



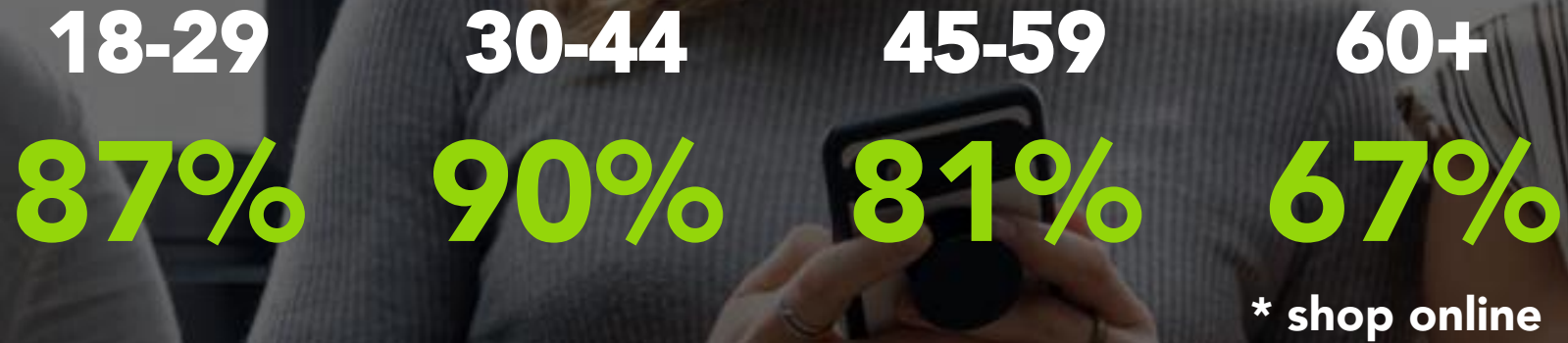
AUGMENTED REALITY THROUGH A RETAIL LENS

**HOW CONSUMERS ARE DIGITALLY
INTERACTING OFFLINE**

SURVEY OF 2000 CANADIANS

ABACUS DATA

CANADIANS DO A LOT OF ONLINE SHOPPING



■ Weekly or more ■ Monthly ■ Several times a year ■ Yearly

How often do you shop online for...

SOURCE: NATIONAL SURVEY OF 2,000 CANADIANS IN SEPTEMBER 2018

ABACUS DATA

RETAIL IS IN A DECLINE BUT THERE ARE INNOVATIVE WAYS TO DRAW CUSTOMERS BACK IN TO THE STORE

US DEPT. STORE REVENUE

↓ \$7.2

BILLION SINCE 2001

*US CENSUS BUREAU

But innovation can bring customers back to the brick and mortar stores.

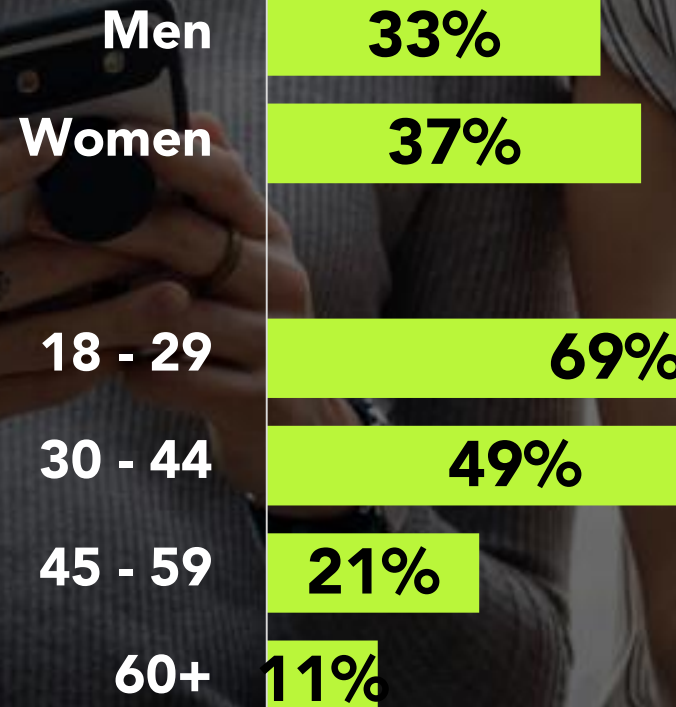


Magic mirrors which allow customers to 'try-on' products in store are just one example.

