

# Bridging the Digital and Physical: Instant 'AR 'AR Shopping' for Your Store

Transforming the in-store experience by leveraging the smartphone habits of the modern Indian shopper.

A Proposal by Niel Hirjee, Calport Technologies



# The New Retail Reality in India

Indian customers are digitally savvy. They walk into your shop with a smartphone in hand. Before they buy, they demand three things:



1. Detailed specifications



2. Variant comparisons



3. Double-checked prices



**The Conflict:** A friction point where physical presence meets digital demand.

# The Shopper's Dilemma: Wait or Walk Away?



# Introducing Continuous AR Shopping

## A Frictionless Window

A web-based application that turns any mobile device or in-store tablet into an instant, continuous product scanner.

- ✓ **Looking through a window:** The camera feed is active. No 'taking a photo' and waiting for a load screen.
- ✓ **Continuous Flow:** Point at a QR code, info pops up. Move to the next product, new info appears instantly.



# Why India is Ready for AR Shopping Now



## 1. The UPI Effect



Indian shoppers are already highly comfortable scanning QR codes for payments. Scanning for product info is a natural, intuitive next step.






## 2. Zero Friction (No App Download)

This is a critical adoption driver. Because the solution is a web app:

- No visiting the Play Store/App Store.
- No downloading heavy applications.
- Users just scan and start viewing instantly.

# Advantages for Small Retailers: The Digital Sales Assistant

For Boutiques, Electronics, and Showrooms where the owner is the knowledge hub.

-  **1. Force Multiplier:** Acts as extra staff during rush hours.
-  **2. Leveling the Playing Field:** Provides a Multinational Chain experience.
-  **3. Aesthetics:** Replaces clutter with unlimited digital depth.



# Breaking the Language Barrier



- **The Challenge:** Customers may hesitate with English-only labels.
- **The Solution:** Instant toggle to regional languages (Hindi, Tamil, Bengali).
- **Outcome:** Accessible shopping for a wider demographic.



# Advantages for Large Retailers: Scale and Accuracy

Targeting Supermarkets, Department Stores, and Malls.



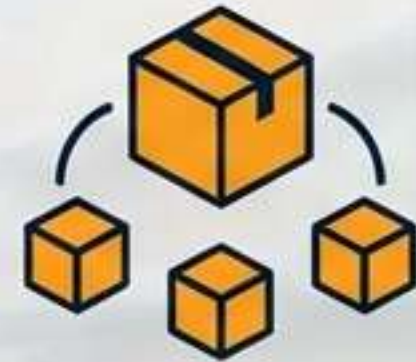
## Instant Price Verification

Resolve shelf-edge pricing errors instantly. Customers verify real-time prices, reducing friction and disputes at checkout.



## Reducing Staff Dependency

Answers repetitive queries ("Is this gluten-free?") automatically, freeing floor staff for restocking and high-value tasks.

