



HIGH-TECH  
Retailing



Consumer  
Technology  
Association™



January 8-11, 2019  
Las Vegas





## TABLE OF CONTENTS

Overview	Page 3
About the Marketplace	Page 4
About the Summit	Page 7
2018 Agenda	Page 8
2018 Speakers	Page 9
Sponsorship Opportunities with Exhibition	Page 13
Sponsorship Opportunities Without Exhibition	Page 14
Additional High Profile Sponsorships	Page 15
2018 Exhibitors and Sponsors	Page 18
Press Coverage	Page 19
Contact Us	Page 20





Every aspect of the Retail Experience has gone high tech. How you choose to put your best digital foot forward can put your company on the right trajectory. Or not. Welcome to the new imperative.

## **The Retail Experience at CES 2019**

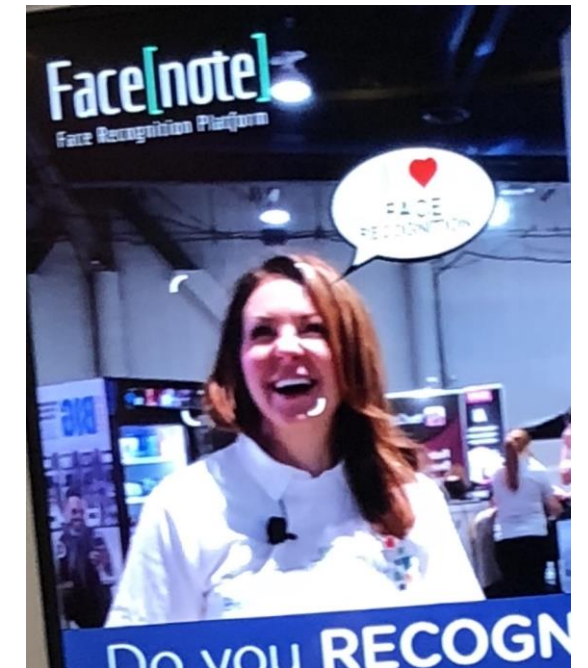
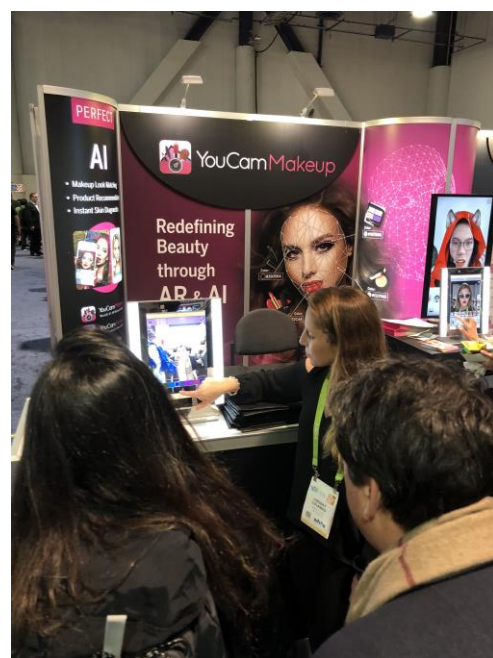
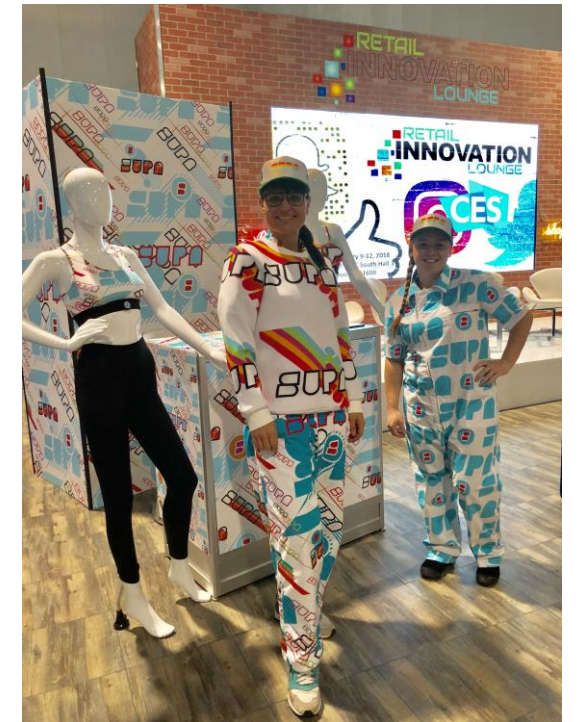
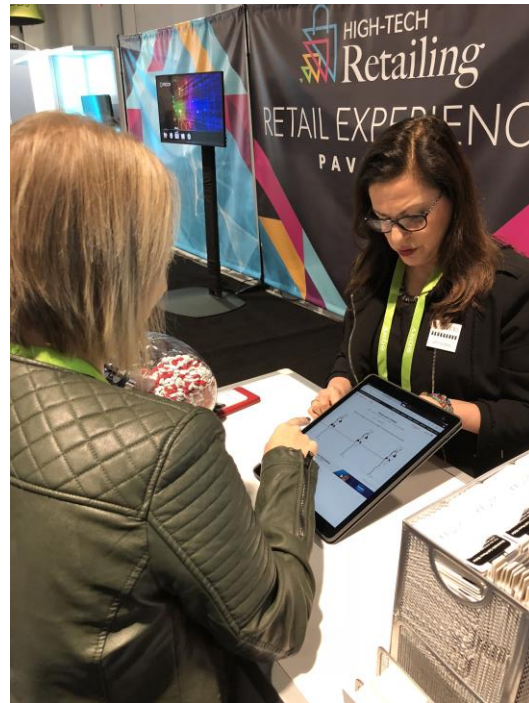
Winning at retail means proving your agility to move to a digitally powered retail environment. By securing the title sponsorship at CES's High Tech Retailing Lounge and Summit, a company can reach the 170,000+ business attendees looking for retail distribution and cement it's position as the place to look for emerging retail technologies.