1/3 HAVE EXPERIENCE WITH AUGMENTED REALITY

35%

HAVE USED
AUGMENTED REALITY



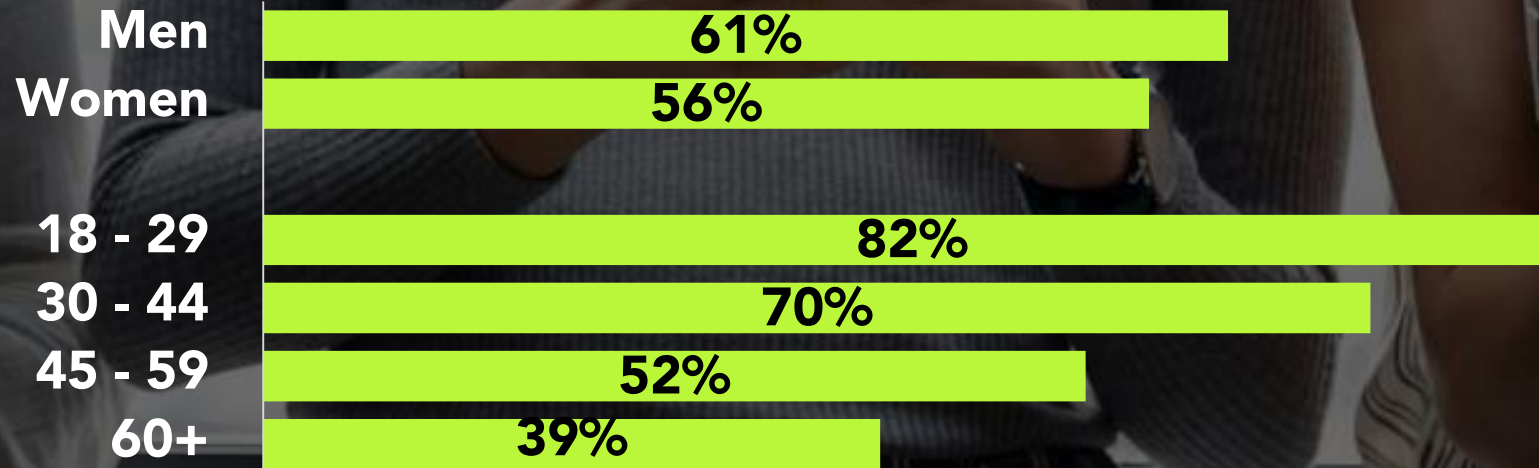
Have you ever used augmented reality? Select all that apply

