

ShopLab presents two new prototypes at CeBIT 2004

Fulda, 2004-03-09

The ShopLab Project presents two new prototypes at CeBIT 2004: the "Interactive Mirror" and the "Interactive Shelf". The installations that create new shopping experiences for customers have been developed in cooperation with local retail shops in France and Germany.

The prototype of the "Interactive Mirror" was developed in cooperation with a made-to-measure shirt shop. It allows customers to view virtual shirts as life-size images on computer-simulated representations of themselves called avatars. Different styles of shirts can be composed by choosing different fabrics, cuffs, collars, etc. Customers can watch the avatar wearing the composed shirt, if requested even with suit and tie.

The "Interactive Shelf" was developed for use within a shoe shop. It is designed to support both customers and sales staff in performing shopping/sales activities in collaborative manner. Basic product information is provided, along with more specialist details, such as 3D illustrations of the technologies hidden within running shoes. The system facilitates user decision-making about product choices by displaying systematic comparisons between candidate items.

Both prototypes are part of the "ShopLab Toolbox" and use the same flexible system platform. The modular design of the "ShopLab Toolbox" allows the creation of different shopping solutions customized for different kinds of shops.

The ShopLab project aims to produce high-tech but cost-efficient solutions for retailers that combine the advantages of shopping in both real and virtual environments. Novel technologies allow new shopping experiences. The competitiveness of European retail shops will be increased through the provision of innovative customer services.

ShopLab is led by Prof. Dr. Karim Khakzar from the University of Applied Sciences Fulda. The project is part-funded by the European Commission as a part of the IST (Information Society Technology) framework. Project partners include universities, research institutes and companies from France, Germany, Greece, Switzerland and the United Kingdom. At present, the project collaborates with two 'test-bed' shops within which its systems are installed and tested. These include a specialist sports shop in Remiremont, France, and the made-to-measure

shirt shop in Berlin, Germany. Final results of the project will be presented in September 2004.

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Hall 11 (Future Parc) Stand D 15 (Common stand of the Hessian Universities)

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