HYPERVSN

ABOUT THE CLIENT

Carrefour S.A. is one of the biggest multinational retail chains in the world. Headquartered in France Carrefour group operates nearly 12,000 stores and e-commerce sites in more than 30 countries employing more than 384,000 people globally.

Carrefour welcomes over 13 million customers worldwide every day and is primarily focused on delivering exceptional quality and accelarating the world's transition to more sustainable trade.

ABOUT HYPERVSN

HYPERVSN is a young technology company responsible for developing the innovative and disruptive 3D holographic system that provides an immersive experience for viewers. From our global HQ in London, HYPERVSN services our partners and customers across the globe.

CLIENT STORY: Carrefour

CHALLENGE

Leading the move in the global retail industry, Carrefour management team recognized the fact that creating high-tech, consumer-centric stores is critical as a means to add value to their clients. That is why engaging in meaningful interactions and being close with various customer groups at Carrefour store level came high on the priority list to truly drive competitive advantage and took shape in building the 'Shop of Tomorrow'.

SOLUTION

HYPERVSN solution was a perfect fit for Carrefour omnichannel concept. HYPERVSN projection units generating stunning 3D videos with holographic effect were positioned in client-facing locations showcasing a set of hypervisioned Carrefour products.

A stunning 3-unit HYPERVSN configuration was installed in the first Carrefour store where all visuals were synchronized to demonstrate different products simultaneously.

HYPERVSN campaign was a success. As a result, Carrefour team decided to further extend the campaign and apply HYPERVSN in major Carrefour stores in Paris, in Lyon, Rennes and Toulouse to start with.

TESTIMONIAL

"Carrefour and my Electronic department (EPCS) have quickly understood the great potential power of both end-user attraction and information of the Kino-mo technology in our stores. We are really glad to be the first major retail store in France to experiment with the huge HYPERVSN effect on the end-user and sales."

Matthieu Desede
Category Manager IOT, Carrefour France