



WIR



How AR, VR, and Metaverse Helping The Retail Industry Transform



By: Stephen Ng

Chief - Metaverse Project

#1. About WIR



✦ About WIR Group



S.E Asia's integrated Augmented reality
technology companies



2009

Establishment

1000+

PROJECTS

20+

Countries
SERVED

5

PATENTS
Registered
under pct

Global
Award
winning
company

✚ About WIR Group

-  2017 GOLD Award at the 3RD OUTSTANDING CORPORATE INNOVATOR AWARD (PDMA Asia Pacific)
-  AR Best Campaign at the Augmented World Expo's 7th Annual Auggie Awards 2016 - Silicon Valley (USA)
-  Top 25 Indonesia Most Creative Companies 2016 by SWA Magazine (Indonesia)
-  AR Best Campaign at the Augmented World Expo's 6th Annual Auggie Awards 2015 - Silicon Valley (USA)
-  Winner at The Smarties APAC 2015 (Asia Pacific)
-  Innovation 40 by The New Economy, London, March 2014 (UK) at London Stock Exchange
-  Augmented Reality Champion Category 2013 by AR Summit London (UK)
-  The Most Innovative Application by Gadget Award 2013, Jakarta (Indonesia)
-  Best Use of Technology Category at the Marketing Events Award 2013 (Singapore)
-  Asia's Best Entertainment Channel 2012 by 3rd CMO Asia Award (Singapore)
-  The Most Innovative Game by Indonesia Game Show 2012
-  Asia's Best Study Case 2010 by TechnAsia



2014 LONDON



2015 SILICON VALLEY



2016 SILICON VALLEY



2017 CHICAGO



2019 WIR coverage
by Forbes.com



2019 WIR coverage
by Forbes.com



2019 2020 2022
Representing
Indonesia in WEF Davos



2020 GERMANY

Global Achievements

A Frameless Future



Communication
Style



Letter



Telephone



SMS



Instant Message



Emoji / Avatar

Key
Technology



Car



Television



PC



Smart phone



AR - VR - AI = Metaverse

Greatest / Silent Gen
(born 1923 - 1945)
±0.3bn of
Global Population

Baby Boomers
(born 1946 - 1964)
±1.1bn of
Global Population

Gen X
(born 1965 - 1980)
±1.5bn of
Global Population

Millennials
(born 1981 - 1997)
±2bn of
Global Population

Gen Z
(born 1998 - 2018)
±2.4bn
of Global Population

Covid19 Impact on #2. AR, VR for Retail Consumers





The social economy
skyrocketed during the
COVID-19 pandemic.

With platforms like TikTok,
YouTube, Instagram, etc.





Indonesia has the largest population of Instagram users in the regions, with 57 million active accounts – and is the largest Instagram Story producer in the world



Indonesia is TikTok's 2nd largest market in the world.





Online (and social) commerce is big and growing rapidly.

30 million Indonesians today are transacting online, creating a market of at least \$8 billion. Market could grow to \$40 billion upwards in the next five years.

- *McKinsey & Company*



Tiktok Shopping 10.10 in 2021



42 MILLIONS VIEW S

for the live streaming between the period of
4 - 10 October 2021



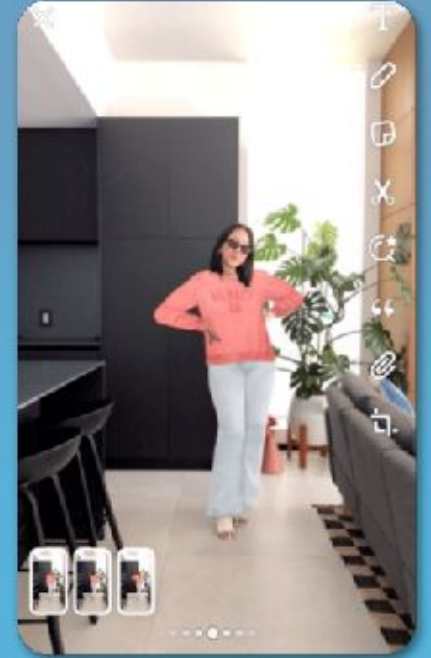
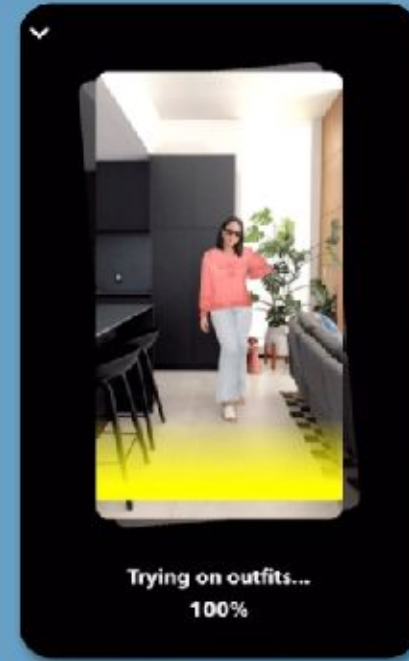
354% SALES

increase from the previous week





In 2022, Snap's new AR tools turn photos into 3D assets, let retailers use Snap's AR tech in their own apps





5G opens new possibilities for AR and VR



Educational experience continue to become increasingly common



Improved AR smart glasses and phones

PC
40 YEARS

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Home > News > Apple

Apple Teases AR Glasses Reveal at WWDC

We could be overthinking this, but the invite Image for WWDC 2021, set for June 7-11, makes us wonder if Apple is gearing up to talk about its work on augmented reality and VR.

