LTIMindtree

Immersive Technologies in Retail Sector

Customer Experience (CX) is the battlefield for brands. Differentiated CX is core to improving and retaining customer loyalty. LTIMindtree, with its deep digital expertise, has been at the forefront of helping enterprises deliver enhanced and contextual experiences to their end clients.

User Experience is undergoing a **tectonic shift** in terms of how customers perceive and interact with the digital world. The shift in perception augmented by AI and interactive technologies like **Augmented Reality (AR)**, **Virtual Reality (VR)**, **and Mixed Reality (MR)** is driving multisensory and multimodal user experiences. This unleashes new possibilities to transform interactions throughout the customer experience & industry 4.0 touchpoints.

Overview

Immersive experience powered by artificial intelligence is fundamentally changing the way consumers perceive and interact with the physical and digital world. As per Gartner 100 Million Consumers Will Shop in Augmented Reality Online and In-Store by 2020. Immersive Technologies are making their way into multiple retail sectors and their ability to assist users during the process of decision making while pre-purchase, in-purchase, and post-purchase stages will ensure customer stickiness

Where can one use this?

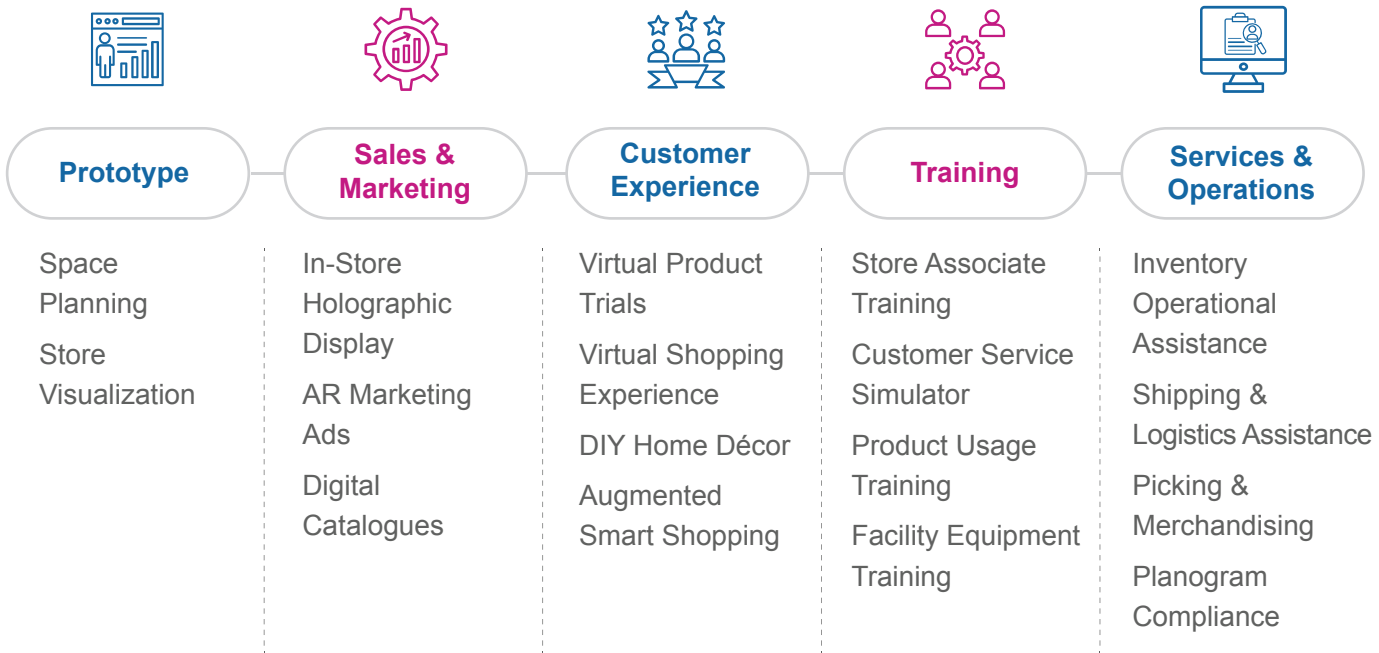**Prototype**   **Sales & Marketing**   **Customer Experience**   **Training**   **Service & Operations**
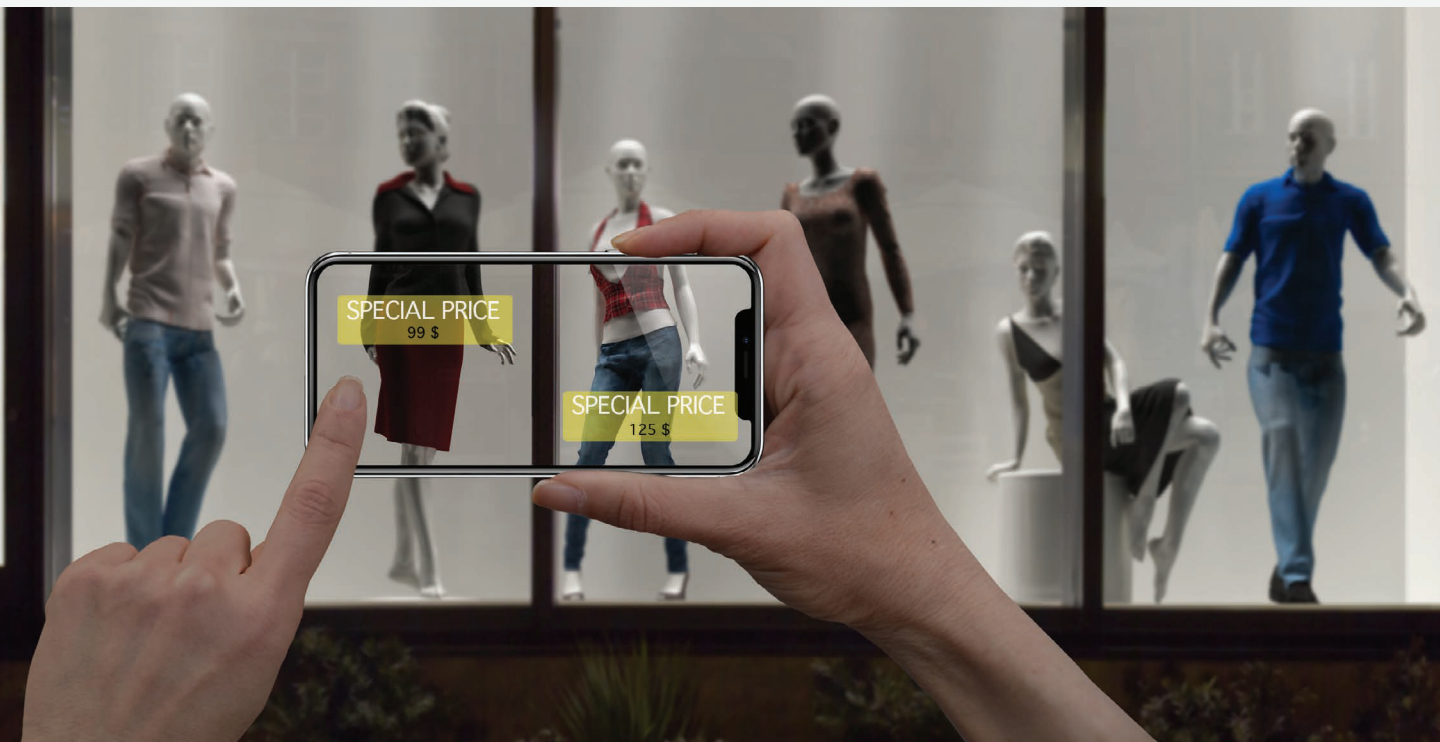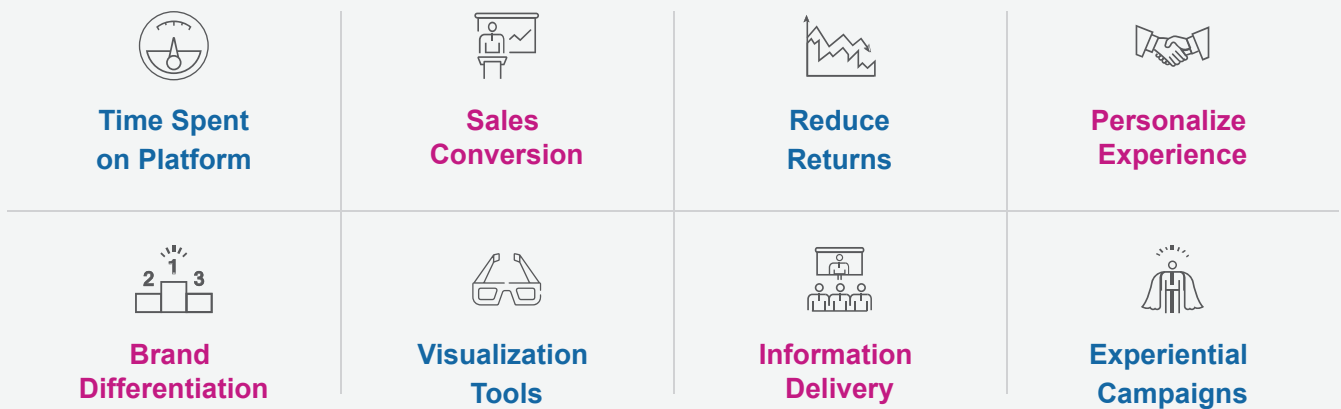
How are we positioned?

