



aiplay®

▶ aiplay creates a unique virtual shopping experience

The share of e-commerce sales increases constantly and a large part of all purchases are triggered by the overall shopping experience. From now on, aiplay offers a unique online shopping experience for your customers. Aiplay's innovative technology integrates online shops into streaming video interfaces in such a manner, that all relevant product information is directly accessible in the video screen. In order to guarantee fast and reliable customer access, the video format will be equipped with interactive areas.

These interactive surfaces will be linked to real-time product information streams from your store. Through this technology the consumer's purchasing impulse will be translated instantly into a sale.

Aiplay is the first tool that enables every shopkeeper and marketing expert to enhance existing online stores quickly and easily with interactive video applications.

! The Idea of aiplay

Current studies show that many users would like to employ interactive video screens. Exactly that opportunity is given to your customers by aiplay. By clicking a product in the video, topical data concerning the product's price, name, color, and other important product data, becomes accessible to the consumer. Another click and the item is on the watch list or in the shopping basket. While the user is browsing for product information, the video will not be closed out, but is simply paused as long as the customer is busy doing so.

🔍 The Unique contribution

Unlike existing systems, aiplay offers real interaction through its video features. The customer receives all desired information, options, and applications, without being redirected or having to deal with new windows popping up constantly. Furthermore, aiplay is flexible enough to allow the integration of existing video material. Thus, your already existing videos can be easily upgraded to an interactive surface.

Being based on flash, aiplay is easily compatible to 95% of all users. The only technical requirement is a flash player 10 or newer. In addition, because you decide which information your customers will receive, any kind of information provided via an API-interface can be displayed. In the rare case that the broad range of functions won't fulfill your needs, we will gladly program additional individually customized plug-ins for your specific needs. That's because aiplay is modularly expandable.

🔧 Key features

» Products are expandable within the video

Discreetly marked moving hotspots

» Topical information in real-time

prices, sizes, colors, sale announcements etc.

» Live connection to your shopping format

own shop, Amazon, eBay, XT-commerce, Magneto, etc.

» Player-integration in all websites

easy integration in blogs, user sites, etc.

» Customized design

Customization of the player to your corporate identity

» Each function is shiftable modularly

watch list, recommendations, printable product version, etc.

🚀 aiplay can be customized

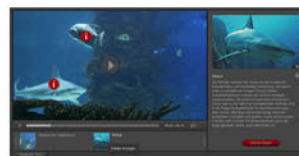
» Lifestyle



» Technic



» E-Learning



» Showcases at www.aiplay.de

☎ Contact

Please contact us if you would like to use aiplay. Also, feel free to contact us with any questions or if you just would like to learn more about aiplay. We look forward to hearing from you.

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