## What is the High-Tech Retailing Marketplace?

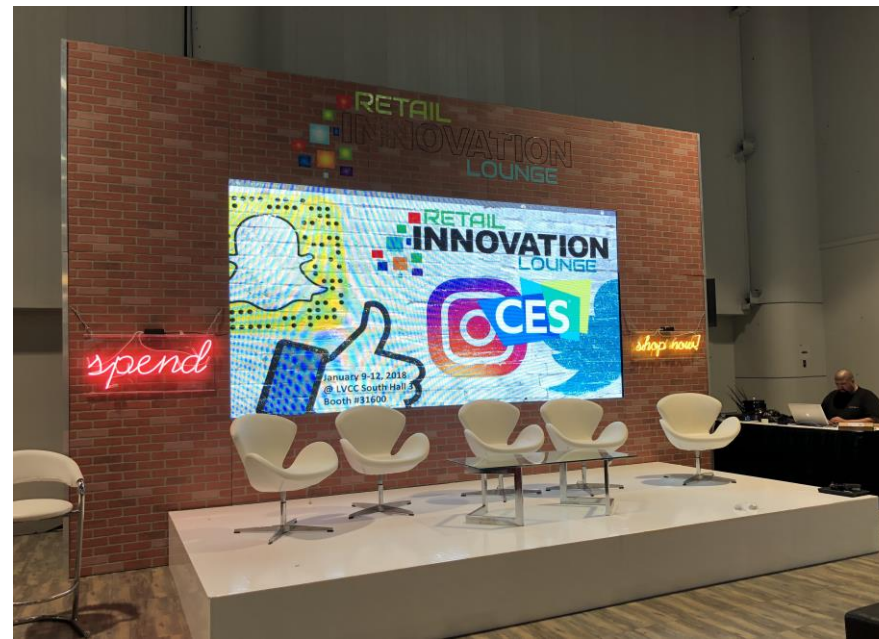
- 5,000 square foot exhibition zone in a prime location at the LVCC dedicated to high-tech retailing.
- From Robots who roam the stores and monitor inventory, augmented reality, magic mirrors, smart shopping carts and RFID for tracking items available at stores, you'll see it all here.
- 4 days of show floor demonstrations and talks in the Retail Lounge to educate the CES market on the next wave in retail commerce.









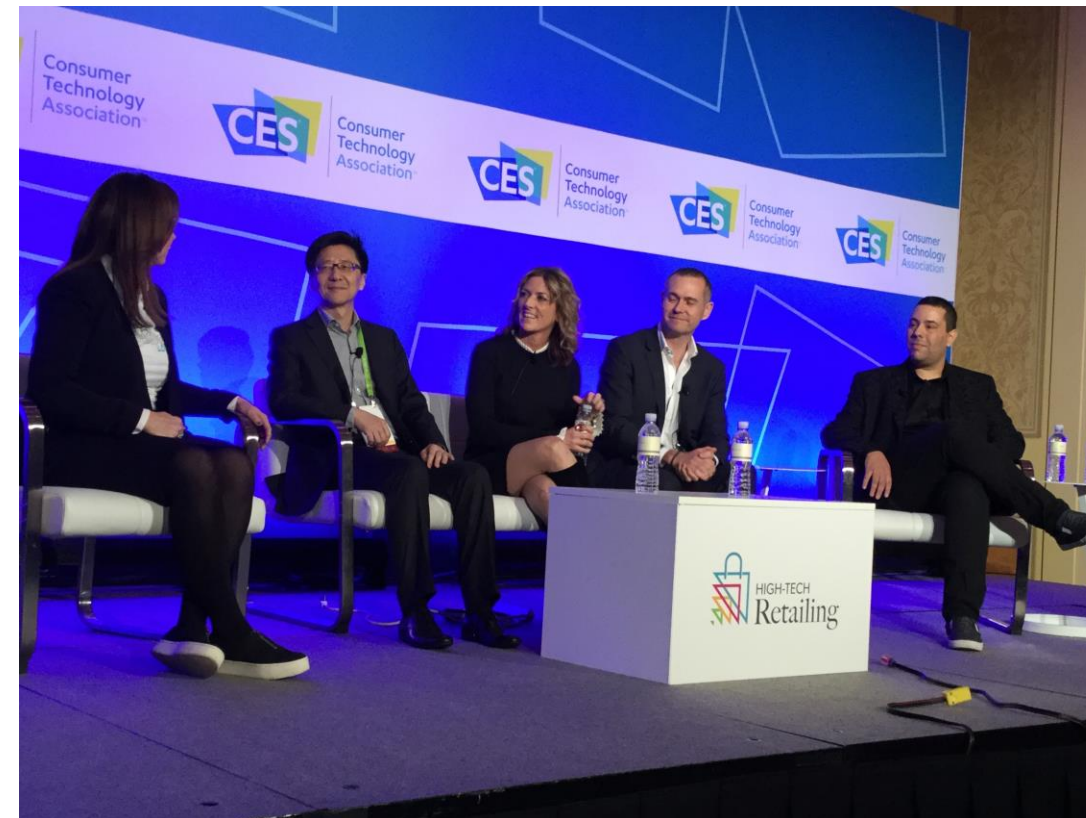




## What is the High-Tech Retailing Summit?

Half day conference featuring center-stage speakers, panel discussions, product demos, and interactive activities

