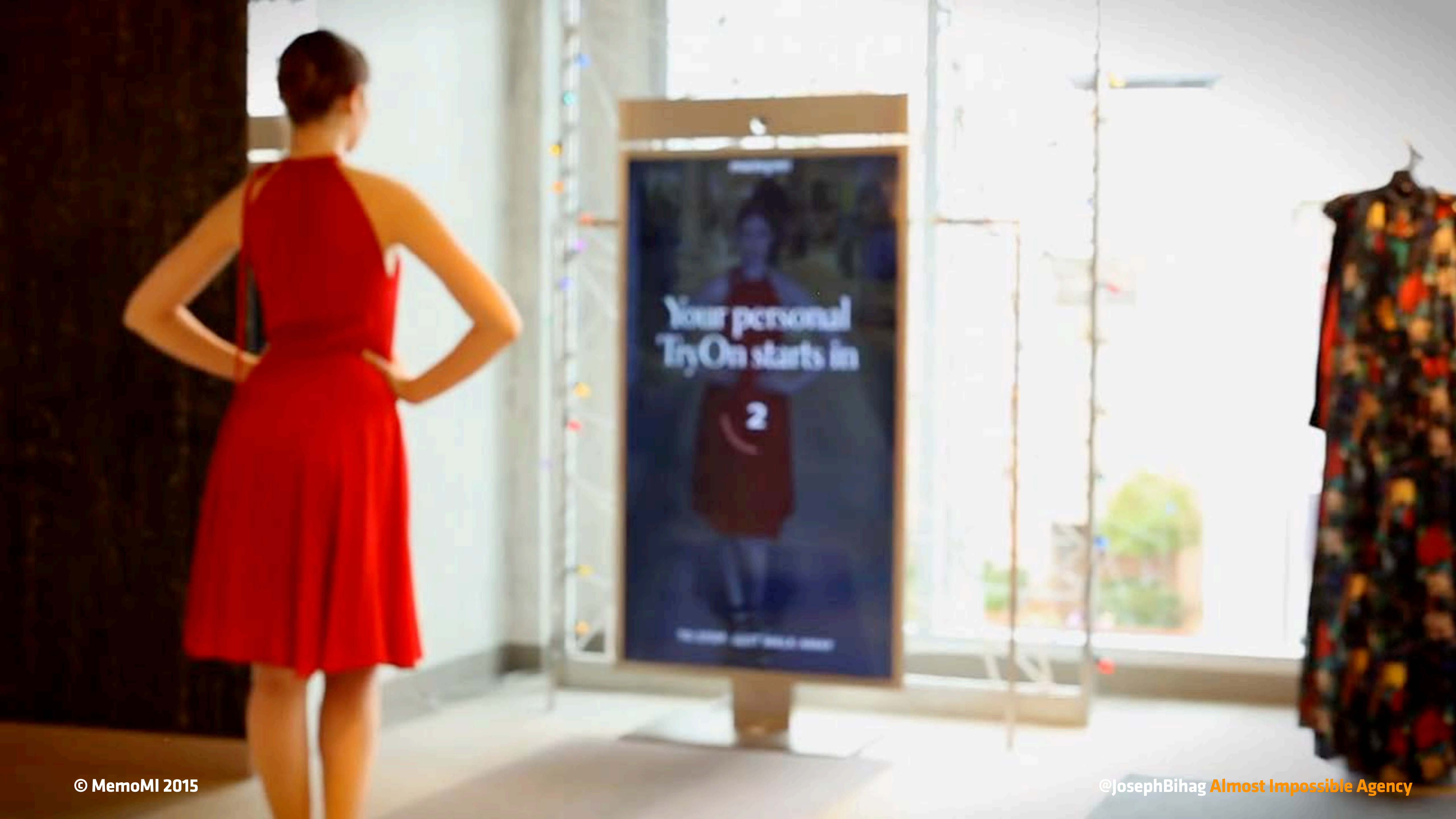
Future concept stores will have
bi-directional mixed
reality experiences.

IMMERSIVE, SEMANTIC,
DEEP DATA AND HYBRID
TECHNOLOGIES WILL FUEL
THE FUTURE OF RETAIL.

A woman with short dark hair, seen from behind, stands in a store window. She is wearing a bright red, sleeveless, knee-length dress. She is looking at a large, floor-standing smart mirror. The mirror's screen displays a dark image of a person and the text "Your personal Try On starts in 2". The mirror is framed in a light-colored wood. To the right of the mirror, a colorful, patterned dress hangs on a mannequin. The background shows a bright window with some outdoor greenery visible. The overall scene is a retail environment.