With physical and virtual worlds converging, LTIMindtree is well-positioned to help clients, rapidly unlock value from their immersive technology business use cases.

Technology Essentials

True immersive experience is an amalgamation of various technologies like AR VR MR, Computer Vision and Artificial Intelligence (AI).

Category	Tools/Activities
3D Content Authoring	Blender or Maya Unity 3D Gimp, Photoshop 3D Modeling | UV Unwrapping | Shading & Texturing | Skinning, Rigging | Animation | Unity Shading & Texturing | Lighting, Baking, Rendering
Game Engine / IDE	Xcode(IOS), SceneKit Android Studio, PyCharm - Python Dev Visual Studio, Sceneform Unity Editor and Unity Engine Compositing | VFX | Interactions | Integrating AI | Voice Integration | Sound Integration | Cloud Integration
Augmented Reality SDK	Vuforia Vuforia Expert Capture - AR Instructions | Vuforia Studio - Author and Publish AR Apps | Vuforia Engine - Advanced Computer Vision, Calibrated Performance and Cross Platform | Vuforia Chalk - Remote | ARCore - Android | AR Kit - iOS | Hololens Full feature AR App Development | Integrating SDK's | Platform Specific Modification | Camera Scene Capturing | Advanced Scene Processing | Display – Rendering Effects | Positional and Orientation Tracking | Screen Flooding | Object/Image Tracking
Mobile App Development Frameworks	Native App Development Frameworks: Android SDK | iOS SDK Cross Platform Development Frameworks: Xamarin | Ionic/Cordova React Native | Flutter | Appcelerator UI Design | Animations | API Integrations | DB Handling | Plug-in Integration | Deployment
Hardware Technologies	True Depth camera (iOS) | Depth Sensing Camera | Gyroscope and Accelerometer | BLE Using Point Cloud for Environment Understanding and Face Tracking | Device Motion Control Integrating with Peripheral Devices
Artificial Intelligence (AI) & Computer Vision (CV)	TensorFlow, PyTorch, Keras, TuriCreate, OpenCV, Apple Computer Vision, Microsoft Vision, Vuforia Model Target Generator | Natural Language Processing (NLP) Engines - Microsoft (LUIS), Amazon (Lex, Alexa), Google (Dialogflow), RASA, Mindflow, Salesforce Einstein, SAP Leonardo Training of Models | Object Detection | Face Shape Detection | Edge Detection | Model Detection | Creation of TF Lite Model and Core ML | Conversational Interaction

Possibilities

Below are the range of new possibilities across the value chain to increase productivity, safety, and profitability

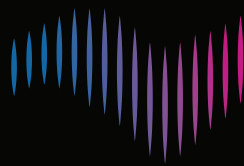| Prototype	Sales & Marketing	Customer Experience	Training	Services & Operations
Space Planning	In-Store Holographic Display	Virtual Product Trials	Store Associate Training	Inventory Operational Assistance
Store Visualization	AR Marketing Ads	Virtual Shopping Experience	Customer Service Simulator	Shipping & Logistics Assistance
	Digital Catalogues	DIY Home Décor	Product Usage Training	Picking & Merchandising
		Augmented Smart Shopping	Facility Equipment Training	Planogram Compliance

Business Benefits

Time Spent on Platform	Sales Conversion	Reduce Returns	Personalize Experience
Brand Differentiation	Visualization Tools	Information Delivery	Experiential Campaigns

SPECIAL PRICE
99 $

SPECIAL PRICE
125 $

Our Experience

CES Innovation Award

State of the art experience center

30+ pilots/implementations across industries, delivered at scale

IMMERSIVE AURORA

Where Possibilities Come Alive

An India-based center of excellence, to develop immersive technology experiences that unleashes new possibilities.

LTIMindtree is a global technology consulting and digital solutions company that enables enterprises across industries to reimagine business models, accelerate innovation, and maximize growth by harnessing digital technologies. As a digital transformation partner to more than 700 clients, LTIMindtree brings extensive domain and technology expertise to help drive superior competitive differentiation, customer experiences, and business outcomes in a converging world. Powered by 84,000+ talented and entrepreneurial professionals across more than 30 countries, LTIMindtree — a Larsen & Toubro Group company — combines the industry-acclaimed strengths of erstwhile Larsen and Toubro Infotech and Mindtree in solving the most complex business challenges and delivering transformation at scale. For more information, please visit **https://www.ltimindtree.com/**