The High-Tech Retailing Summit @ CES convenes some of today's most innovative entrepreneurs, retailers, AI/AR content firms, distributors, manufacturers, developers and industrious business leaders shaping the retail experience. From creating an experiential encounter with your customers, to analyzing data on keeping them satisfied, to the future of smart tagging for inventory the conversations are happening here.



# 2018 High-Tech Retailing Summit

## AGENDA

### 1:00 PM - 2:00 PM | SHOPPING THAT FEELS LIKE MAGIC

Check-out counters that know what's in your cart, body scanners that reveal what flatters you, test new skis on the slope without leaving the store. Now that's magic.

#### 1:00 PM - 1:10 PM

### Welcome: Shopping is Personal

**Speaker:** Laura Heller, *Editor, Retail Dive*

#### 1:00 PM - 1:30 PM

### Armed with Data

There's something happening here. Fung Global Retail offers its future-focused analysis of the intersection of retail, technology, and fashion.

**Presenter:** Deborah Weinswig, *Managing Director, Fung Global Retail & Technology*

#### 1:30 PM - 2:00 PM

### Experiential Shopping

A new breed of shopper is looking for experiences as much as "things."

**Moderator:** Anne Marie Stephen, *CEO and Founder, Kwolia*

**Speakers:** Omer Golan, *CEO/Founder, OUTERNETS*

Maeve McKenna Duska, *SVP Marketing and Strategic Development, USA Technologies*

Salvador Nissi Vilcovsky, *Founder & CEO, Memomi*

Alan Smithson, *CEO, MetaVRse*

#### 2:00 PM - 2:15 PM

### Take a Break with Walmart's Store No. 8

**Moderator:** Laura Heller, *Editor, Retail Dive*

**Speaker:** Katie Finnegan, *Principal and Founder Store No. 8 at Walmart*

### 2:15 PM - 3:15 PM | CASE STUDIES:

#### REWIRING YOUR RETAIL BRAIN FOR THE DIGITAL WORLD

A combination of case studies and exercises for approaching the new retail paradigm. Whether you're a mom and pop shop, a big box store, or an online delivery service, we'll show you how to make "Going Digital" part of your DNA.

#### 2:15 PM - 2:40 PM

### How Augmented Reality Makes the Perfect You

Perfect Corp & L'Oréal team up to redefine the future of retail, both online and off, using AR, AI and great makeup.

**Moderator:** Adam Gam, *Vice President of Marketing, Perfect Corp.*

**Speakers:** Alice Chang, *CEO, Perfect Corp.*

Esohe Omoruyi, *SVP, Global Open Innovation & Digital Services, L'Oréal*

#### 2:40 PM - 2:55 PM

### Selling High Tech with High Tech

The CE industry should be leading the charge in new retail.

**Moderator:** Robin Raskin, *Founder, Living in Digital Times*

**Speaker:** Tabitha Creighton, *SVP, Payment Solutions, iqmetrix.com*

#### 2:55 PM - 3:15 PM

### Cool Storefronts, Hot Data

PSFK has seen everything! And you'll be able to use what they've seen.

**Presenter:** Piers Fawkes, *Founder and President, PSFK*

#### 3:15 PM - 3:30 PM

### Break

### 3:30 PM - 5:00 PM | DATA SCIENCE IN THE QUIRKY RETAIL MARKET

In data we trust, but only if it's actionable. We'll look at how data analytics can inform retailers and how data is used to create entire retail ecosystems.

#### 3:30 PM - 4:15 PM

### Pathways to Retail

There are many ways to get from a napkin sketch to store shelves? How do you know which is best for you?

**Moderator:** Robin Raskin, *Founder, Living in Digital Times*

**Speakers:** Gene Han, *Vice President, Consumer lot, Target*

Bret Harris, *Director of Business Development, Indiegogo*

Chad Hetherington, *CEO, The Stable*

Eva Press, *Group Lead, Retail, CPG, Healthcare, and Government, Facebook*

Phillip Raub, *CEO, b8ta*

#### 4:15 PM - 4:40 PM

### Smart Retail as an Ecosystem

From a cotton plant to a cloth shirt, from a shipping container to your closet, the smart money is building smart ecosystems.

**Moderator:** Maureen Conners, *Board Director, Fashion Incubator SF*

**Speakers:** Phil Gomes, *Senior Vice President, U.S. B2B Digital, Edelman*

Niall Murphy, *Founder & CEO, EVERYTHING*

Suresh Palliparambil, *Senior Director, Sales and Marketing, IoT,*

*Security and Connectivity, NXP*

Kyle Walker, *Head of New Business Strategy, Amazon Exclusives, Amazon*

#### 4:45 - 5:00 PM

### The Future of Machine to Machine

#### E-commerce in Retail

When your dress can pay your washing machine and your car can pay the gas pump, what will retail look like?

