

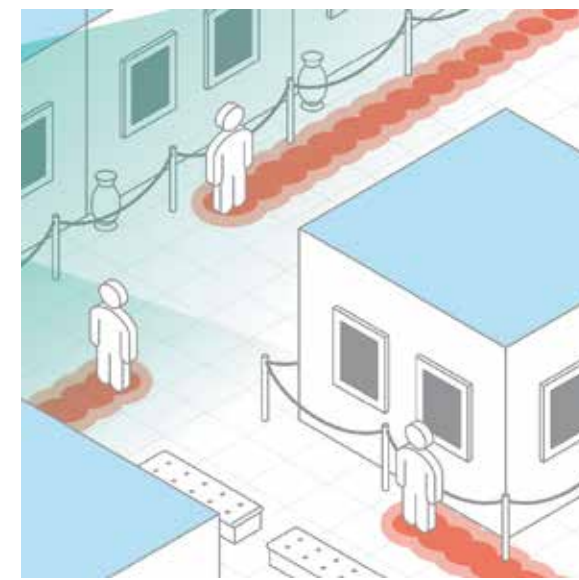
## event 01

formal definition of the customer's product

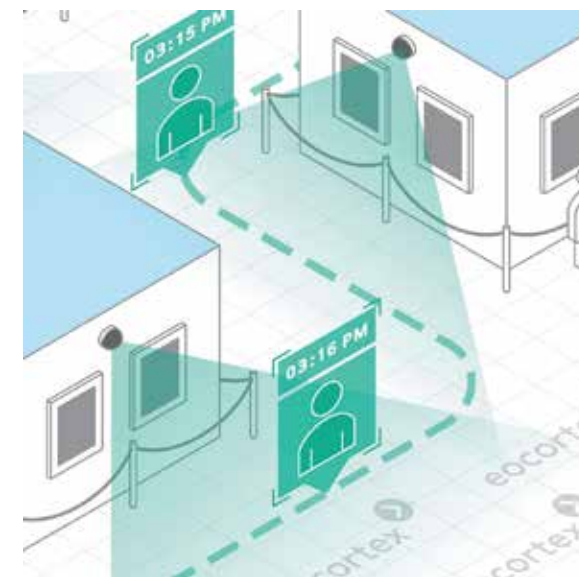
2 tracking mechanisms:

- peripheral sensor around the display;
- direct interaction: when close enough the customer can open a menu displaying a more detailed description of the product;

HEAT MAP



FACE DETECTION AND RECOGNITION



## event 03

in a second space, projections are triggered the selection of watches defined by the boutique determines the theme of the videos projected