SOURCE: NATIONAL SURVEY OF 2,000 CANADIANS IN SEPTEMBER 2018

A MAJORITY ARE WILLING TO INTEGRATE OTHER TECHNOLOGIES INTO THEIR SHOPPING HABITS

59%

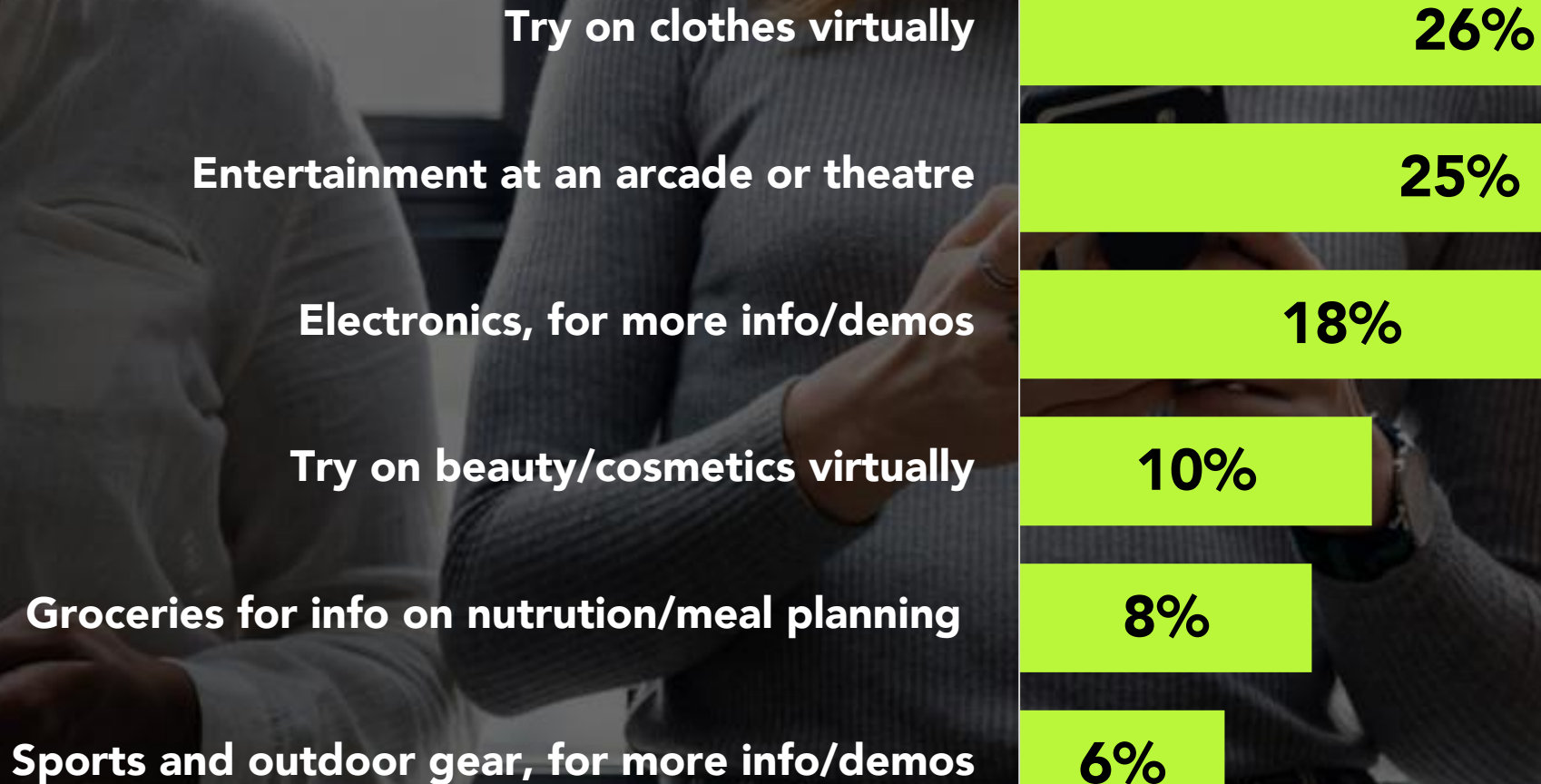
SAY THEY ARE WILLING TO TRY
AUGMENTED REALITY IN A RETAIL SPACE



If you were at a retail space, would you be willing to try augmented reality...