**Speaker:** Pindar Wong, *Chairman, Verf*



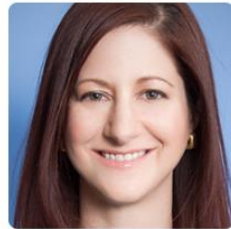
# 2018 High-Tech Retailing Summit

## Speakers

# HIGH-TECH Retailing



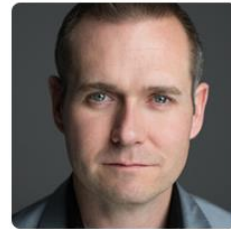
**Suresh Palliparambil**  
Senior Director, Sales and Marketing - IoT: Security and Connectivity  
*NXP Semiconductors*



**Eva Press**  
Group Lead, Retail, CPG, Healthcare, and Government  
*Facebook*



**Phillip Raub**  
Founder/CBO  
*b8ta*



**Alan Smithson**  
CEO  
*MetaVRse*



**Phil Gomes**  
Senior Vice President, U.S. B2B Digital  
*Edelman*



**Gene Han**  
VP, Innovation  
*Target*



**Bret Harris**  
Director of Business Development  
*Indiegogo*



**Laura Heller**  
Editor  
*Retail Dive*



**Alice Chang**  
CEO  
*Perfect Corp.*



**Maureen Conners**  
Board Director  
*Fashion Incubator SF*



**Anne Marie Stephen**  
CEO + Founder  
*kwolia*



**Salvador Nissi Vilcovsky**  
Founder & CEO  
*Memomi*



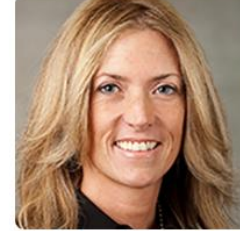
**Kyle Walker**  
Head of New Business Strategy, Amazon Exclusives  
*Amazon*



**Deborah Weinswig**  
Managing Director  
*Fung Global Retail & Technology*



**Chad Hetherington**  
CEO  
*The Stable*



**Maeve McKenna Duska**  
SVP Marketing and Strategic Development  
*USA Technologies*



**Niall Murphy**  
Founder & CEO  
*EVERYTHING*



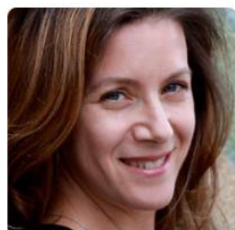
**Esohe Omoruyi**  
SVP, Global Open Innovation & Digital Services  
*L'Oreal*



**Piers Fawkes**  
Founder and President  
*PSFK*



**Katie Finnegan**  
Founder & Principal  
*Store No 8*



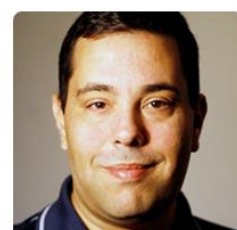
**Tabitha Creighton**  
SVP, Payment Solutions  
<http://www.iqmetrix.com/>



**Kate Drane**  
Senior Director of Outreach  
*Indiegogo*



**Adam Gam**  
Vice President of Marketing  
*Perfect Corp.*



**Omer Golan**  
CEO/Founder  
*OUTERNETS*



**Pindar Wong**  
Chairman  
*VeriFi (Hong Kong) Limited*



# Welcome to the New Retail

The 2019 High Tech Retailing Summit will focus on:



## Wearable technology - Augmenting the shopping experience

- Facial and Other Biometric IDs
- RFID and Sensors
- Smart Garments and Items



## Big Data + Insight

- location and context aware technologies
- Progressive beacons
- Personalized Marketing
- AI and predictive insights



## Internet of Things

- virtual dressing rooms
- smart shelves and garments
- magic mirrors and fitting technology
- Voice Activated Personal Assistants
- Robotics at Retail
- Smart shipping containers and shopping carts



## Manufacturing on Demand

- 3D Printing
- New Fabrics and Materials
- New Distribution and Delivery





## OVER 200 COMPANIES ATTENDED THE HIGH TECH RETAILING CONFERENCE TOTAL NUMBER OF ATTENDEES: 356

1-3-1 Uchisaiwai-cho,  
3M  
A.T. Kearney  
ABI Research  
ABN AMRO Bank N.V.  
AELSPAN  
Alacria Asia Capital Inc  
Alibaba (China) Co., Ltd.  
Amapcet  
Amazon  
Amazon Marketplace  
AMERICAN ASSOCIATION OF  
ADVERTISING AGENCIES  
American Specialty Toy Retailing  
Association  
ARNO GmbH  
Asan Medical Center, University  
of Ulsan College of Medicine  
Balbis  
BayCurrent Consulting  
BBmedia Inc.  
Bell Helicopter  
BMW  
Bohnacker Store Solutions  
GmbH  
Buchanan Technologies  
Bullfrog Spas  
Bureau Veritas, CPS  
CAA  
CAA Sports  
Calipia  
Campaign  
Canadian Tire  
Carely  
CarMax  
CEEAP  
CEI  
Century City News