Memory Mirror from Neiman Marcus

Context-aware Shopping is here.



Tensor Flow from Google

**Open Source Software Library for
Machine Intelligence.**

Future concept stores will have

**AI support that's capable
with empathy.**

IMMERSIVE, SEMANTIC,
DEEP DATA AND HYBRID
TECHNOLOGIES WILL FUEL
THE FUTURE OF RETAIL.

Intelligent Retail Analytics

**Treat your Brick and Mortar Stores
just like how you treat your
eCommerce Stores.**

Four layers to Current Intelligent Retail Analytics

Sensor Layer

Processing Layer

Analysis Layer

Presentation Layer

Location Intelligence from Quadron

Allows you to acquire new customers, retain them, incentivise them to spend more and maximise their lifetime value through detailed customer and location insights.



LOG IN

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Five layers to Future Intelligent Retail Analytics

Sensor Layer

Processing Layer

Analysis Layer

Presentation Layer

Suggestion Layer

Cognitive Analytics from IBM Watson

Insights that can offer customers products they want when they want them—the way that they want them.



Future concept stores will have
cognitive prediction analytics
as standard.

IMMERSIVE, SEMANTIC,
DEEP DATA AND HYBRID
TECHNOLOGIES WILL FUEL
THE FUTURE OF RETAIL.

Reality Editor from MIT MediaLab

New tool for empowering you to
connect and manipulate the
functionality of physical objects
near you.

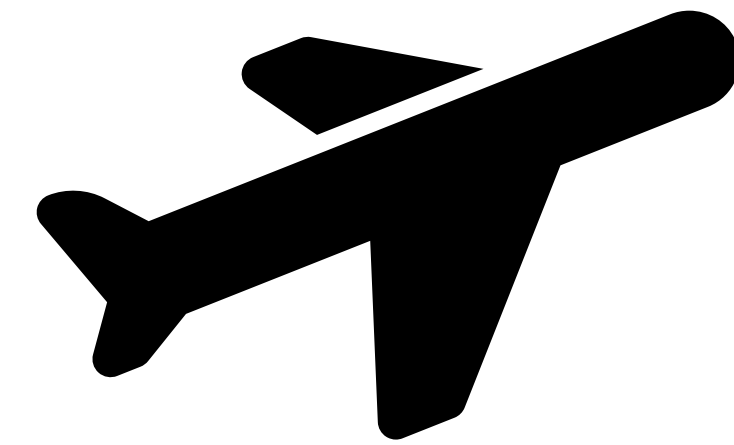
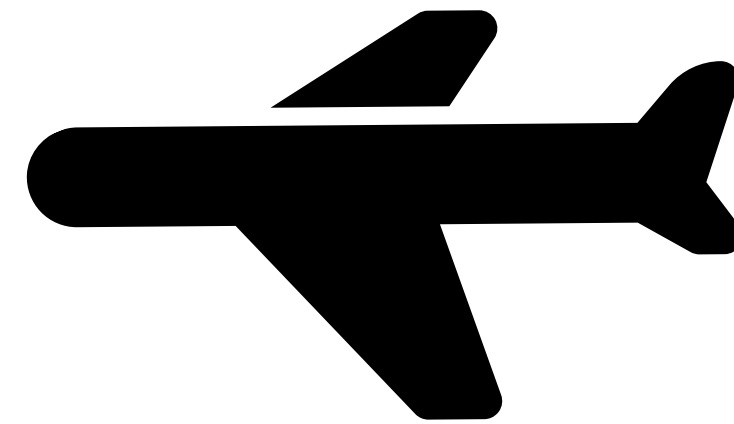
Future concept stores will have