SOURCE: NATIONAL SURVEY OF 2,000 CANADIANS IN SEPTEMBER 2018

AND ARE MOST INTERESTED IN A VARIETY OF RETAIL AR USES

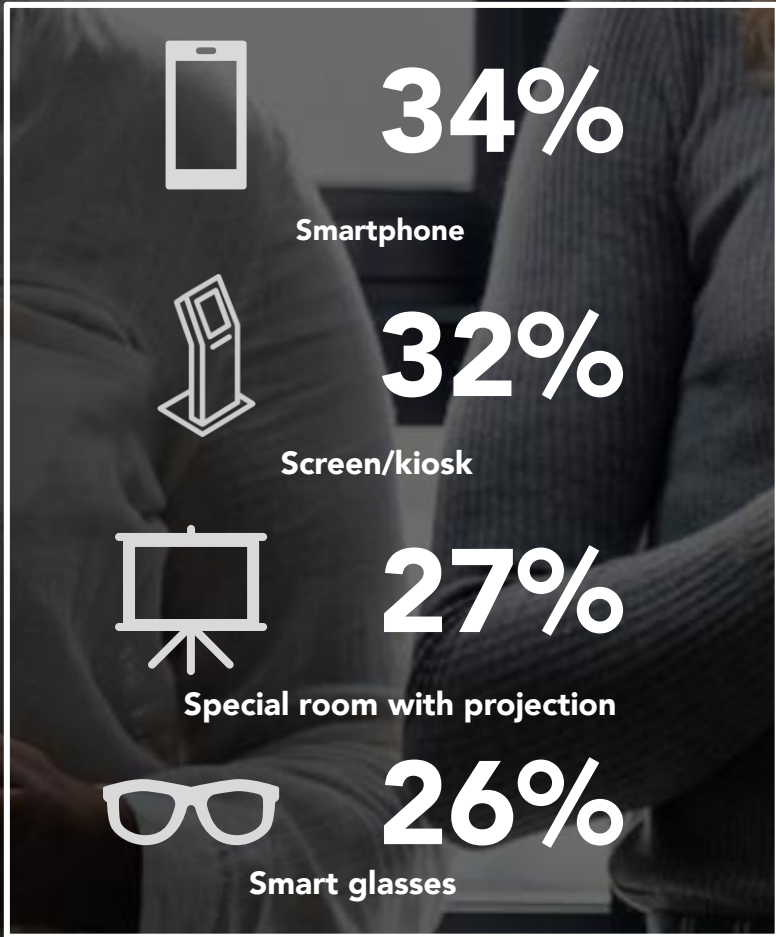


(Those willing to try AR in a retail space) In what type of retail situation do you think you'd try augmented reality most?

SOURCE: NATIONAL SURVEY OF 2,000 CANADIANS IN SEPTEMBER 2018

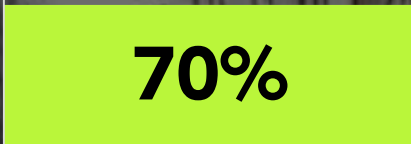
ABACUS DATA

MANY POSSIBILITIES FOR AR INTEGRATION

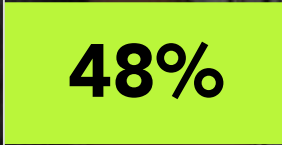


* willing to try

Entertaining



Useful/Helpful



Get you to try or buy things you wouldn't otherwise



Make things more efficient for you



AND AUGMENTED REALITY TECHNOLOGY PLAYS TO BOTH AN EMOTIONAL, AND A RATIONAL APPEAL.

If you were at a retail space, would you be willing to try augmented reality... Select all that apply