Cheetah Mobile  
CJ Olivenetworks  
Conexus  
Connors Consulting  
Contentsphere America Corp  
Coop Norway  
COPPEL CORPORATION  
CQCD  
DAIKO Advertising Inc.  
Desarrolladora Centauros Ltda.  
dFusion co.,ltd.  
Digimarc  
DNA  
DOBI-INTER AG  
Droga5  
Durst Sebring Revolution  
Eagle Vision Trading  
Edelman  
ELCID INTERNATIONAL  
Entertainment Technology Center  
at USC  
Ernst & Young EY  
Estee Lauder Companies Online  
ETAM Group  
EVERYTHING  
Facebook  
FCB Global  
FirstEnergy Service Co.  
Flex  
Forum Communications Co.  
Frontier Asset  
Fujitsu Advanced Engineering  
Limited  
Fung Global Retail & Technology  
(FGRT)  
Fung Group  
Gap, Inc.  
GAYSORN PROPERTY CO., LTD.

Genesis Investment  
Management  
Google, inc.  
Gorrie Marketing  
GreenWatch  
Guided-Selling.org  
Gush Global  
Haggar clothing co  
Haobo Lai Associates  
Henkel  
Herr  
HI-FI KLUBBEN  
HIGH WIRE NETWORKS  
Honda  
Honda Canada Inc.  
Huawei  
Huffington Post  
IBM  
IGD  
Ikea of Sweden  
IMASTERS  
iMasters  
IMJ Corporation  
Inflection Capital Management  
INFOMIL  
INTERNATIONAL TOY TRADE  
MAGAZINE ASSOCIATION  
(ITMA)  
iQmetrix  
i-TEC Innovative Technologies  
GmbH  
JGA, Inc.  
Kanto Audio  
KB Bank  
KLM  
Kohl's  
Lau Technologies  
LG CNS

Lightform  
Lockheed Martin  
L'OREAL  
Lutron Electronics Co., Inc.  
m/SIX  
Medela  
Memomi Labs inc  
Mews Partners  
MHP - A PORSCHE COMPANY  
Microsoft  
Mitsubishi Corporation(Americas)  
Montclair State University  
MusicEmotion  
Myntra Designs  
Nestle Purina PetCare  
NEWLOOK VISION GROUP  
NRI IT Solutions America  
NTT communications Corporation  
NTT DATA  
NXT/HiQ  
OfferUp  
Okinawa FamilyMart Co.,Ltd.  
Omron Healthcare, Inc.  
Onboard Media  
OSRAM  
oyalabs  
PepsiCo, inc.  
Perfect Corp  
PERFECT CORP  
Periscope  
Plenum  
Pop Group  
Prime-Line Products Company  
PSFK  
PVH Corp.  
QUARTZ  
Renewal by Andersen  
Retail Insider

RTC, Inc.  
Samsung Electronics, Inc.  
SAMSUNG R&D INSTITUTE  
INDIA - BANGALORE PVT. LTD.  
Sauder Woodworking Co  
SCAYA Deutschland GmbH  
SCIENCE MUSEUM GROUP  
Scrambled  
SEIKO SOLUTIONS INC.  
Seoul National University  
Sewell Automotive Companies  
Shopify  
ShopperTrak  
SID LEE  
SIGMAXYZ Inc.  
Sino Group  
SMBC Nikko Securities Inc.  
SMUD  
Sorenson Media  
Spectrum Mobile Services  
SSENSE  
Starbucks  
STEFANKA - Ministry of  
Economy, Sciences &  
Innovation  
StyleScript  
SuperGoods Ventures LLC  
Synchrony Financial  
Tailored Brands, Inc.  
Target  
Texas A&M University  
THE GOODYEAR TIRE &  
RUBBER COMPANY  
The GPT Group  
The Kraft Heinz Company

The Shop @ VSP Global  
The Stable  
Think Unlimited  
TIA/TIA NOW  
Tokyu Corporation  
TOUCHRATE  
TPN  
Trade Consumer  
Electronics  
TWICE Magazine  
Tyco Retail Solutions  
(Johnson Controls Inc.)  
Unbound Group  
Unilever  
Union Telephone  
United Tech Blog  
University of Texas at  
Dallas  
UPS  
Valtech  
VeriFi (Hong Kong) Limited  
VG  
Vivint Smart Home  
W2P GROUP  
Walmart  
Wellington Management  
WestStar Multimedia  
Entertainment, Inc.  
WHAT THE SHOP  
Whatchu, Inc.  
Wipro Ltd.  
World Privacy Forum  
WWD  
YAHOO! JAPAN  
Ziff Capital Partners



No matter what your business goals are—gaining brand exposure, sharing your expert leadership or connecting and engaging with a worldwide audience, we have the sponsorship and exhibiting opportunities to fit your needs.

Whether your budget is modest or robust, we have options that put your brand front and center at the largest global gathering of innovation.





