

Project partners

Fachhochschule Fulda
University of Applied Sciences
Germany

inter.research
Institut für interdisziplinäre Forschung e.V.
Germany

idmk
Institut für digitale Medien und
Kommunikation GmbH
Germany

University of Leeds
United Kingdom

Fachhochschule beider Basel
Switzerland

Hyperstudio AG
Switzerland

Houot Agencement
France

Systema Informatics S.A.
Greece

Network for Test and Design
of Hybrid Shop Environments



ShopLab Contact

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Overview

Project objective

The ShopLab project aims to produce hi-tech solutions for retail shops that combine the advantages of shopping in both real and virtual environments.

New shopping experiences will be created using novel technologies and the competitiveness of retail shops will be increased through the provision of innovative customer services. In particular, the project will benefit small to medium-sized retail shops typical of many European city centres.

Project duration

October 1, 2001 - October 1, 2004

Project leader

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Project budget

Total budget ca € 3,2m
(grant by the Fifth EU research framework (IST):
ca € 1,4m
grant by the Government of Switzerland: ca € 570,000)

Development areas

> **integration of virtual and real shopping environments**

> **integration of new technologies within shop fittings and interior designs**

> **development of multi-modal interfaces**

> **integration of both culturally and locally specific user needs**

The results of research in these areas will be used to develop several ShopLab modules such as:

- > Interactive window
- > Interactive shelf
- > Interactive mirror
- > Interactive customer 'attention grabber'

These modules will act together to create an interactive environment located within real shops.

A "ShopLab toolbox" will be developed, the components of which will allow owners of small to medium-sized retail shops to use innovative e-commerce technologies in a flexible and cost-efficient way.

New user interfaces (comprising both hardware and software) will be developed and current solutions will be adapted to fit with user requirements.

Innovation

A multi-disciplinary approach is at the core of the project's development. It includes contributions from partners located within five European countries with expertise in a multitude of design disciplines, including hardware and software interfaces, shop design and construction, multimedia applications, system usability, and intercultural communication.

The project will use innovative test-beds to ensure that the systems it develops are user-friendly. The public will have easy access to a 'model' shop that will be established in the city centre of Basel. In addition, two test-beds will be located in real traditional shops - one in Germany and the other in France.

This will allow user-friendliness and acceptance to be tested from the start of the project and it will become possible to design ShopLab products in accordance with both regionally and culturally specific needs.

A further element of the project will be the consideration of various aspects of shop interior design.



as at July 2002