SNAPSHOT TOPICS SERIES

It's Time to Get Phygital at Events!

BRIDGING THE GAP BETWEEN PHYSICAL AND DIGITAL

It's getting high marks in education. It sells in retail. It's big in business. It's "phygital" and it delivers on the trade show floor. Phygital experiences are more than fingers touching screens.

physical + digital = phygital

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Phygital experiences seamlessly merge digital technologies with physical spaces to create entirely new experiences such as:

- **Virtual testing**
- **Augmented search, review and product comparisons**
- **Dynamic spaces that respond to different people in different ways**

Some of the digital technologies used to create phygital experiences include:

- **Augmented Reality (AR)**
- **Virtual Reality (VR)**
- **Artificial Intelligence (AI)**

"**Phygital** experiences bridge the gap between digital and physical, allowing people to interact through a much wider range of human senses."
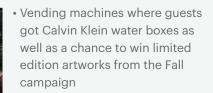
—DIGIFEST 2018, ICC, BIRMINGHAM

MAKE IT MEMORABLE

One great phygital example is the **Nike Makers' Experience**. Using VR and AI, consumers could design a pair of shoes and have them made in less than an hour. People could pick from different graphic patterns and colors and even add different pieces of text.

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GO BIG AND GO WITH A FRIEND

Another great phygital example is this digitally-enhanced open market experience. For the 2018 holiday season, Calvin Klein teamed up with Amazon Fashion for a "phygital" NYC market experience that included a "Together in Denim" billboard similar to the one used in the Calvin Klein fall campaign. Visitors could have their photos taken by an onsite photographer and become part of the billboard.

Other "phygital" experiences in the NYC Market included:

• An Alexa Jukebox Lounge, where an analog Juke Box was enhanced through Alexa voice technology, so guests could control the music and lighting

• Vending machines where guests got Calvin Klein water boxes as well as a chance to win limited edition artworks from the Fall campaign

• A Popcorn Stall where guests took photos replicating the special effects of Calvin Klein's fall runway show

OR...BEGIN WITH A SINGLE PHYGITAL EXPERIENCE

Phygital experiences can be as simple as proximity beacons that trigger targeted content as booth visitors pass by or individual experiences such as:

• Large murals with embedded QR codes that when scanned by visitors equipped with tablets, deliver product stories on demand

• Interactive infographics that give and take information and reflect data inputs from target audiences in real time

• Voice and visual searches for self-navigation of large booths

• AR-enhanced product demos that deliver additional information to audiences via their own smartphones

Mixing the physical and digital worlds at your next trade show or event can help you deliver a more intuitive, interactive and immersive experience that differentiates your company and motivates customers and prospects to spend more time in your booth. Phygital is a strategy whose time has come. ■

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