SOURCE: NATIONAL SURVEY OF 2,000 CANADIANS IN SEPTEMBER 2018



MUSEUM AND TOURISM TRENDS

HOW CONSUMERS ARE DIGITALLY
INTERACTING OFFLINE

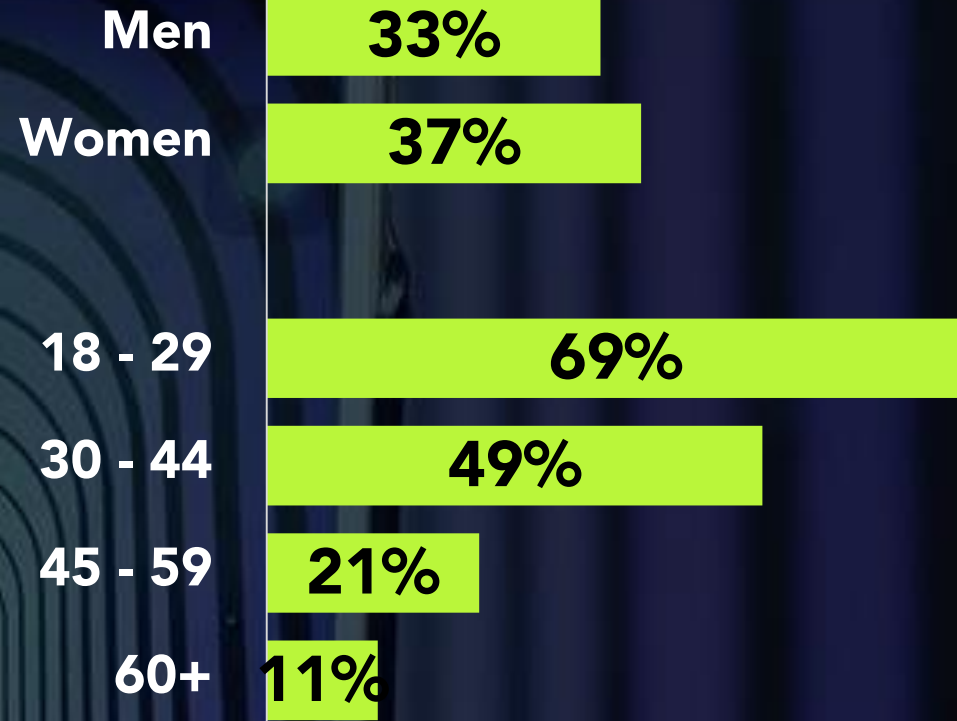
SURVEY OF 2000 CANADIANS

ABACUS DATA

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35%

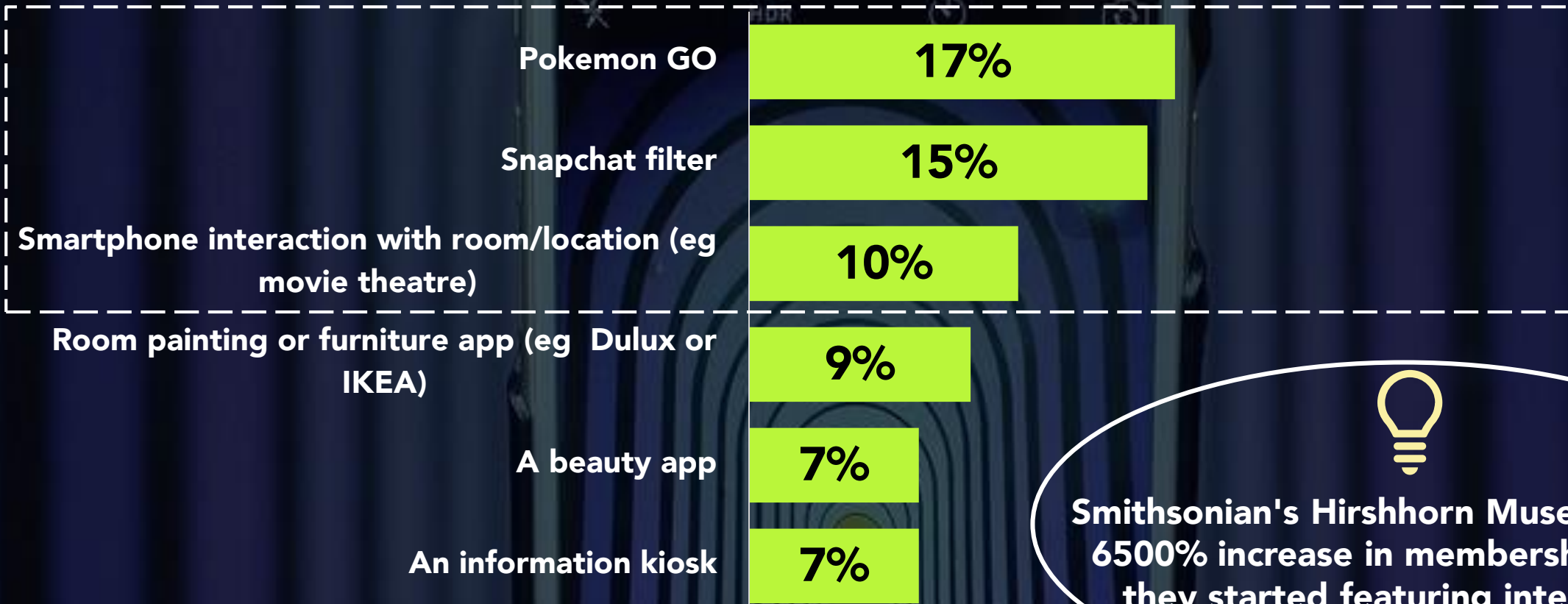
HAVE USED
AUGMENTED REALITY



Have you ever used augmented reality? Select all that apply

SOURCE: NATIONAL SURVEY OF 2,000 CANADIANS IN SEPTEMBER 2018

MOST PEOPLE USE AR FOR ENTERTAINMENT AND THE TOURISM INDUSTRY IS TAKING NOTICE

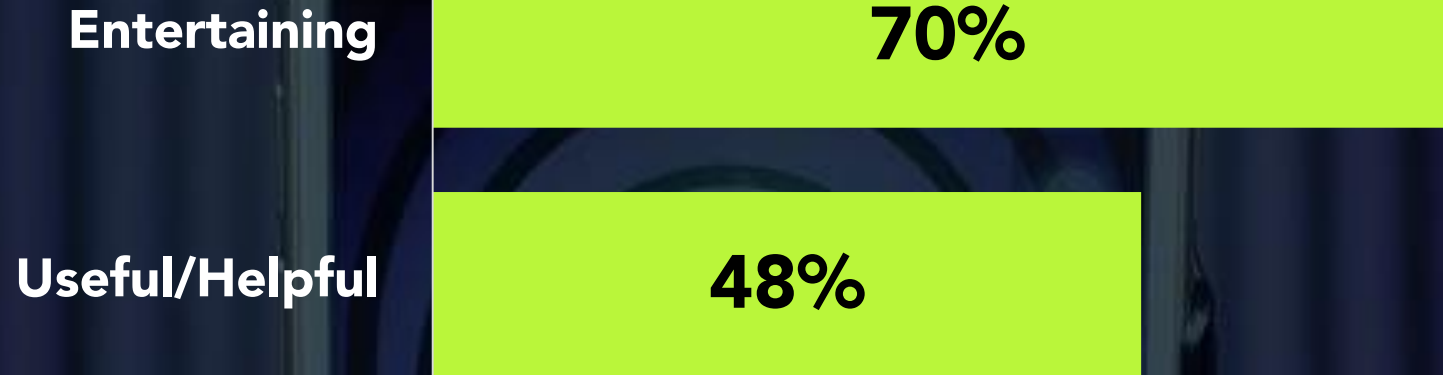



Smithsonian's Hirshhorn Museum saw a 6500% increase in membership when they started featuring interactive exhibits.

Have you ever used augmented reality? Select all that apply

SOURCE: NATIONAL SURVEY OF 2,000 CANADIANS IN SEPTEMBER 2018

CANADIANS THINK AR IS FUN AND EDUCATIONAL



And are open to interacting with AR in a variety of ways.



34%

Smartphone



32%

Screen/kiosk



27%

Special room with projection



26%

Smart glasses

(Those willing to try AR in a retail space) Do you think using augment reality would be...? Select all that apply

