

**A Future Store Front
which
You can Experience Now**

- **MIDY** technology provides the frame work -

**Independent Virtual Shops make
a Real 'Virtual Shopping Street'**

**Each shop manager can use
his/her own computer to carry out
the business**

Salesperson as Customer Assistant in the Virtual Shopping Scheme

**Importance of
Customer Interaction Scripts**

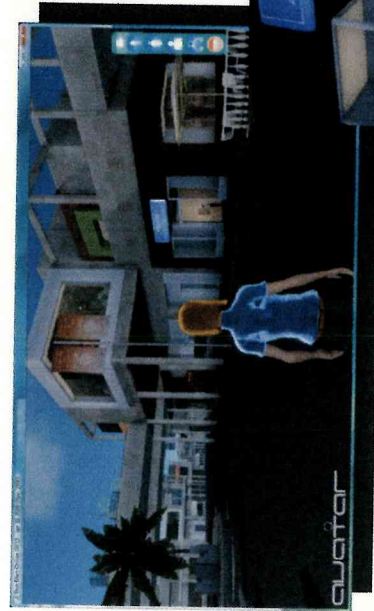
As a Store Manager,

- Your script to your '*Customer Assistant*' gives a clear sequence of sales steps, and assists the customer to choose and buy
- You'll get the log, so you can tell the customer behaviors and marketing information

As a Shop Designer,

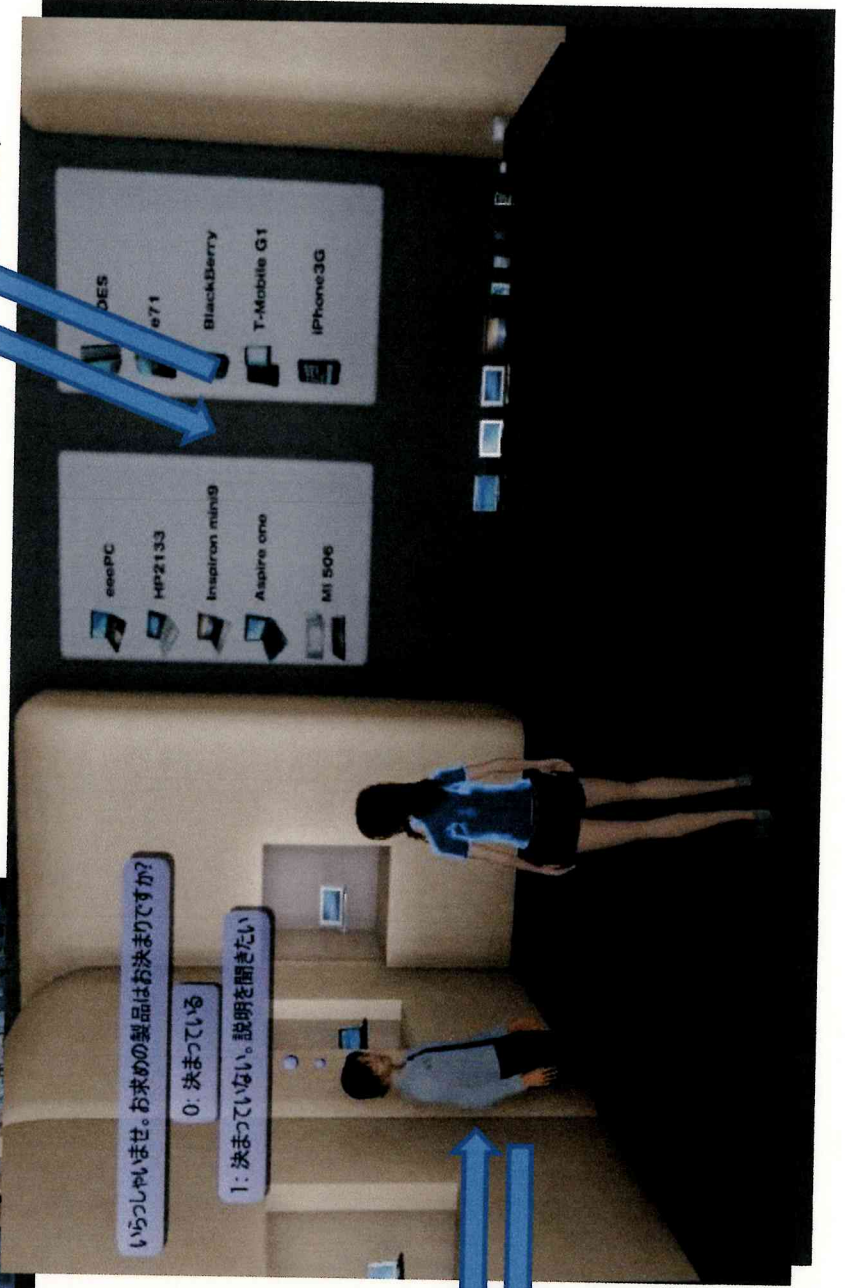
- You may re-design and test as you like in the virtual space, consulting the performance of customers
- You can test multi cultural sales strategy before you expose to real retail competition

