Virtual Reality Shop
...the next frontier of retail

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Project Proposal

The creation of an easy to use and flexible virtual shopping environment that can run using the Oculus Rift and an appropriate PC.

Goals and Contributions

Our Goal: Explore how aspects of **online retail can be realized into a virtual 3D environment** in order to create fully immersive experiences that reach beyond existing physical and digital channels

What is VRS?
- **Innovative:** One of the first **Virtual Reality Fashion environments** using the **Oculus Rift**
- **Online:** Supports **real-time connection to outlet data**
- **Easily Configurable**: Retail owners can provide any 3D model for their product, customize wall, floor and ceiling textures (e.g., add advertisements), clothe locations, colors, prices, discounts and many more

VRS Architecture
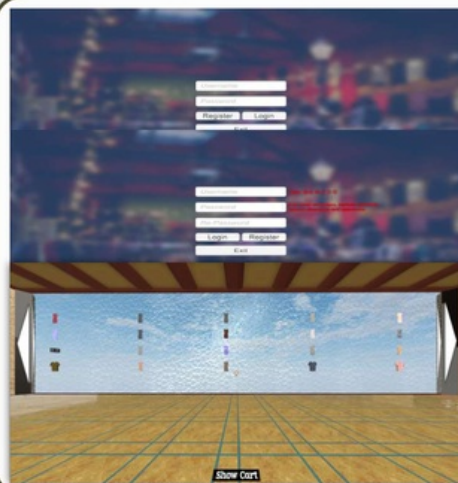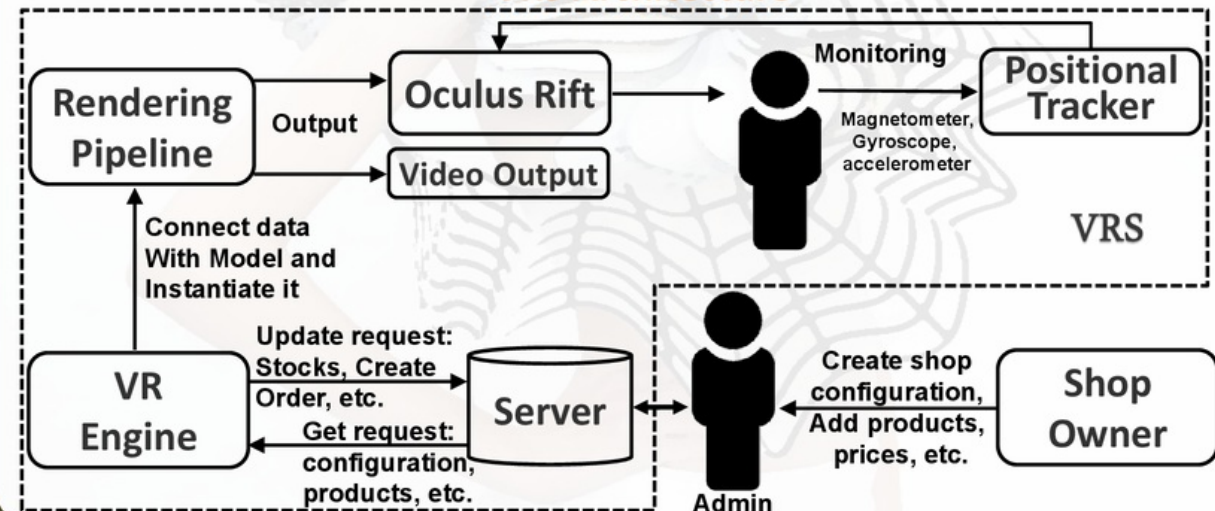
Interface Design

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