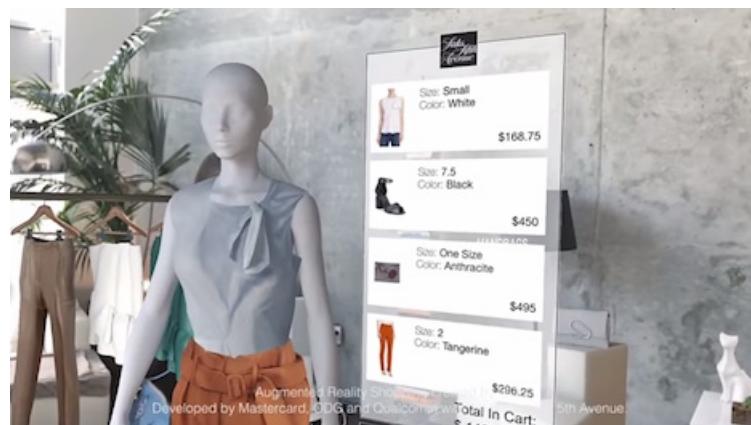


RETAIL

Saks, Mastercard tie in AR to shopping for ahead-of-its-time experience

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Mastercard and Saks bring AR to shopping. Image credit: Mastercard

By BRIELLE JAEKEL

Department store chain Saks Fifth Avenue is helping to usher in a futuristic payment solution using augmented reality.

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Mastercard has worked with Osterhout Design Group and Qualcomm Technologies to develop an AR payment program debuting with Saks. The solution will allow for shoppers to gain greater insight on products and recommendation but will also authorize payments through eyeball scanning.

"At Mastercard, we are seeing major shifts in how commerce is conducted, as people lead increasingly connected, digital lifestyles," said Sherri Haymond, executive vice president of digital partnerships at Mastercard. "As the physical and digital worlds blend together, we are focused on developing solutions that provide merchants with the ability to accept payments across all technology platforms possible in-store, in-app, online, and in AR and VR to help drive how people will experience shopping and payments in the future."

Augmenting shopping experiences

The AR shopping experience allows users to view digital representations of items before purchasing in a more immersive way. The experience also includes a variety of more information so that users can gain significant insight about what they're buying.

Mastercard's solution will also provide recommendations of other products and those that are not available or on hand at the store but available somewhere else.

Customers can finalize purchases using Mastercard's mobile payment solution, Masterpass, but this time through Iris scanning technology. This means users pay with simply their eyeball.

They can select the card saved on within the Masterpass platform.

The Future of Online Shopping / Mastercard

If the products the customer is purchasing are located within the store they can take home their items immediately. If

not they can be shipped directly to their homes.

The AR shopping application has been built as a prototype, which was shown as a demo during Money2020 in Las Vegas Oct. 23-25. Money2020 attendees were able to stop by Mastercard's booth to try it out.

Sak's branding was featured on the app, so it was as if visitors were shopping at the department store.

ODG provides the AR shopping experience and its extra-wide-field-of-vision R-9 smartglasses. Snapdragon's 835 Mobile Platform provides the iris authentication technology.

Digital reality shopping

Brands and retailers are often leveraging virtual and augmented reality to help usher in purchases in innovative and immerse ways.

For instance, London department store Harrods promoted its globetrotting He Who Travels menswear effort with a virtual reality twist on the standard campaign film.

The retailer hosted an in-store virtual reality experience until the end of October developed in partnership with Oculus. The campaign showed the staying power that virtual reality has had this time around, as previous resurgences of the technology have not been embraced by brands the way VR has in the last few years ([see more](#)).

Scottish distiller The Macallan developed an immersive augmented reality application to educate consumers on the differences between two distinct whiskies.

By using The Macallan AR app, consumers learn what differentiates the distiller's Sherry Oak 12 Years Old and the Double Cask 12 Years Old, an experience likely to be enjoyed by both experienced and novice Scotch enthusiasts. Augmented reality's use has been explored in a variety of industry sectors, most often as a teaching tool that heightens experience through interaction ([see more](#)).

"Qualcomm Technologies' iris authentication and extended reality technologies for Snapdragon 835 are designed to support a future generation of contextually aware commerce experiences using secure, augmented reality," said Neeraj Bhatia, director of product management at Qualcomm Technologies, Inc. "We are delighted to work with Mastercard and SAKS Fifth Avenue to showcase new AR experiences on ODG's sleek smart glasses based on our Snapdragon 835 Mobile Platform.

"Our commitment to innovation has the potential to deliver more personalized in-store experiences in the future."

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