MIDY



Avatar in the world of Blue Mars

Real Shop Manager



Real Customer

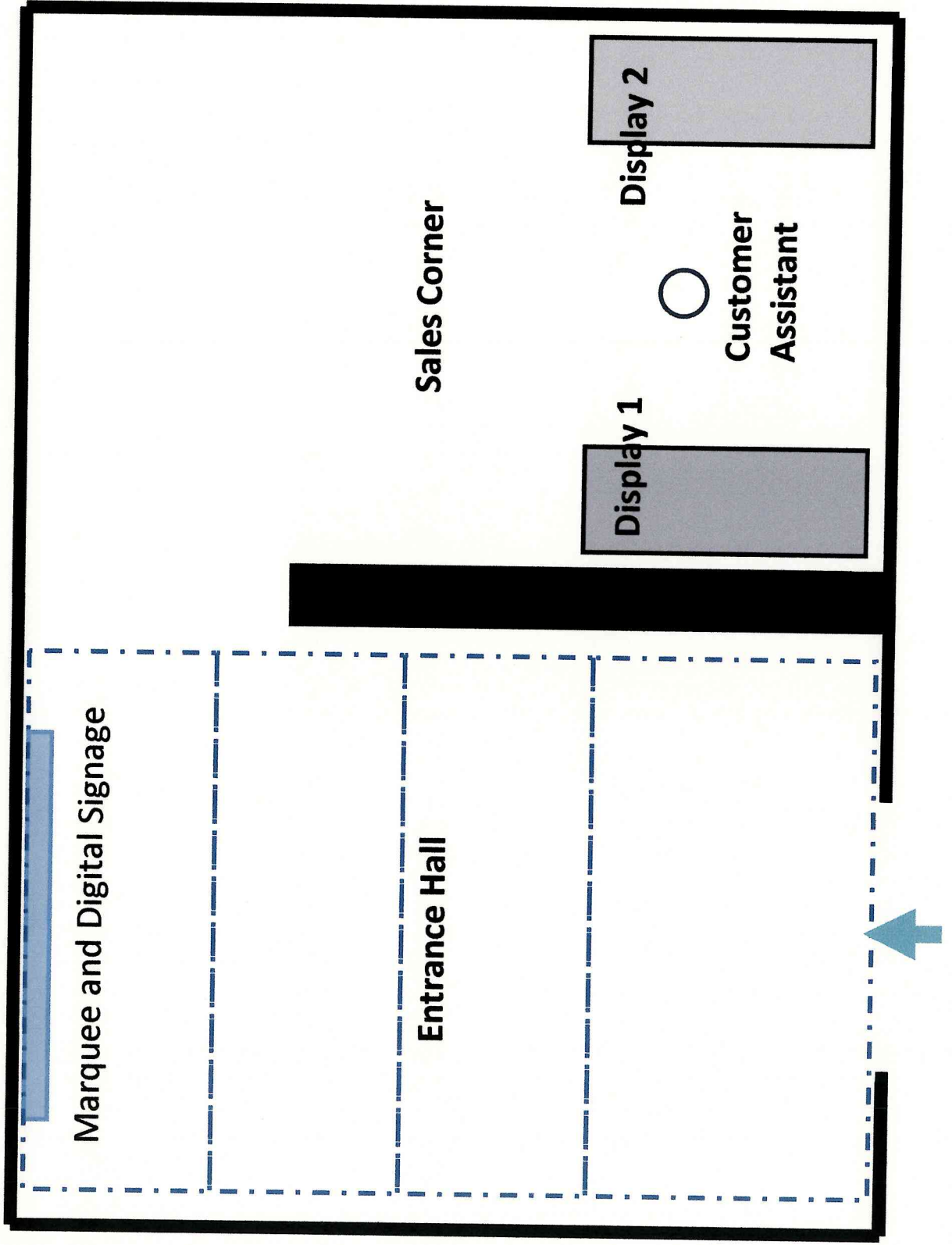


Features of the Current Implementation

- *Current Research Issues* -

- Choice of Interaction scheme
 - Automatic Natural Language Detection and natural dialogue between the customer assistant and the customers
