

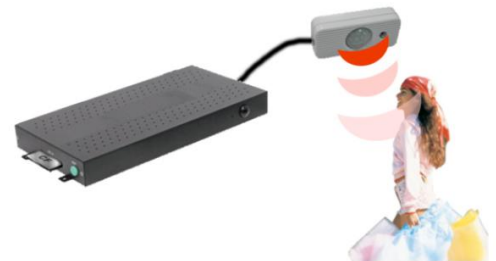
Interactivity and Customization of the Dreamoc

Partners request Dreamoc interactivity. Therefore, we have created interactive add-ons to both the Dreamoc and the DreamocXL. In order to boost sales in times of a financial crisis, retailers should create an enhanced shopping experience for the customers. Adding interactivity to the shopping experience, will positively impact the shoppers' store choice and purchase decisions.

The interactivity box provides the spectator with the possibility to choose between different 3D videos/contents by pushing different integrated buttons. The consumers want to be in control and decide for themselves what content to experience. Customer behavior analyses show that the more a customer interacts and watch a certain product the more likely he/she is to buy it. With this enhancement to the Dreamoc the customer will both notice the product AND engage with it, making them more likely to purchase the product.



The interactivity sensor reacts to spectator motion instead of physical touch, thus creating interaction between the Dreamoc content and the spectator's motions. By simple movements in front of the Dreamoc the content changes. A very cool effect that is fun and engaging for customers.



Customization of both the Dreamoc and the DreamocXL are possible both in terms of color and a sound system. By including sound and catchy colors to the Dreamoc you enhance the entire perception of the product displayed. Simultaneously you trigger multiple customer senses, thus increasing the possibility of sales.