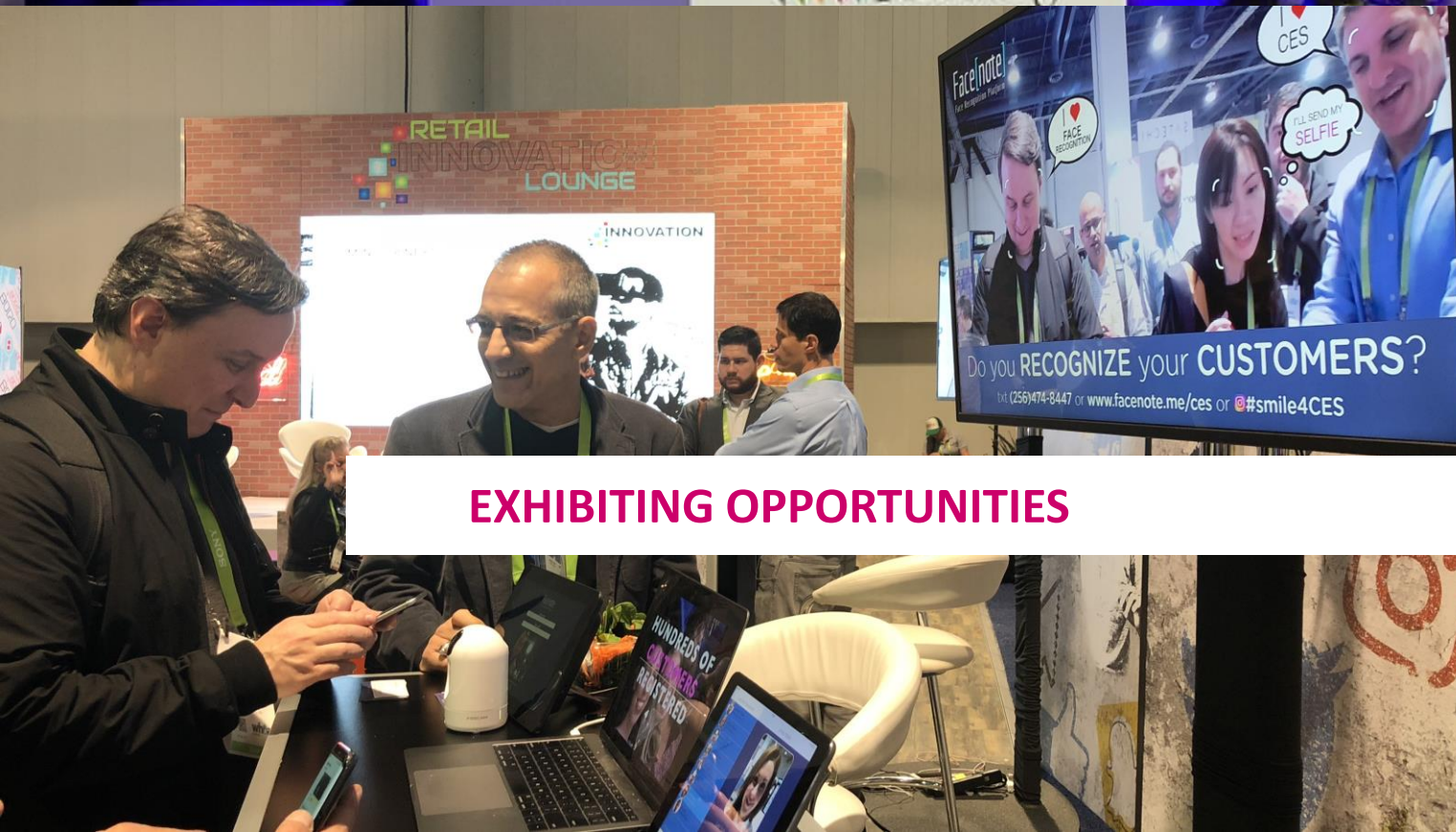
# SPONSORSHIP HIGHLIGHTS



**FIRESIDE CHATS & PANEL DISCUSSIONS**



**CENTER STAGE SPEAKING OPPORTUNITIES**



**EXHIBITING OPPORTUNITIES**



**BRANDING OPPORTUNITIES**



## SPONSORSHIP OPPORTUNITIES WITH EXHIBITION

Exhibit Space Pricing:		\$10,000	\$14,000	\$25,000	\$37,500
SPONSORSHIP LEVELS INCLUDING EXHIBITION	Cost	10'x10'	10'x20'	20'x20'	20'x30'
	Passes to Invite-Only Networking Event	2	4	6	8
	Social Media Attention	X	X	X	X
	Logo & Company Description on Website	X	X	X	X
	Official Program Ad	¼ page	½ page	Full page	Full page
	Public Mention at Conference			Opening	Opening
	Passes to High Tech Retailing Summit	Speaker	Speaker + 2	Speaker + 4	Speaker + 4
	Rotating Logo on in-room plasma screen	10 sec.	15 sec.	20 sec.	20 sec.
	Access to meeting rooms on-site	X	X	X	X
	Participation in Conference Panel		X	X	X

### Want to be part of the Retail Lounge? Cost: \$14,000

Does your product have eye-candy appeal? If so, you may qualify for the Retail Lounge. The Retail Lounge is where attendees can get hands-on experience with new solutions and concepts in retail. Exhibitors in the Retail Lounge will receive:

- Demo Counter branded with company logo
- Storage Inside Counter
- Logo visibility prominent on website
- Logo on event email announcements
- Rotating Logo on LED Wall
- Internet, WIFI in the booth
- Electrical
- Panel position or Demo Spot in Lounge Stage





## SPONSORSHIP OPPORTUNITIES WITHOUT EXHIBITING

		Price:	\$7,500	\$12,500	\$25,000
<b>SPONSORSHIP LEVELS WITHOUT EXHIBITION</b>	Speaking Opportunities		Panel Participation	1-2 Fireside Chat (15 Minutes)	Sponsored Panel (30 minutes)
	Passes to Invite-Only Networking Event		4	6	8
	Social Media Attention		X	X	X
	Logo & Company Description on Website		X	X	X
	Official Program Ad		Half-page	Full page	Full page
	Public Mention at Conference			Opening	Opening
	Passes to High Tech Retailing Summit		Speaker	Speaker + 2	Speaker + 4
	Rotating Logo on in-room plasma screen		10 sec.	15 sec.	20 sec.