SOURCE: NATIONAL SURVEY OF 2,000 CANADIANS IN SEPTEMBER 2018

ENTERTAINMENT TRENDS

HOW CONSUMERS ARE DIGITALLY
INTERACTING OFFLINE

SURVEY OF 2000 CANADIANS

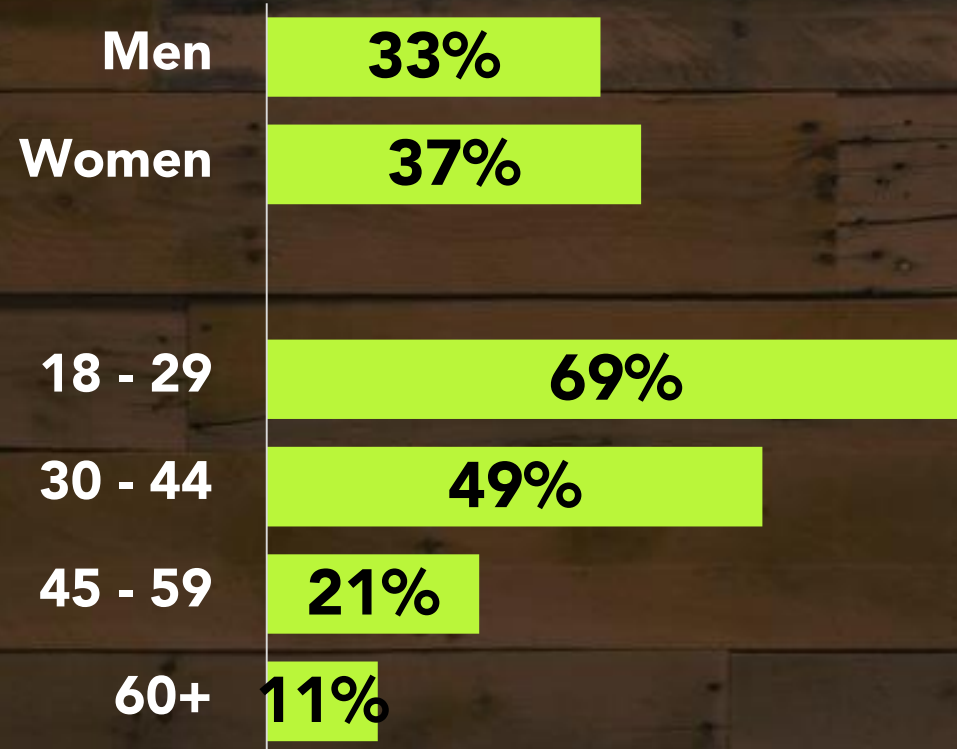
ABACUS DATA



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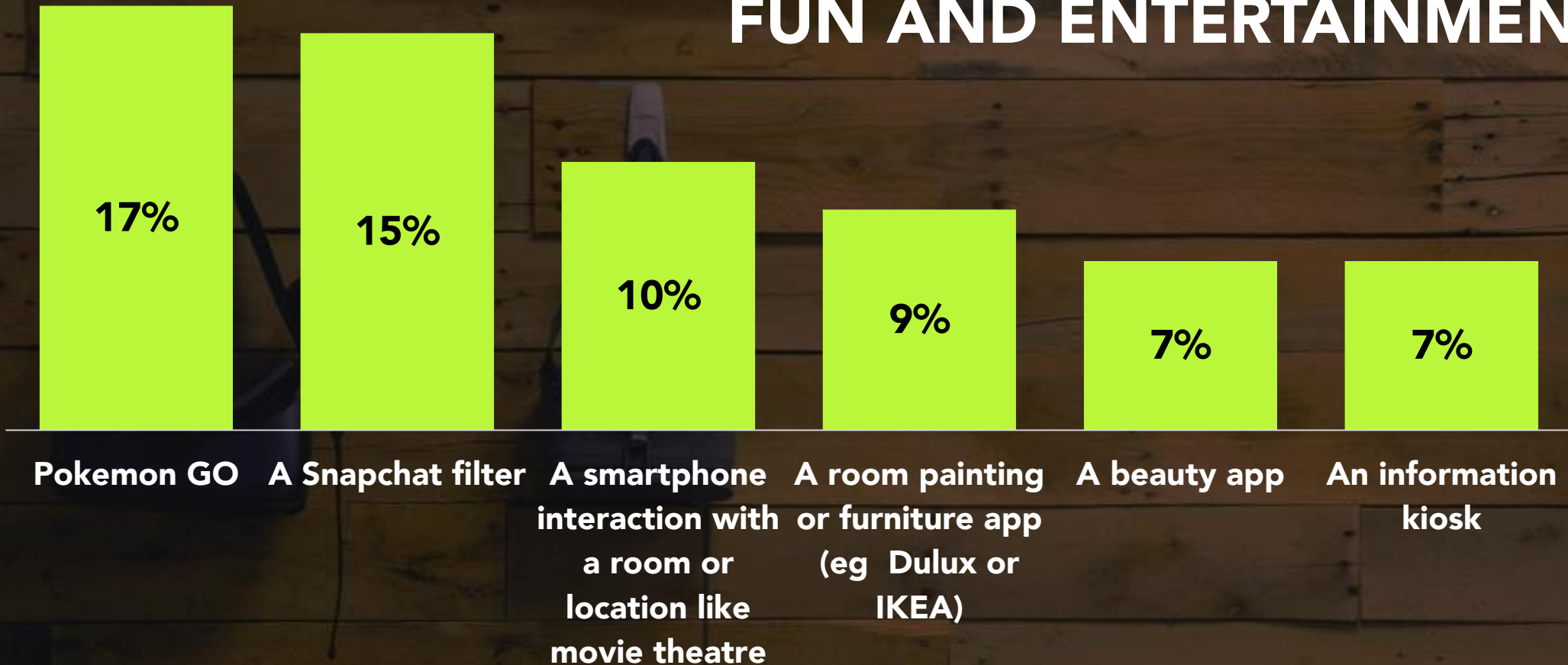