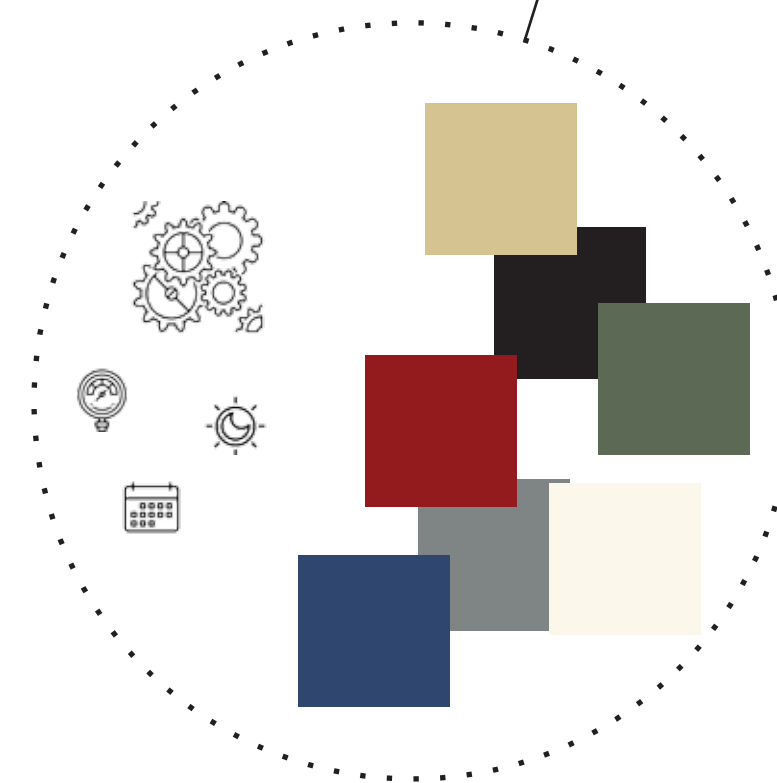
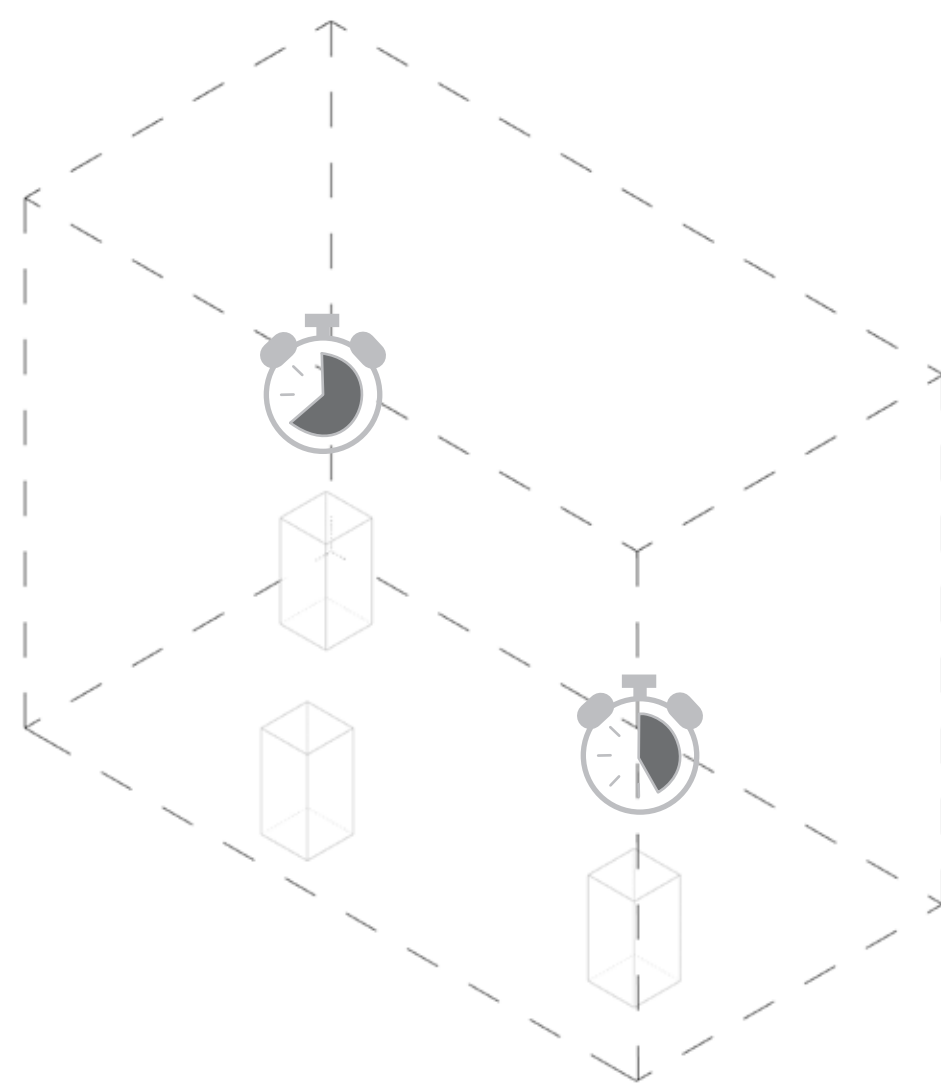
these refine the customer profile, to attach a theme to it, which translates into images and color scheme

## event 02

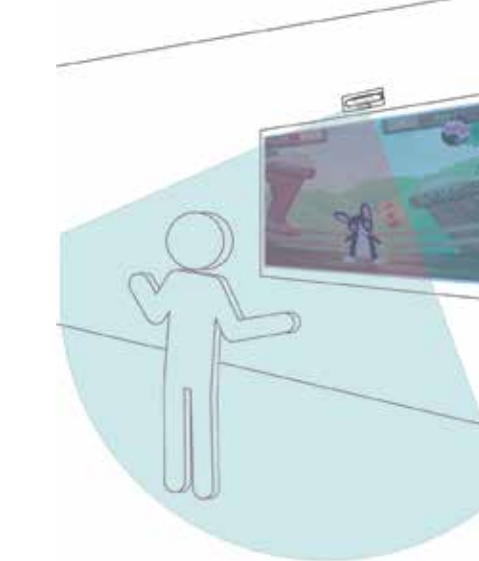
definition of the characteristics of the watch for the customer

a timer starts when the customer opens a descriptions  
it stops when he closes it

the amount of time for each watch is collected to refine the selection



INTERACTIVE WALL PROJECTION



## event 04

3 videos are shown at a time

the customer can choose which video they like the most by tapping it, which triggers a new set of videos

this defines the design of ornament for the packaging

