

# Shopping in the internet of senses

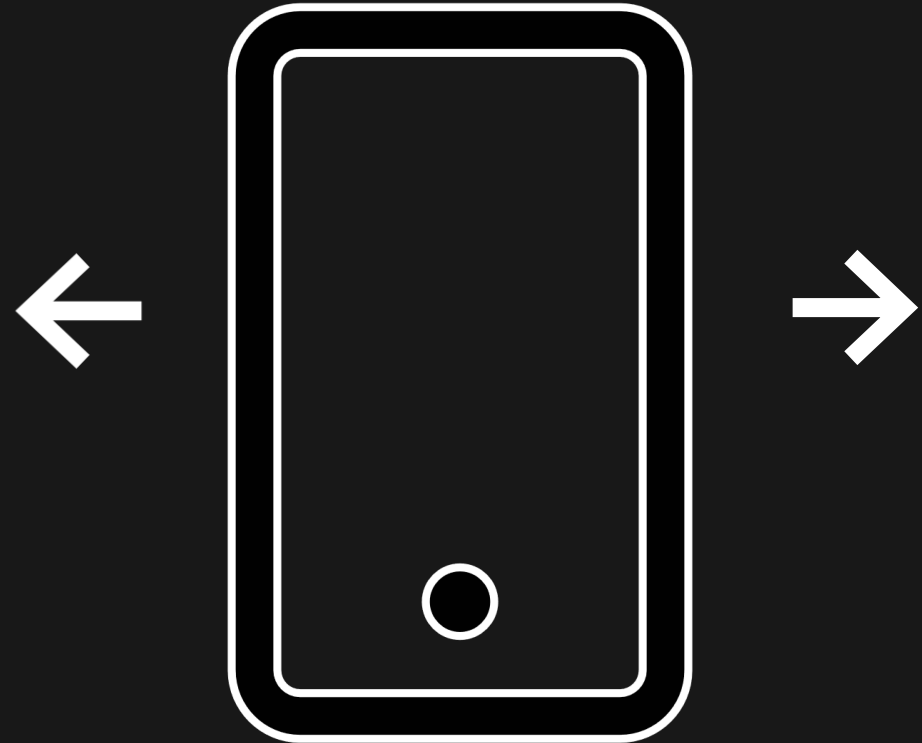
A collaborative think tank

IKEA

Ericsson Consumer & IndustryLab

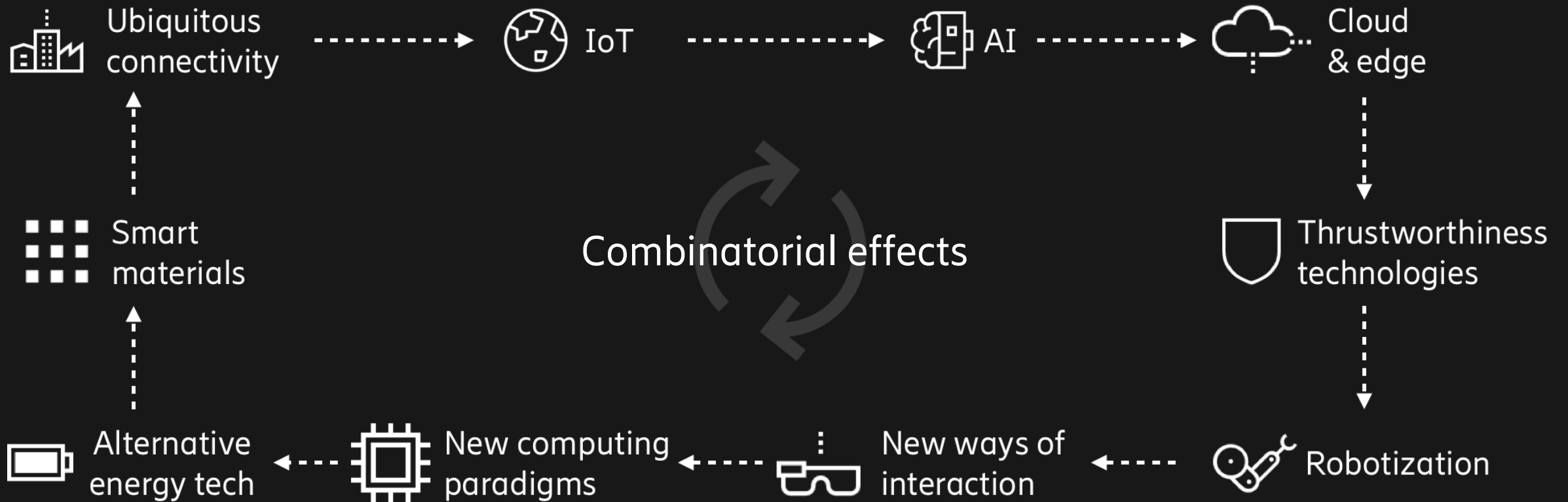


The most important movement in the world?