 - Choosing by picking up the item number
- State Transition Reports for Manager
 - Based on the '7 stage determination model' of us
 - Graphical reports on the customer behaviors
- Combination with Digital one-to-one Marketing tools

New **MIDY** Club Floor Design



MIDY

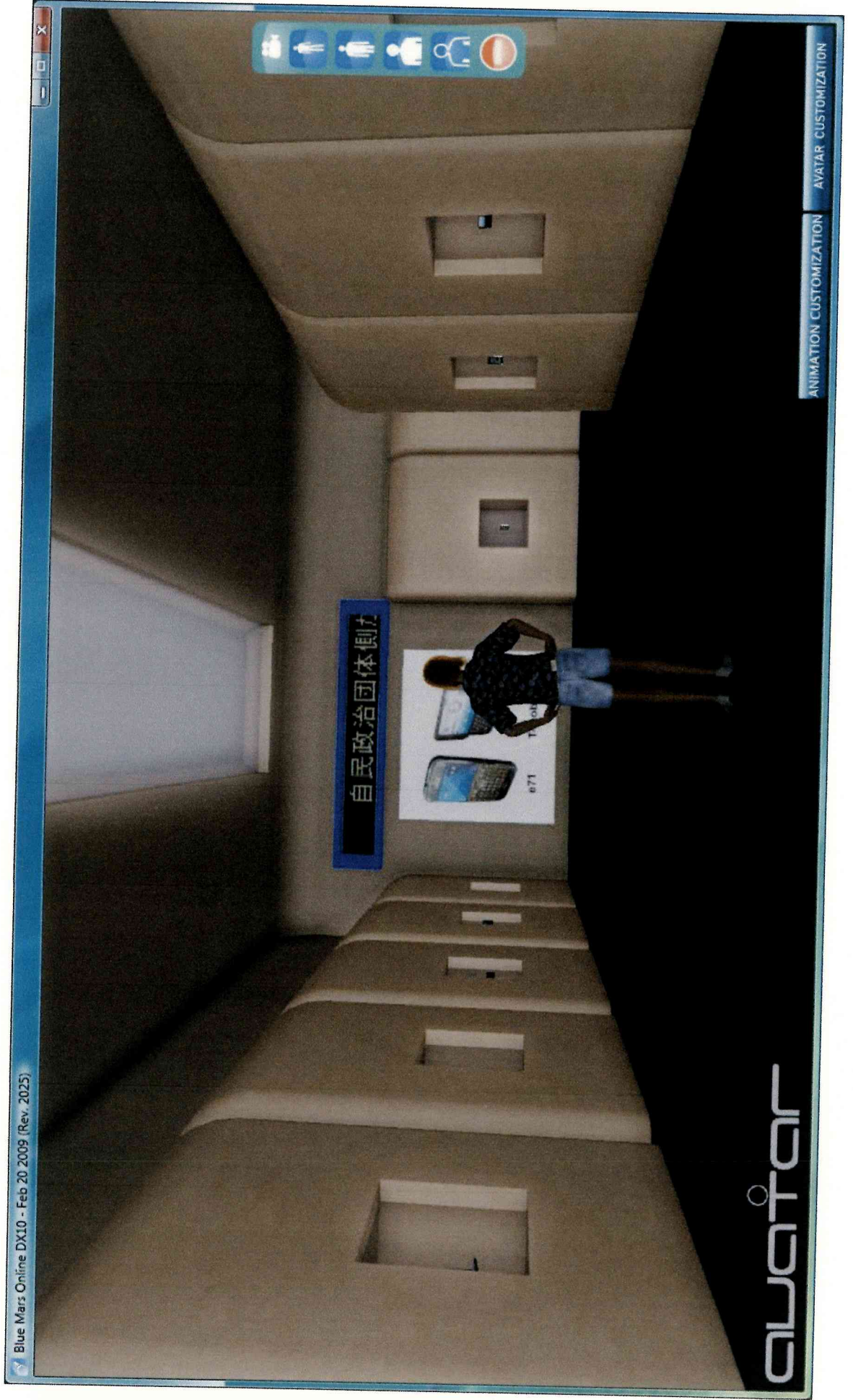
Blue Mars Online DX10 - Feb 20 2009 (Rev. 2025)

