

Innovating the retail industry through the power of Mixed Reality

Change the customer journey to engage people with superior and unique experiences.



Hevolus Innovation uses the most cutting-edge technology to bring a real transformative innovation in all industries. The solutions designed for retail sector make the customer journey truly engaging and exciting, increase the order conversion rate and reduce the sales lead time.

What is Augmented Store?

Augmented Store is an immersive visualisation platform of virtual stores, completely based on Microsoft Azure services. It's usable both in holographic mode with Microsoft HoloLens and in immersive mode. It has been designed to support retailers to offer a very engaging experience thanks to Mixed Reality.



Why do customers use Augmented Store?

- It lets win the challenge to engage the customer, be proactive and relevant, capture the trends
- Mixed Reality allows customers appreciate every detail of the products
- It's ideal for supporting the new role of the retail stores 4.0, which become places where final customers can live extraordinary and unique experiences

Unique customer experience

- Ideal for transformative omnichannel customer journeys, the solution puts the customer at the center of an emotional shopping experience
- Unique, immersive and truly engaging customer experience

Customer-centric approach

Improved interactivity

- The customer can better understand the product and visualise it on a real or reduced scale, assessing its dimensions and measurements
- Possibility of real-time interaction with the hologram

Fast and easy User Experience

Strategic and scalable

- Horizontally scalable
- Possibility of showing the full range of brand's products without the need for large exhibition areas
- Comfortable and easy to use

Adaptable to all retail industries

«The aim is revolutionising the concept of the purchasing experience in the furniture sector by offering customers a useful, omnichannel, interactive and memorable journey»

Pasquale Junior Natuzzi, Creative Director & Stylist/ Global Marketing & Communication Director, Natuzzi Worldwide

Based on Cloud Microsoft Azure services, Augmented Store is the most revolutionary solution for the retail sector



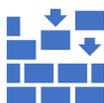
Endless virtual exhibition space

- Designed to be used in any retail sector (fashion, furniture, automotive, etc.)
- Unlimited implementations and easy updates of 3D products collection to be shown
- Possibility of interaction with holographic 3D models



Customer-centric approach

- Immersive visualisation and contextual access to the data of each product
- 360-degree visualisation of the holographic miniature model
- Immersive visualisation of the full-scale virtual setting



Improved business profits

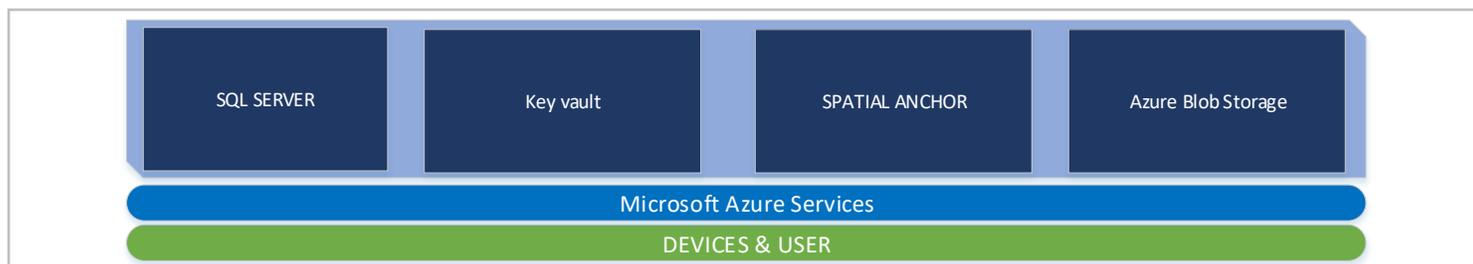
- The order conversion rate improved by 30%
- The sales lead time decreased by 50%
- The costs for physical showrooms are optimized

Augmented Store for furniture retail

Applied to the furniture sector, the platform works with Microsoft Surface Studio devices and allows the visitors to design their own furniture project together with the retailer and view it in Mixed Reality with HoloLens or with immersive headsets.

Supporting the customer's purchase decision

- Fast co-creation of the project
- Easy visualization both in holographic and in immersive mode
- No more misunderstandings about the project
- Possibility to change materials, dimensions and colors of 3D models



The platform is interactive, scalable and geolocated thanks to Microsoft Azure Ecosystem

- The Augmented Store is integrated with Intelligent Cloud Azure Services, including storage, app service, Cosmos database and cognitive services (speech, language, vision and search). The solution is integrated with many Intelligent Edges: Microsoft HoloLens, Mixed Reality Headsets, Microsoft Surface devices, smartphones and tablets.
- The features offered by the Azure ecosystem allow contextual interactions with holograms from a visual, linguistic, and cognitive point of view and make the platform ready to be fully scalable and geolocated.

Why Hevolus Innovation?

Hevolus Innovation is a B2B company specialized in the research and development of innovative business models able to transform business processes and customer experiences. Microsoft worldwide Partner for Mixed Reality and four-time winners of the SMAU 2018 Innovation Award, Hevolus Innovation is a leader in the world of disruptive technologies (Mixed Reality, Artificial Intelligence, Microsoft Dynamics and cognitive services).