Have you ever used augmented reality? Select all that apply

SOURCE: NATIONAL SURVEY OF 2,000 CANADIANS IN SEPTEMBER 2018

MAJORITY OF AR USE IS SMARTPHONE DRIVEN

MANY ALREADY USE AR FOR FUN AND ENTERTAINMENT.



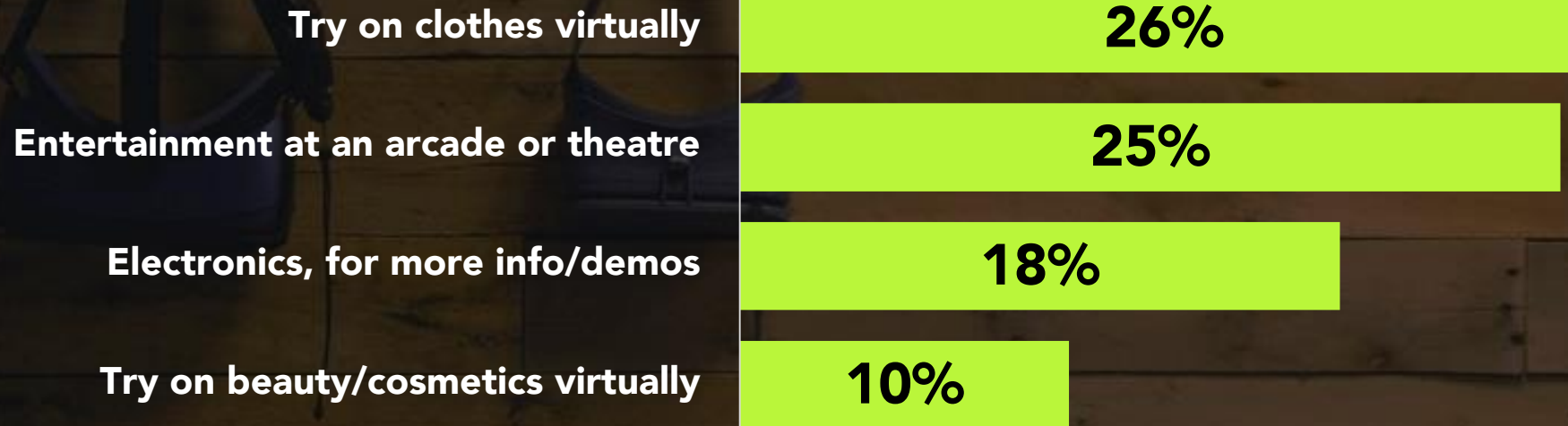
Have you ever used augmented reality? Select all that apply

SOURCE: NATIONAL SURVEY OF 2,000 CANADIANS IN SEPTEMBER 2018

AR INTERACTIONS ARE POPULAR

1/4

SAY THEY WOULD BE MOST INTERESTED IN AR IF IT WAS IN AN ARCADE OR A MOVIE THEATRE



(Those willing to try AR in a retail space) In what type of retail situation do you think you'd try augmented reality most?

SOURCE: NATIONAL SURVEY OF 2,000 CANADIANS IN SEPTEMBER 2018

MOST SEE ENTERTAINMENT VALUE IN AR

Entertaining

70%

Useful/Helpful

48%

And are open to interacting with AR in a variety of ways.



34%

Smartphone



32%

Screen/kiosk



27%

Special room with projection



26%

Smart glasses

(Those willing to try AR in a retail space) Do you think using augment reality would be...? Select all that apply

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