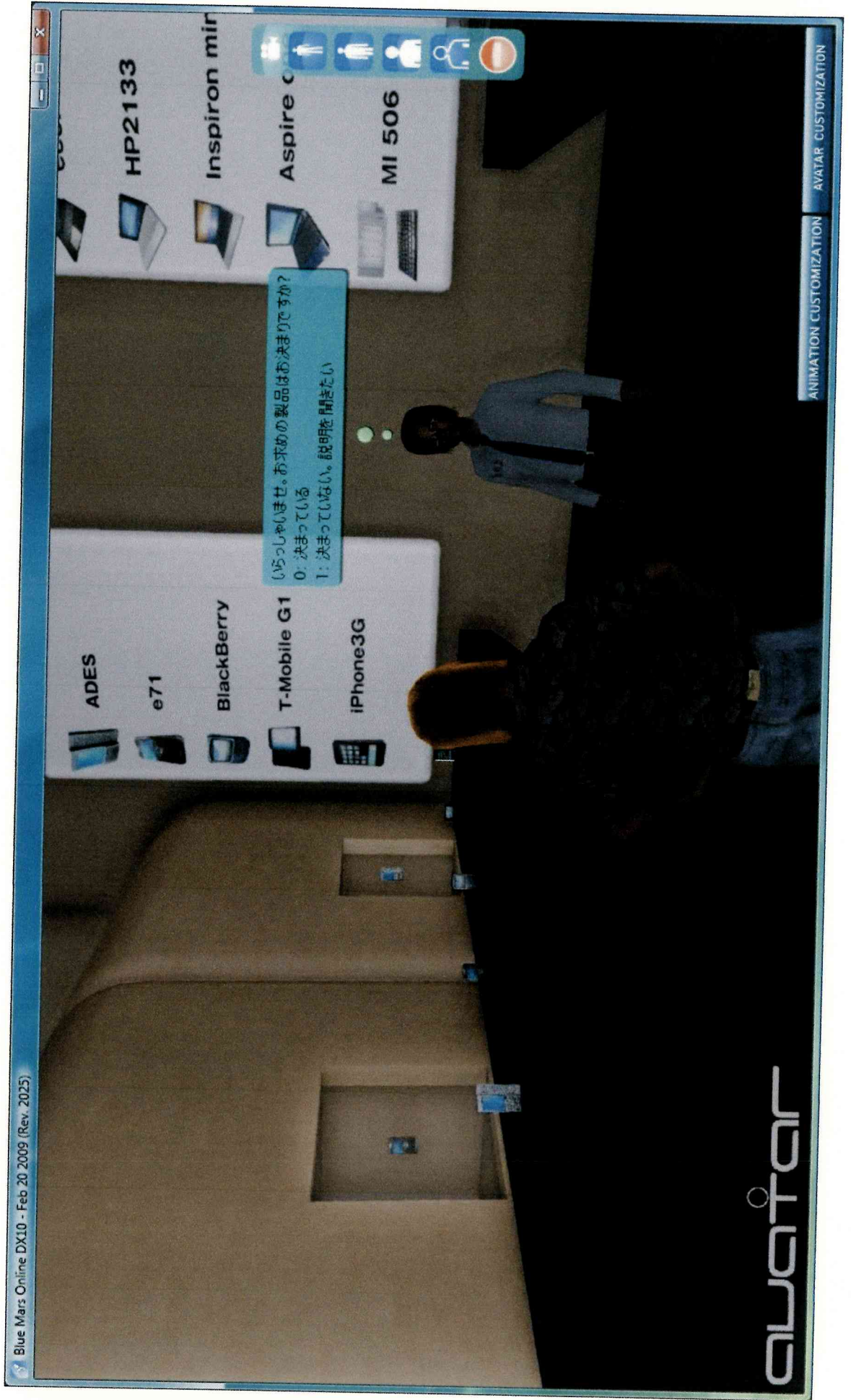
Midyy Club
Aoyama Gakuin GSIM, Ida Group