## HIGH-TECH RETAILING SUMMIT EVENT SPONSOR

**COST: \$75,000**

**Make Your Statement as a Harbinger of the Future of Retail. The High-Tech Retailing Summit brings top retailers and technologists to look at how to take advantage of the new retail environment.**

### AT THE HIGH-TECH RETAILING CONFERENCE

- Center Stage Speaking Opportunity at the High-Tech Retailing Conference
- Sponsored panel with Sponsor and partners at either the High-Tech Retailing Conference or the Digital Money Forum
- Sponsor will be promoted via rotating logo on in-room monitor
- Company will be listed as a Headliner sponsor on the High-Tech Retailing website
- Sponsor will receive back page ad in the High-Tech Retailing Conference program book and preferred placement in the Digital Money Forum book produced by Living in Digital Times.
- 10 complimentary registrations to the High-Tech Retailing Conference
- 10 complimentary registrations to the Digital Money Forum

### ON SITE SIGNAGE

- As a sponsor, company will be listed in relevant and appropriate CTA-produced promotional materials.
- Sponsor will be promoted as the High-Tech Retailing summit, presented by *sponsor's name*
- Sponsor will be included on dedicated conference webpage on CES.tech
- Sponsor will be included in CES Conference Section of the Show Guide (the Show Guide will be distributed on-site at CES).
- Sponsor logo will be printed on on-site conference signage thanking sponsors
- Sponsor logo printed on podium wrap with partner logo and track title displayed
- Sponsor listed on room monitor desk outside of the conference room

### MARKETING AND PR BENEFITS

- Promotion of Conference and Sponsor Sessions in EDM blast to more than 200,000 readers, including CES 2019 pre-registrants, CES 2018 verified attendees, loyal CES customers, prospects and more
- LIDT will send out a joint press release announcing Sponsor's participation
- 5 complimentary passes to the Living in Digital Times Networking Reception
- Social media coverage: four weeks pre-summit / 1 week post-summit
- Promotion on the High-Tech Retailing website
- LIDT will promote sponsors' panel sessions through live-time social media postings. Sponsor may also write a guest blog for the High Tech Retailing Summit website, to be promoted via LIDT's social media channels.



## HIGH TECH RETAILING LOUNGE SPONSOR

**COST: \$125,000**

The Retail Innovation Lounge is CES' destination to explore high tech's impact on retail. The 1000 sqf Lab located within the High-Tech Retailing marketplace, will feature some of the most innovative instore and online retail concept and products for hands on experiences. As the Headliner Sponsor of the Lounge, sponsor will receive:

### WITHIN THE LOUNGE ON THE SHOWFLOOR

- Top billing at the top of the LED Wall anchoring the Retail Innovation Lounge
- Two slots within the lounge for partner or partner company to showcase their High-Tech Retailing products
- Logo on (2) lighted columns within the Marketplace
- Thirty (30) complimentary exhibitor badges
- Opportunity to offer your customers and prospects complimentary registration to CES (up to 30 complimentary invitations)
- Complimentary listings in the printed Official CES Directory and Show Guide & Maps
- Complimentary use of the Exhibitor Dashboard, powered by Map Your Show, to generate
- leads and promotions prior to CES
- Use of the CES logo in your CES-related marketing and exhibit promotions
- Access to the CES pre-registered media list

### CONFERENCE BENEFITS

- Center Stage Speaking Opportunity at the High-Tech Retailing Conference
- Sponsored panel at the High-Tech Retailing Conference and if applicable the Digital Money Forum
- Rotating logo on in-room monitors
- Full-page ads in the High-Tech Retailing and Digital Money Forum program books produced by Living in Digital Times
- 10 complimentary registrations to the High-Tech Retailing Conference
- 10 complimentary registrations to the Digital Money Forum

### MARKETING AND PR BENEFITS

- Promotion of Lounge and Sponsor Sessions in EDM blast to more than 200,000 readers, including CES 2019 pre-registrants, CES 2018 verified attendees, loyal CES customers, prospects and more
- LIDT will send out a joint press release announcing the Retail Innovation Lounge and Sponsor's participation
- 5 complimentary passes to the Living in Digital Times Networking Reception
- Social media coverage: four weeks pre-summit / 1 week post-summit
- Promotion on the High-Tech Retailing website





### **NETWORKING PARTY SPONSOR - \$30,000 (2 Available)**

Take center stage at one of the best parties at CES. This event is being held at one of Las Vegas' most exclusive lounges at the Venetian Hotel, and will host speakers, sponsors and special invited VIPs. Extensive branding and visibility benefits including:

