

Emerging Technologies as Described in Consumer Survey



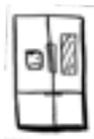
Artificial Intelligence

Your past purchase history, preferences, sizes and other individualized data is used to proactively offer personalized suggestions to shoppers. This data can be used within other technologies.



Augmented Reality

When pointing your smart phone's camera at a product, you can see added information related to that product superimposed on the visual on your screen, and are able to instantly order the product.



Connected Appliances

Internet-connected home appliances, such as refrigerators, coffee makers and washing machines, that automatically repurchase filters, good or other components when supplies run low.



Connected Car

A car connected to the internet allowing you to order items by voice or touchscreen from the web from nearby stores or restaurants for pickup or delivery.



Connected TV

An internet-connected TV allowing you to browse, shop and purchase items.



Messenger Service/ Chat Bot

The ability to buy items while chatting about them with friends, family or a brand's customer service via text or messenger apps.



Retailer Mobile Web or App

Integrated mobile web and app functions to allow seamless mobile and in-store shopping, including providing item location, inventory availability, product reviews, in-store help and customized product suggestions based on past purchases.



Robotic Shopping Cart

Motorized shopping carts that follow you through a store, help with product locations, information and even chart the best path through the store for you.



Self-Service Kiosk

In-store kiosks that allow you to shop for expanded product assortment, search information or get help with questions you may have.



Smart Watch

A web or phone-connected watch that allows you to use apps or voice to select and order items available on the web (e.g. Apple Watch, Samsung Gear watch).



Video Games

Branded content with video games that is personalized to you based on your profile.



Virtual Associates

Holographic or projected images of interactive associates who can provide information or help while shopping.



Virtual Voice Assistant

An application or program on your smart or in-home connected device that understands natural language and responds to your voice commands to help you search for information, shop and purchase items for delivery.



Virtual Reality

Using a virtual reality headset (e.g. Google Cardboard, Oculus View, Samsung Gear VR) you can see, experience and purchase products from realistic, #d, virtual environments.