

《eBay推出虚拟零售店“购物窗”》

You have this beautiful storefront for the products. Now just to be clear. It's just a storefront. There is no actual store behind this. So the way we're doing this is to turn part of the glass into a touchscreen using this cutting edge technology. You go up. You touch the glass. You slide the product you want. You schedule it for one hour delivery which is free on your mobile device. And then you pay using Paypal upon delivery. It's that easy.

Are consumers gonna feel weird about shopping in front of other people walking on the street?

So part of this is about variety of it. So if you're here and you're shopping and you're smiling, and you're having your great time, other consumers are gonna see you. But the moment you get to anything that's identifiable, you push it from the screen to your mobile device and you finish it in security of your hand. So it's all about choice. It's about giving you convenience. But it's also about security.

So it's instant. It's window shopping with instant gratification.

We are re-defining what window shopping means.

So this connect device. This is our main tool for bring all those online matrix to our final roads. So we know how many people walk by this storefront every single day in live time. You know if they square up and look at it which is an impression. We know if they touch it. We know if they buy something. So we have live data telling us how effective every single location is. And we get it live of our **. Think of the Billboard today. It's a black box. Who sees it? I don't know. With this, you can say this many people saw it and it's a way of the retailer engaging in the consumer and attaching that ***.

It was fun you have every different views of it. You can see what different colors look like. You check out. You put in your phone number. It sends a card. And it's on a mobile side. You can access it with any device.

So what can consumer get out of it?

The consumer gets choice and its convenience. Because it's an ease case that I think it's so fun. See this glassware here? Love it. It's beautiful. The last thing I wanna as a busy New Yorker, it's a stop of my day, get it in the bag, carry it around, go on to the subway and go home, give it to door man. That's a bad experience. I can see it. I can say I want it by six p.m. tonight. Go on to subway. Go to work. When I get home, it's waiting there. It's perfect and it's ready to go. That is all about consumer choice.