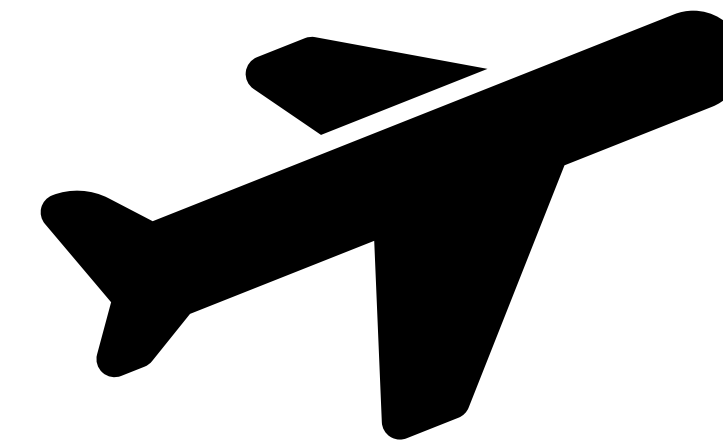
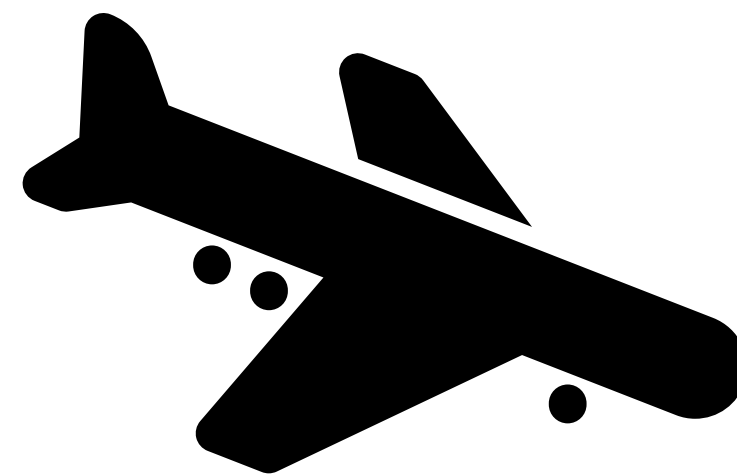
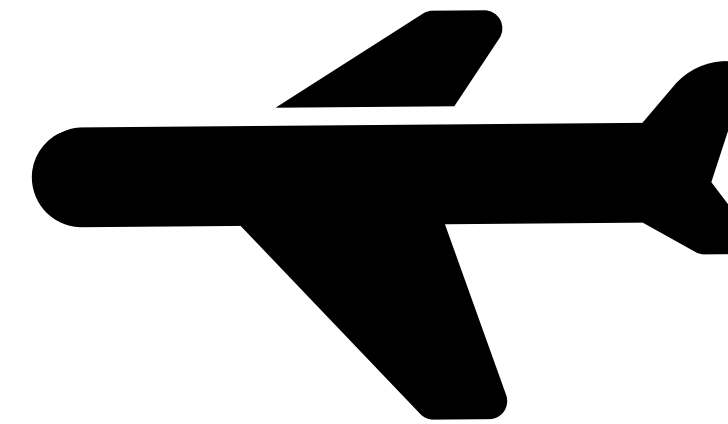
hybrid and open connectivity.

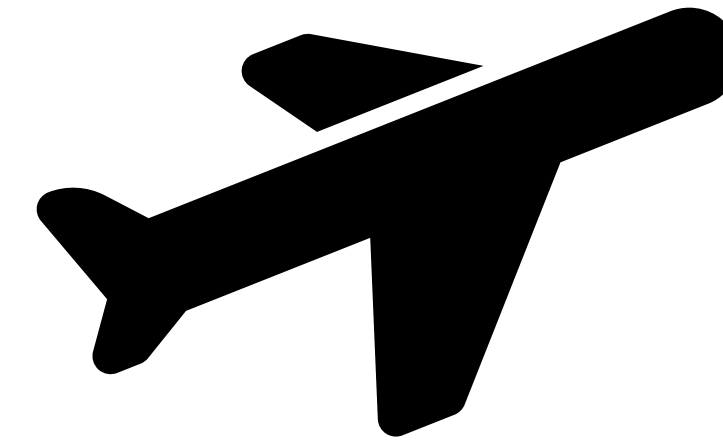
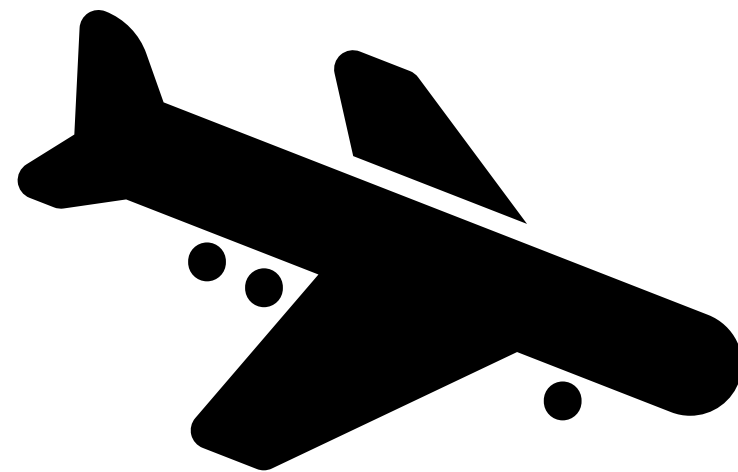
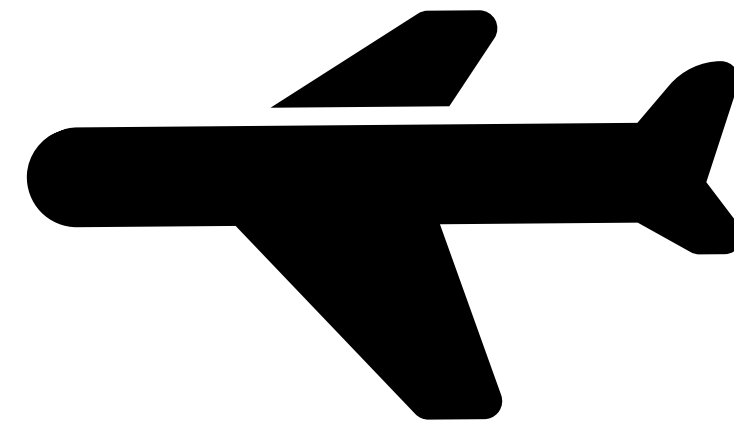
At Almost Impossible Agency