- Branding on invitations, and welcome signage throughout the event
- Opportunity to Welcome Guests at Event
- Logo and Company Description on High Tech Retailing Website
- Full Page Official Program Ad
- (4) Passes to High Tech Retailing Conference
- Social Media Coverage
- Signage (20 second logo rotation on LCD)

### **BREAK SPONSOR - \$12,000 (4 Available)**

Refreshments breaks provide a great opportunity for attendees to network and socialize in a relaxed environment. Sponsorship of one of the refreshment breaks allows you to put your name and brand in full view of all our summit attendees. Benefits Include:

- Panel Participation
- Logo and Company Description on High Tech Retailing Website
- Half Page Program Ad
- (2) Passes to High Tech Retailing Conference
- Social Media Coverage
- Signage (10 second logo rotation on LCD)
- Branding on Main Screens

# 2018 High-Tech Retailing

## Exhibitors and Sponsors

# HIGH-TECH Retailing



PERFECT



*phobio*<sup>®</sup>



OUTERNETS.CO

VNTANA

memomi<sup>®</sup>

**SUPA**

[savitude]





# There was no shortage of print, online and broadcast coverage of the High Tech Retailing space at CES

# WWD



## The Future of Shopping: When Tech and Retail Meet

The rising tide of tech trends this year will bring about an era that doubles down on personalization and experiential retail.

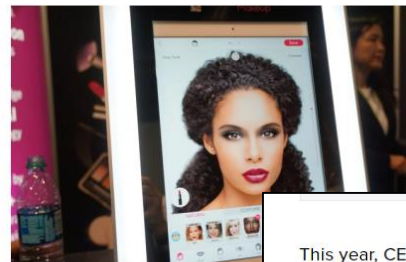
By Adriana Lee on January 17, 2018



## YouCam Makeup Shows What AR for Beauty Can Do

Perfect Corp. shows how it blends artificial intelligence with augmented reality for the latest features in its digital beauty app.

By Adriana Lee on January 16, 2018



This year, CES served up a mind-altering array of new technology, both practical and fantastical. And Retail Dive trudged through the many exhibits and sat through the presentations to pull together our biggest takeaways.

FEATURE

## 5 big takeaways from CES

Retailers played a big role at the Consumer Electronics Show with the first High-Tech Retailing Summit, and Amazon's Alexa absolutely everywhere.

AUTHOR  
Laura Heller  
@lheller

LAS VEGAS — There were robots, lots of robots, at the Consumer Electronics Show Jan. 9-12 in Las Vegas. There was even a robot named Sophia who was interviewed by a human. She drew crowds and caused a stir everywhere she appeared, and a little robot dog by Sony named Aibo even stole a few hearts.

PUBLISHED

SMART HOME

## The mirrors at CES had a lot to say about your life and looks

At this year's tech show in Las Vegas, companies unveiled smart mirrors that analyze your skin, organize your wardrobe and more.

BY ASHLEE CLAYTON

Just snap a photo of a makeup look in a magazine or advertisement, and then see the same look on her own face through AR.



The AI Look Transfer feature lets consumers snap a pic of an ad or magazine photo, so they can try on the look. Adriana Lee

That may sound like fun and games, but the AR cosmetics stand in for real products, which make true representations critical.

"For business, you need to do something for real, not just for fun," said

CareOS reps said the company plans to release the software in a to-be-determined mirror by the end of 2018.

## Haier Magic Mirror



WWD FREE ALERTS & NEWSLETTERS  
Enter your email address SIGN UP  
PRIVACY POLICY

The concept from Haier keeps track of your wardrobe and lets you virtually try on pieces.

The concept Magic Mirror doesn't judge you as much as it lets you judge others. Here's how Haier envisions the future of your closet: Each article of clothing you buy will include an RFID tag that will contain information such as care instructions. With Haier's mirror, you'd scan that tag, and the mirror would add the item to your virtual inventory. Then, you use the touchscreen to view real-life Fashion Plates in which you can superimpose the outfits in your closet onto the image of your body. A Haier rep said the brand's washing machine would also read the RFID tags of your clothes and communicate with the mirror to keep track of how many times you've washed your favorite shirt.

Other concepts, Haier didn't have any information about when this product

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## Think Tank: Latest Beauty Tech Signals Industry Makeover

Benjamin Lord, global director at Kinetic-WPP, explains.

By Benjamin Lord on January 17, 2018



Perfect Corp.'s YouCam AR beauty app at CES 2018. Adriana Lee

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## Retail Fights Back: 5 Trends To Watch

Retail is reinventing itself to meet the needs of a new generation.

189 SHARES

The season's chatter is about the Retail Apocalypse. No doubt, there are signs of it everywhere. "For Rent" signs on empty storefronts, silent malls and landlords who have made store real estate prohibitively expensive. On the other hand, retail is still responsible for a huge slice of the employment pie.

Retail is reinventing itself to meet the needs of a new generation of shoppers, and technology is playing a major part. Capitalizing on the "in store" experience and human touch, analyzing data and using it to provide personalized offers, and the marriage of online and physical experiences are all playing their part in the transformation. Here are five retail trends we'll be taking a look at during the High-Tech Retailing Summit at CES 2018.

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### 1. Shopping That Feels Like Magic

Shoppers are looking for authentic experiences that feel seamless and natural: climbing walls to test out gear at REI, apps that book Santa's appointment in advance at Macy's. AI

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Great session at #CES  
4:45 PM - Jan 11, 2018

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