

David Palmer: Revolutionizing Retail Experiences



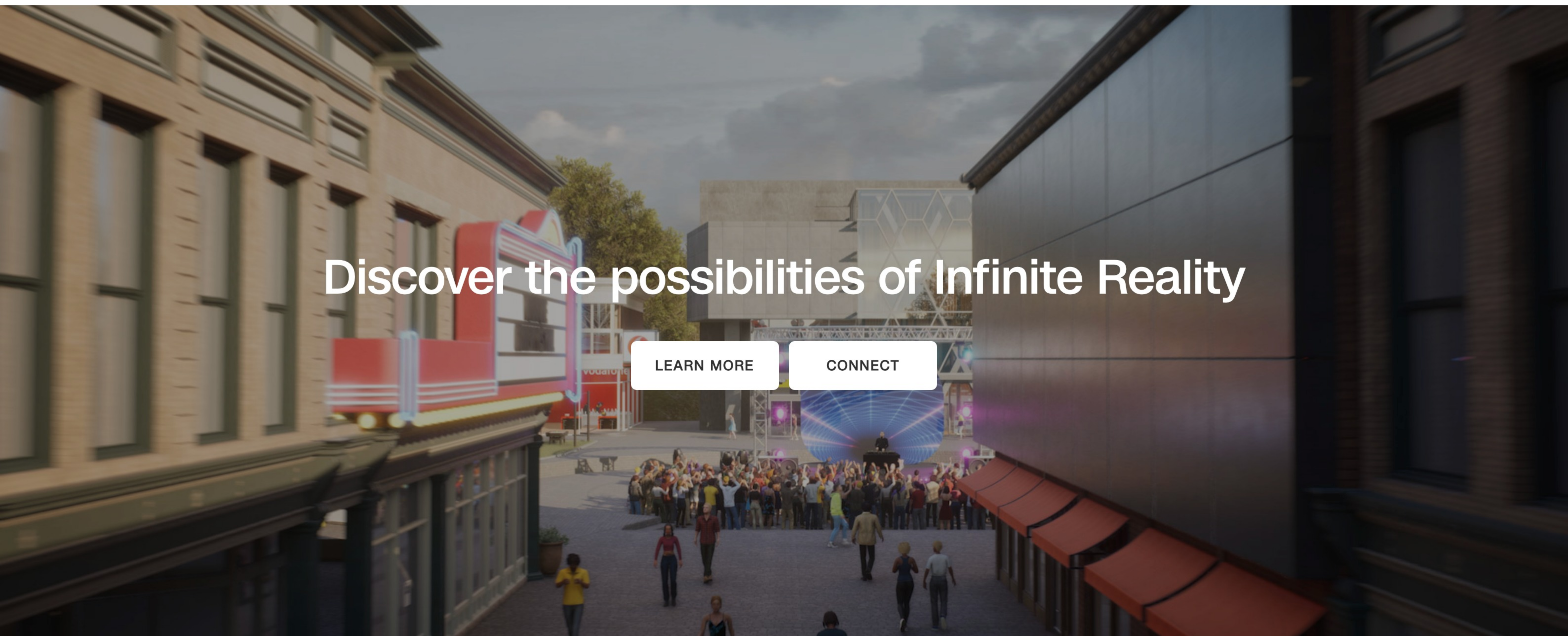
With many brick-and-mortar stores working alongside an online alternative, retail is no stranger to the disruption of digital innovation. However, augmentation is taking it one step further by providing consumers with a virtual environment they can fully control and enjoy.

To David Palmer, Chief Product Officer at Vodafone DAB, the Metaverse is best thought of as an extended web browser where people can navigate their own buyer journeys. Wherever they are in the world and whatever their socioeconomic background, individuals can access a dedicated space to meet their shopping needs and fulfil their transactions.



David Palmer, Chief Product Officer at Vodafone DAB

“[This] new digital operating system redefines the boundaries of opportunity,” says Palmer. Whether it’s trying on an item of clothing in a virtual changing room or browsing the features of a car in a virtual showroom, Metaverse experiences from Infinite Reality enable customers to form meaningful connections with brands and their products.



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