

SPORTING GOODS

Smart Shelf. Enrich the in-store experience by drawing on the digital world.

Hypermedia build a prototype of an interactive shelf which creates engaging in-store experience for customers. Not only it helps them to find out more information on a single product and make purchasing decision. Smart Shelf is also an invaluable source of data of consumers behavior which can be used to measure and optimize merchandising display.



Dentsu Maker Lab



Poland



CONSUMERINSIGHTS



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