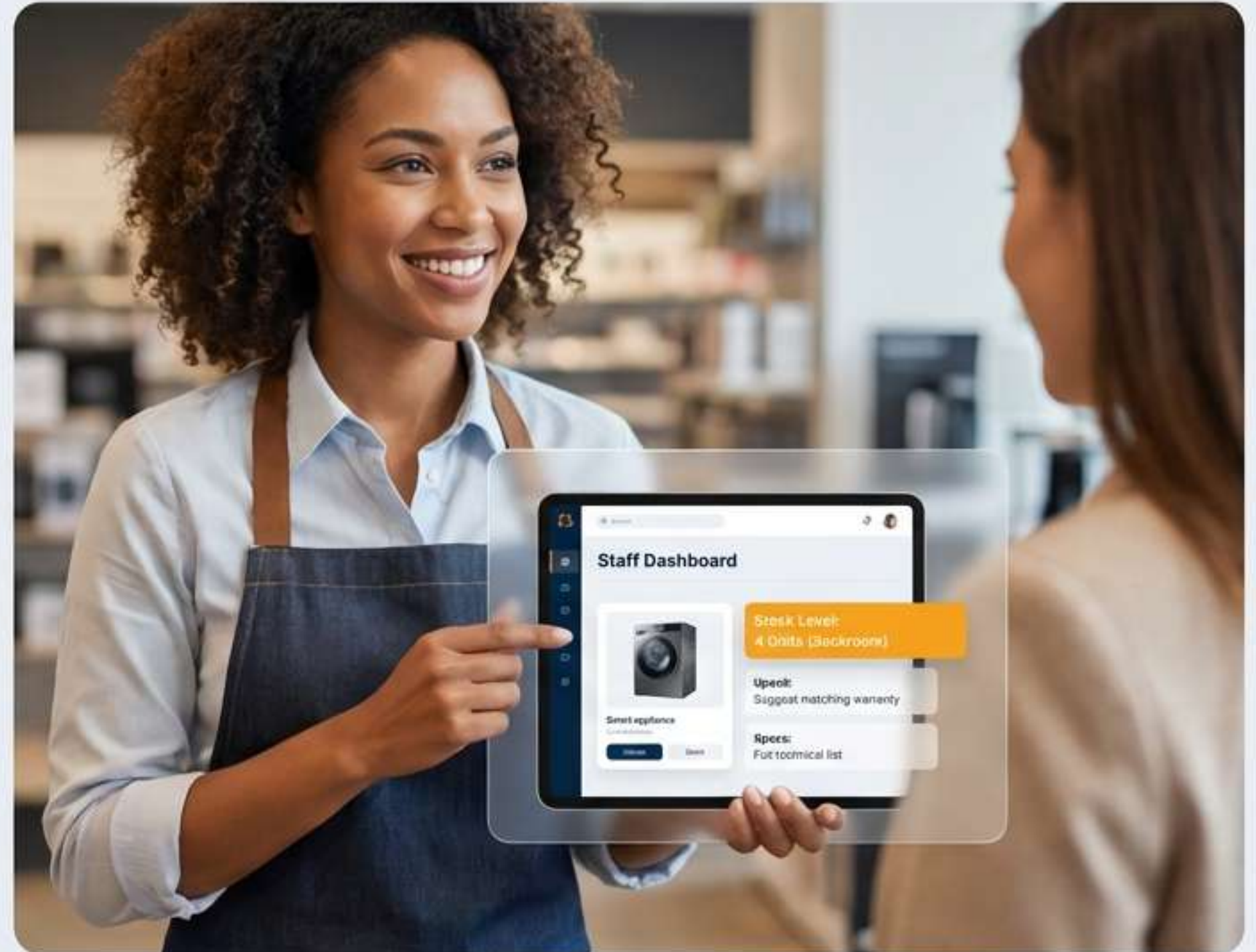


## The Endless Aisle

Sell what isn't on the shelf. If the blue shirt is out, the scan shows the red and green variants available in the warehouse instantly.

# Clienteling: Empowering Your Floor Staff

-  **Concept:** Equip staff with low-cost tablets to create “Instant Experts”.
-  **The Problem:** High turnover means new staff don't know the 5,000+ SKUs.
-  **The Solution:** Point and scan to access detailed specs, upsells, and live stock levels.
-  **Outcome:** Confident service without running to the manager.



# The Transformation: Before vs. After

Feature	Traditional Retail	With AR Shopping
Getting Info	Wait for staff / read small print.	Instant scan-and-view on screen.
Pricing	Risk of outdated shelf labels.	Always real-time accurate pricing.
Staff Knowledge	Dependent on memory/training.	Instant access to entire product database.
Customer Vibe	Standard experience.	Modern, engaged, tech-enabled.



# Bring Your Shelves to Life.

Implementing AR Shopping requires minimal hardware investment and integrates readily with existing inventory lists.

**We welcome the opportunity to give you a live demonstration of the continuous scanning capability in action.**

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