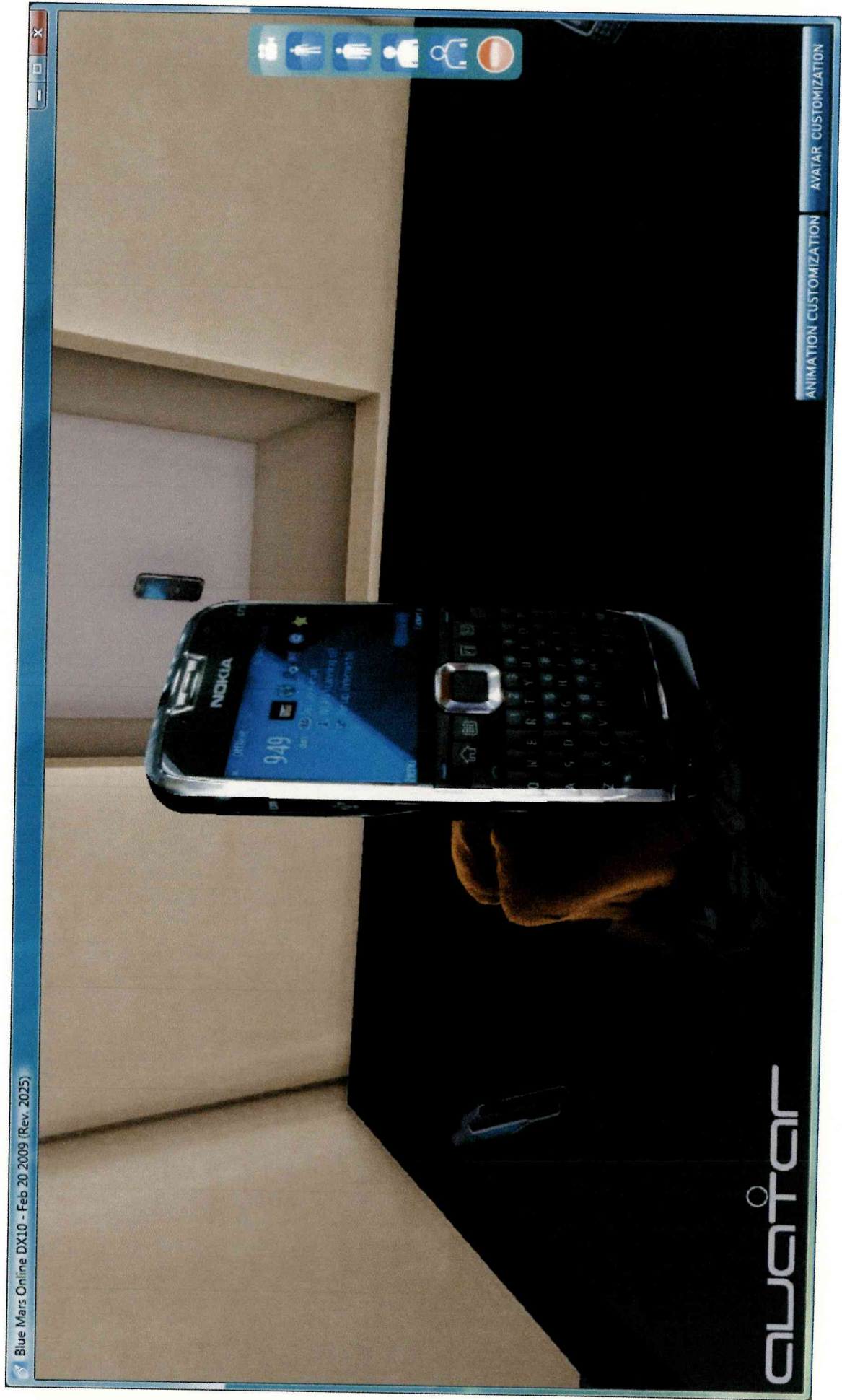
Avatar

ANIMATION CUSTOMIZATION AVATAR CUSTOMIZATION





MIDY



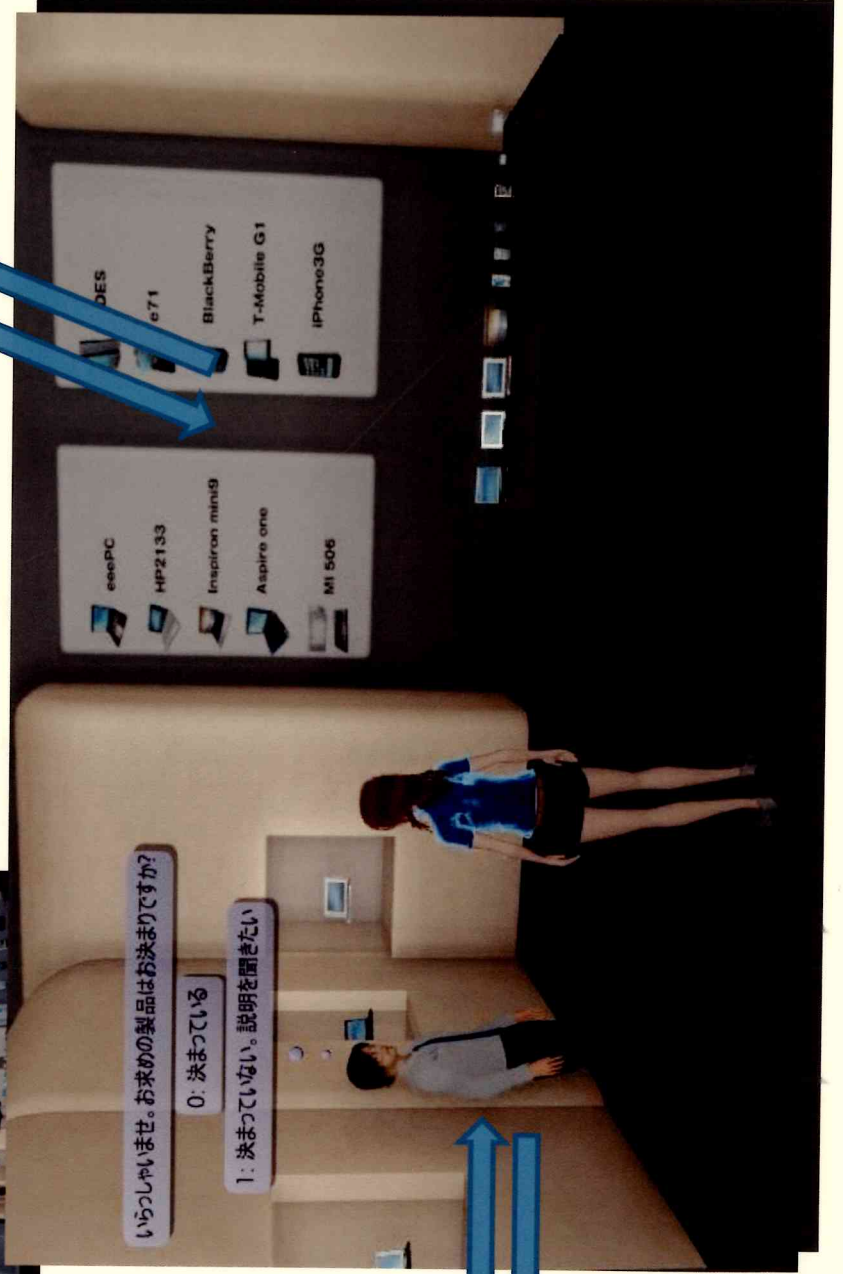
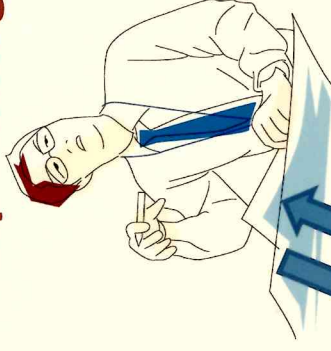
MIDY





Avatar in the world of Blue Mars

Real Shop Manager



いらっしゃいませ。お求めの製品はお決まりですか？

0: 決まっている

1: 決まっていない。説明を聞きたい

Real Customer