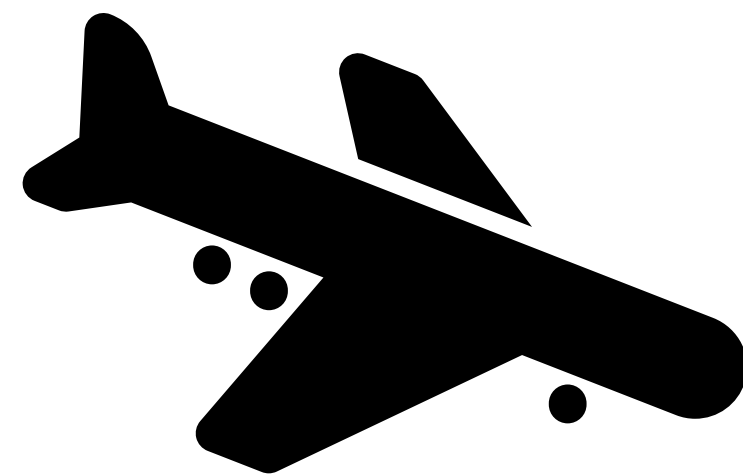
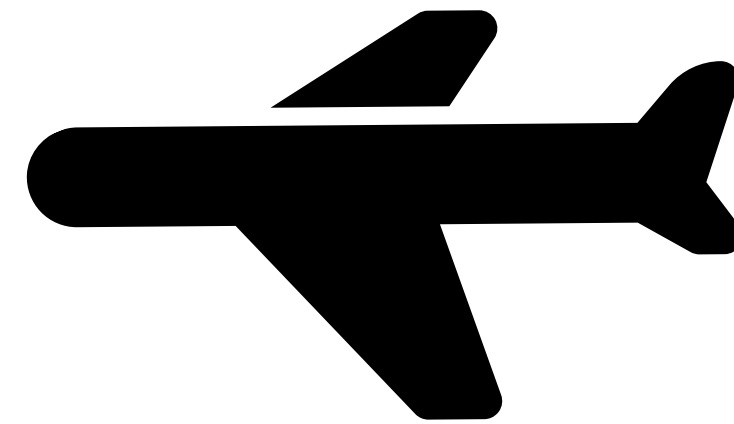
**we create almost impossible
creative solutions to your
business problems.**



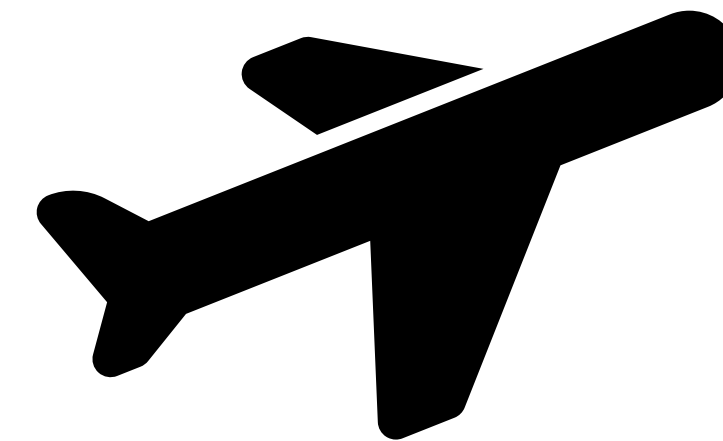








Closed Loop





ALMOST IMPOSSIBLE. AGENCY

Thank You.

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Impossible

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ALMOST