

# SHelfZONE TRADE

The Retail space simulator designed for the trade marketer.

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## VR SIMULATION

ShelfZone uses high-end VR headsets to simulate retail spaces in virtual reality.

### Room Scale Movement

**Moving inside VR has never been easier.**

Thanks to a dedicated user interface, moving inside virtual reality is an instant and natural-feeling experience, with no collateral effect. It is possible to interact with the environment, walk and teleport yourself inside a surface thousands of square meters wide with a simple click.

### VR Control Panel

**From virtual to real, with a click.**

To allow the user to control, from the inside of the simulation, the external views (see Live View and Planogram View), ShelfZone offers a virtual control panel. Activated with a click, the VR control panel follows the user wherever he/she is inside the simulation, placing itself in your most comfortable position.

### Hand-holdable VR products

**See all the data, holding the product in your hand.**

In the VR simulation, you can hold products that will appear in Live View mode with Trade data overprint. A holdable product appears in the foreground: the Retail space goes background, blurred, to give a major focus on the product and its packaging. It is possible to hold the product with both hands.

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## LIVE VIEW

ShelfZone can display what happens within virtual reality through connected monitors.

### Room Scale Movement

**A trade project, as beautiful as a movie.**

In this mode, ShelfZone shows live what the user is doing inside virtual reality. The real-time stabilization of the scene prevents the audience from suffering from motion sickness. The quality of the displayed environment and objects shows all the power of the graphic engine, taking advantage of the resolution of next-gen screens.

### Product trade-data overprint

**All the Trade data, at your fingertips.**

A virtual hand-holdable product appears in Live View, enhanced with dynamic data such as sell-out value, space allocation, distribution, and so on. Data import from third-party softwares is possible.

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## PLANOGRAM VIEW

ShelfZone can display on external screens a data-enhanced 3D planogram.

### Planogram camera

**Tell how you designed a planogram as if you were in front of a shelf.**

The planogram camera, selected from the VR control panel, displays on external screens an orthogonal view of the planogram that the user is looking at live in virtual reality. Once this view is activated, the user can temporarily take the headset out, to speak with your audience members in front of the full planogram.

### Planogram Trade-data overprint

**Present data right from the shelf.**

Selectable from the VR Control Panel, the Trade-data Planogram View displays on external screens an orthogonal view of the planogram that the user is looking at in virtual reality, enhanced with overlaying colors that automatically underline dynamically-imported data. It is possible to integrate any kind of data from owned or third-party software.

### Planogram comparison

**Jump in and compare planograms.**

Through the VR Control Panel, the user can use the teleport functionality to get to a pre-set position with a simple click. This way, it is possible to compare planograms and space allocation solutions, literally jumping from a shelf to another.