

The Mobile Virtual Aisle

IDG's Mobile Virtual Aisle is an in-store experience that enables in-context store and shelf learning while being **portable to anywhere in the world. Using eye-tracking and qualitative interviews, IDG extracts immediate insights** from shoppers' interactions with the aisle.

The Virtual Aisle lends itself to **both quantitative and qualitative approaches** and is ideal for:

- POGs / Aisle Resets / Merchandising
- Package Testing / Optimization
- Shop-A-Longs
- POS, Signage & Displays
- Path to Purchase
- Eye-Tracking



By integrating quantitative data from IDG's mobile eye-tracking and qualitative insights from follow-up interviews/shop-a-longs, concise and effective shelf/packaging decisions can be made quickly and with full confidence.

The 4K Cinematic Reality projection system is a high resolution mobile Virtual Reality rear projection capable of producing high resolution digital images with cinematic color quality.

The rear projection screen surface uses a resolution of 4096 x 2400 and produces a minimum of 33.3 Pixels Per Inch (ppi). The high resolution image reproduction of this system displays realistic shelf sets for virtual shopping experiences.

- 6 x10 foot portable screens for life sized, scaled projections
- Ability to project high resolution images that are 4x HD and up to 9.8 megapixels
- Rear projection to eliminate shadows
- Ability to simultaneously test multiple design options and easily modify test stimuli
- Faster results than in-market testing
- Identify lead design options to test in further quantitative research or in-market testing
- Can be set up using multiple systems* options include a 10' long 2 sided aisle, a 30' long single sided aisle, or a 3 sided "cave". Requires up to 3 units, space and power considerations required.



The aisle imagery can be supplied by the client or **our designers can render the SKU's and shelving for the aisle imagery**. The illustration above shows an actual picture of a product endcap with the rendered image in the center.