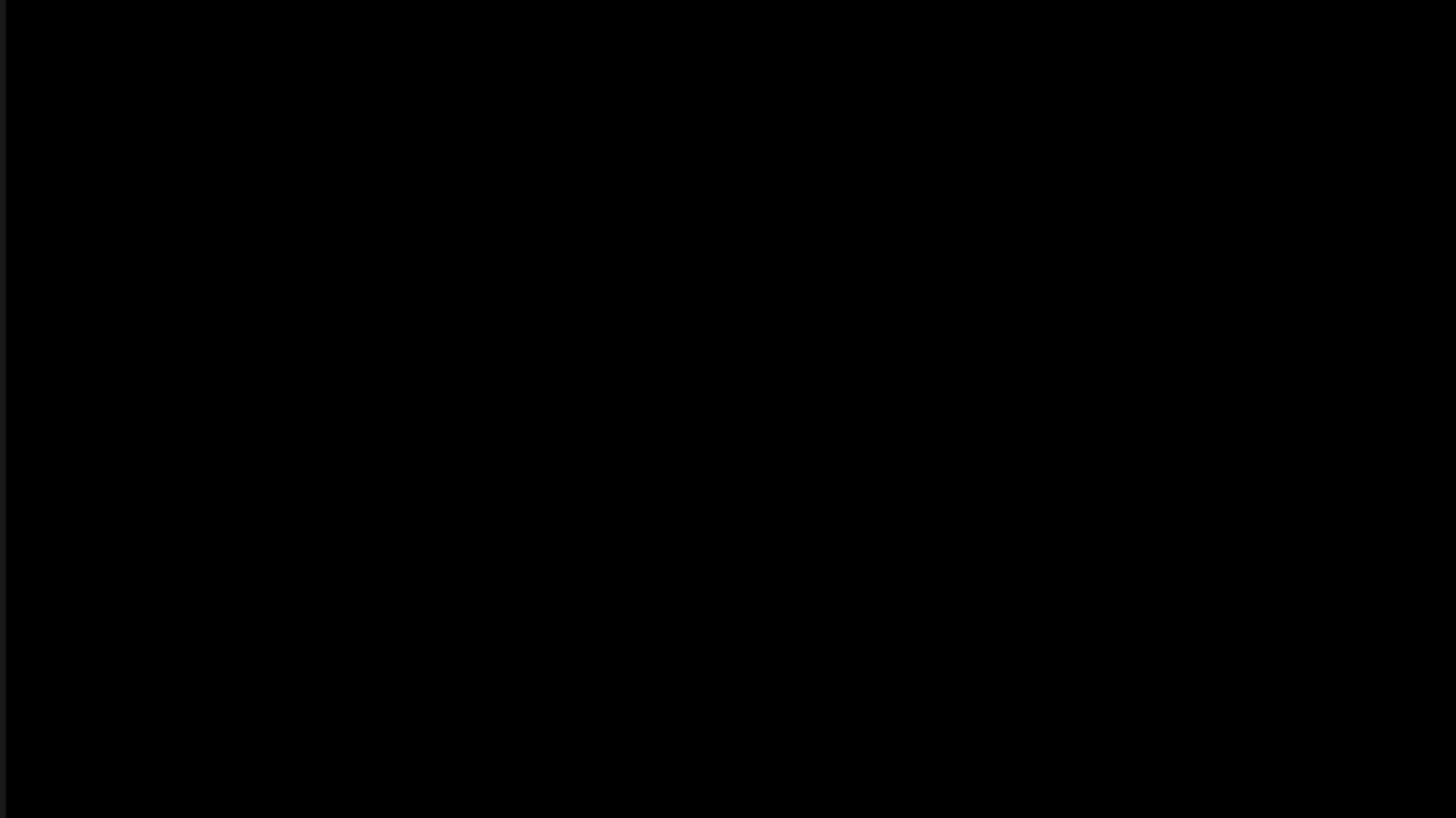
# 10 exponential technological forces



# Technology journeys



# Glimpse of the future - Internet of senses





# Buying



# Shopping



Shopping and buying —  
there is a difference







New  
fulfilment  
solution



# Bestelling ophalen Lockers

Hej!

Begin hier! Voer je code in,  
haal je bestelling op en sluit de deur.  
Start hier! Enter your code,  
collect your goods and close the door.





