EVENT

RETAILASIA **EXPO 2016**

RETAIL
DESIGN & IN-STORE
MARKETING EXPO

RETAIL
TECHNOLOGY
EXPO

Hong Kong Convention & Exhibition Centre
14 - 16 June 2016

RETAIL ASIA EXPO 2016 RECAP

- **We attended the eighth annual Retail Asia Expo, held June 14–16 in Hong Kong.**

- **The event showcased more than 170 local and international exhibitors focusing on three areas: retail technology, retail design and in-store marketing, and Internet retailing.**

- **The latest retail technologies we saw at the event included augmented reality (AR), facial recognition, touch-screen vending machines and interactive mirrors**.

This week, the Fung Global Retail & Technology team attended the eighth annual Retail Asia Expo in Hong Kong. The regional trade show is dedicated to retailers and retail solution suppliers. In addition to exhibits, it features seminars, retail awards and networking opportunities, including a gala dinner and cocktail reception. This year's expo also included an Interact Experience Space, a new area where visitors could gain hands-on experience with new technologies adopted by retailers.

The trade show focused on three areas: retail technology, retail design and in-store marketing, and Internet retailing. Below, we highlight some of the most promising retail technologies presented at the expo.

AR in Retail

Retailers use AR to be able to present products to customers without needing to show the real physical objects. AR headsets are becoming more commonplace, but a French technology company called Augment has developed an AR app (available on both iOS and Android systems) that retailers can download and use in different scenarios.

Source: Fung Global Retail & Technology

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For example, Coca-Cola's sales team used the app to demonstrate how the company's coolers can fit into retail stores. With the app, the sales representatives could simulate 3D cooler configurations on their mobile device without having to bring the real coolers with them. The app also allows sales representatives to present their entire inventory of available products in 3D, even when some of the products are not on the showroom floor.

Facial Recognition

Technology company Cognitec Systems displayed videos with facial recognition functionality that can recognize and analyze people in live video streams and provide retailers with an analysis of visitor demographics, such as age range and gender. The facial recognition function provides more accurate visitor counts by reducing the chance of double counting.
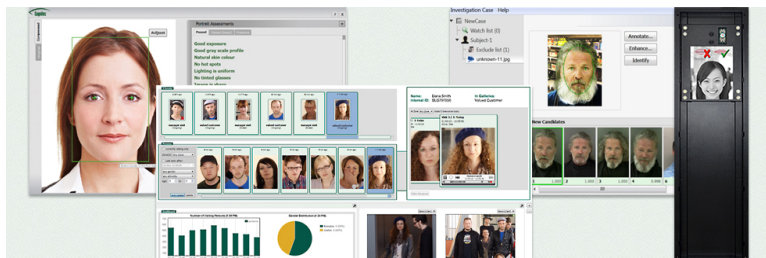
We also saw innovations in closed-circuit television (CCTV) systems, which can help retail stores collect visitor information, in addition to their traditional application in monitoring store security. Security solution provider Guardforce displayed CCTV products that can count numbers of visitors and analyze which areas or products in the store have attracted the most visitors.

Touch-Screen Vending Machines

A new generation of vending machines display products on a big, interactive LED touch screen that includes a product menu and advertising videos, and allows item selection. Compared to traditional vending machines, the touch-screen vending machines store and sell more products of greater variety. For example, traditional vending machines are mostly used in selling snacks and bottled drinks, and they often sell only one category of product. However, touch-screen vending machines sell different categories of products at the same time, such as medicine, cosmetics and accessories, in addition to snacks and drinks.

The touch-screen vending machines we saw at the Retail Asia Expo support e-payment methods, including NFC, QR code payment and the Hong Kong Octopus card. They can also provide statistical reports of sales and inventory.

Interactive Mirrors

Another type of widely displayed retail technology at the expo was the interactive mirror. These mirrors are mostly used in apparel stores, where they display product-related information as customers look into them while trying on clothes.

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