By Michael Kan

March 30, 2021

[f](#) [t](#) ...







VR continues to break records as Meta's Quest 2 headset leads the pack, now eclipsing the 14.8 million units sold mark in 2022 according to new data provided by the IDC



❖ Mixed Reality is a

Blending of the physical and digital worlds in which users may interact with 3D digital objects while maintaining presence in the physical world



AUGMENTED REALITY



VIRTUAL REALITY

Mixed Reality + AI = Metaverse

#3. Gen Z as The Key Driver





The youngest generation of Asian consumers is becoming a force.

By 2025, Generation Z will make up a quarter of the Asia-Pacific (APAC) region's population, constituting the same share of millennials population.

The rise of Gen Z is predictably to have a dramatic impact in Asia as one of the most key consumer segments of our near future, reshaping the future landscape with their growing spending power and voices.





Gen Z are leading the shift to OTT

23% of 16- to 34-year-olds in SEA are heavy users

More than 116 million Southeast Asian viewers embrace ad-funded content

69% of female Gen Zers watch ad-supported platforms

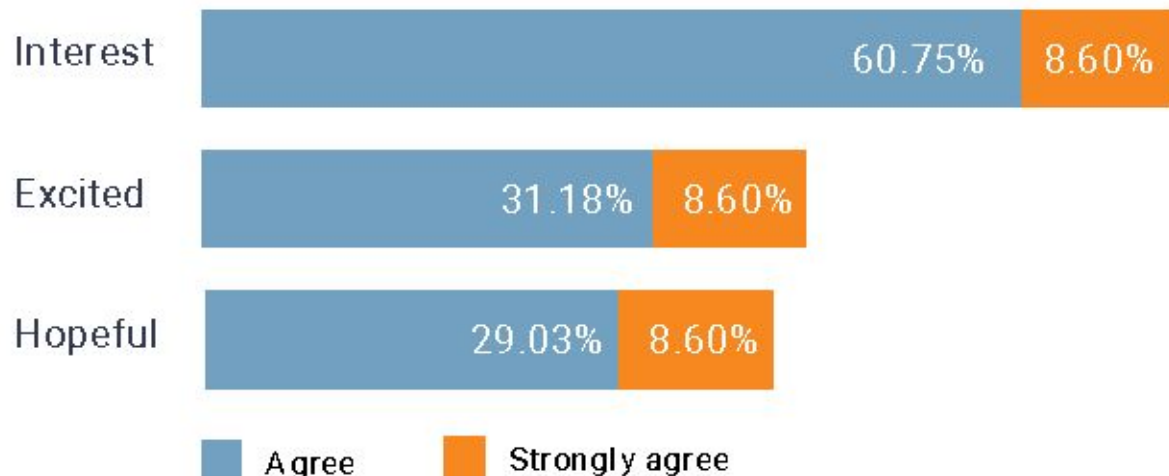
The Trade Desk Future of TV Survey 2021 (Number of people using at least 1 OTT platform in P3M) Base: SEA (n = 3407), SG (n=400), ID (n=603), TH (n=602), PH (n=601), VT (n=600), MY (n=601)



2/3 of Indonesian Gen Z Adults Are Interested in the Metaverse

The survey found that 69% among the respondents are agreeable about their interest in the metaverse. This number is 18% higher than the survey result conducted in the US.

Respondents were asked how agree they are about certain feeling in metaverse



People think that metaverse is a **major forward in human interaction**, there is so much **untouched opportunity** in this sector

#4. Opportunities for Retailers in the metaverse





An expanding list of fashion brands has been getting involved with metaverse platforms.

Notable brands include Nike, Ralph Lauren, Louis Vuitton, Tommy Hilf, Balenciaga, Burberry, Gucci, Vans, Zara, and Forever 21.

While most have taken an experimental approach, some are staking claims to become metaverse pioneers in “direct-to-avatar” commerce.



Starbucks: We're creating the digital Third Place

May 03, 2022 · 3 min read

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Marketing	Product	Commerce	Supply chain/ops	Talent
◆ Product placement	◆ Product testing and try-on	◆ Enhanced e-commerce shopping	◆ Manufacturing design, safety and testing	◆ Employee collaboration
◆ Immersive marketing	◆ Branded digital product	◆ Augmented store experience	◆ Contact center interactions	◆ Immersive events
◆ Product demos	◆ Digital and physical integration	◆ Planogram and store layout visualization	◆ Process simulation and refinement	◆ Training and hands-on simulation
◆ Simulated ethnographic research	◆ NFT partnerships and licensing	◆ Metaverse demo / digital stores	◆ Last-mile delivery and blockchain verification	
◆ NFT-based loyalty programs				



Source: Deloitte



❧ Retailers should consider the metaverse as a new omnichannel experience.



We believe in the future of retail: in the physical and digital working together to put the customer at the heart of a sensory and emotional experience that will deliver what they really want.





Thank you