# AR beyond Gaming



## CSL Hong Kong, 5G Lens for shopping

Massive multiuser AR platform to bring shopping offers and information to 5G users in real time. Users scan their surroundings through the phone, find and click on the AR objects to unlock offers.

Source: Ericsson analysis on 5G offerings, Service provider websites

## EE UK , BT sports Match Day

Extended immersive features to include pre-game information and in-game stats in AR; 'Stadium Experience', giving fans a behind-the-scenes look at sporting stadiums through AR

## KDDI Japan, au 5G art

Visitors to virtual event "Invisible art in public" can view high-res virtual art in public spaces using AR during.



# Possible starting point – New devices

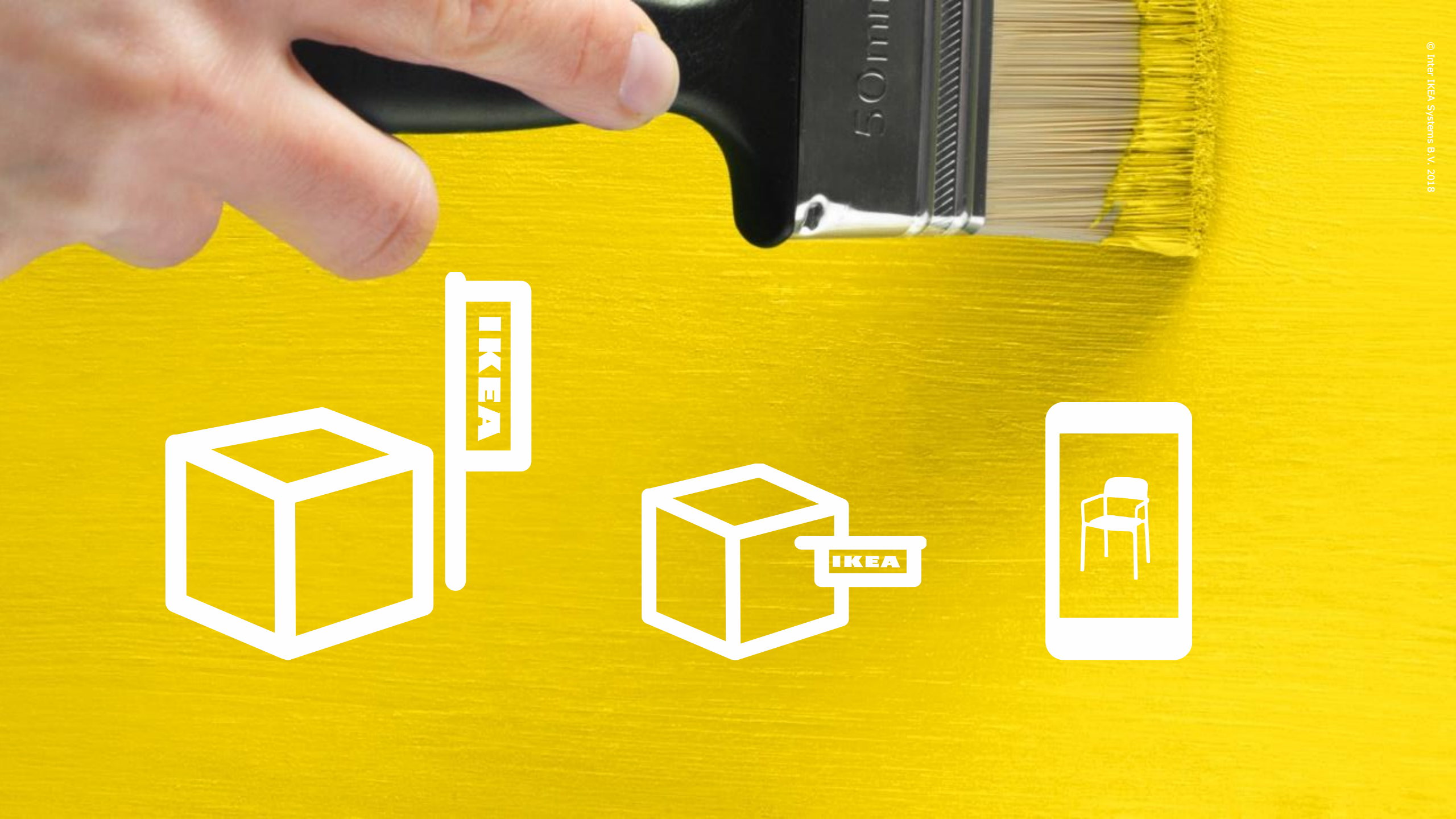


Today



Going forward







Let's get started

