



MEDIA RELEASE

May 29, 2009

Diary Excerpt, 29th May, 2020

"The first voice I heard this morning was Noah, my 3D holographic avatar. He knows that I like to start the day with the news of the world and has assembled a list of my preferred news stories for me to listen to on my satellite radio. The news, beamed from around the world, follows me out of bed and moves from room to room as it follows me around the house.

As I request out loud more information of the stories, pausing the news it displays holographic 3D pictures of upcoming events, the 32nd summer Olympic Games, the last nuclear power plant in Germany to be shut down and Schapelle Corby who is soon to be released from prison in Indonesia.

My day begins with a drive in my self-driving car on smart-highways to a centralised work hub that my company rents and is shared by other professionals from companies around the world. Our company's 'tribe' is made up of people from around the globe each sourced for their expertise, each working in real time making company decisions. Everyday begins with 3-D video conferencing with my colleagues internationally. Customers now contact us directly for information and we interact with them often selling directly or occasionally sending them into a bricks and mortar store.

Shopping malls are destinations and are used for completing the mundane shopping tasks, but more importantly for meeting with friends, having coffee and just hanging out. Clothes are bought on line and in stores by our on line avatars trying on clothing for us, allowing 360 degree views as we select the clothing, the fabric, the accessories (life sensors, devise power packs, communication and entertainment device extensions etc). The garment is made to fit us and then shipped directly to our door."

Does this sound far fetched? In fact, much of the technology for the world described above is already in development.

When trying to visualize the **retail landscape in 2020**, we need to look no further than the 7-14 year olds today and extrapolate their skill and adaptation to technology as it is now. The 18-25 year old customer of 2020 will:

- Take mobile technology for granted. It's an integrated device discreetly worn that incorporates their world, contacts, keys and wallet
- They shop and think on a global perspective
- What's the internet? Voice searches and questions asked of their technology receive relevant responses
- Cars and other transport devices know where to go and are hooked up to your diary and know almost as much about you as you do
- Are totally soft wired to technology, the world and their tribe
- See living to 100 years of age as the norm
- Have ready access to their funds, which are all integrated and managed online for them

The major issues for these consumers are:

- Global, regional and local – they see and hear the entire world
- The move to alternate power sources for their energy needs
- Health, well being and longevity

- Career progression which is now entirely within their control, not the employers

Retail 2020 –Store of the future is the centre piece and highlight of Retail Expo 2009 is. Retail 2020 will take retailers on a journey to the future of shopping. See the future for smart cards, RFID, security, kiosks, shelf labeling and on-line retailing. Learn how to engage the customer to your business, create business and re-engage that customer to do business over and over again through marketing, promotion, customer service and loyalty programs for tomorrow. See amazing shop window displays from the past 50 years through until 2020.

Conceptualised by retail futurists Trevor Mason and Morris Miselowski in conjunction with Retail Expo 2009, 'Retail 2020 – Store of the future' will inspire, enthuse and excite – a must visit for retailers serious about their business.

Retail Expo and **National Retail Forum** 2009, Australia's largest events for retailers will bring together every segment of the retail sector under the one roof from 11-13 August with the National Retail Forum 11 – 12 of August at the Melbourne Convention and Exhibition Centre.

Events: 2009 Retail Expo and National Retail Forum

www.retailexpo.com.au

www.nationalretailforum.com.au

Venue: Melbourne Convention and Exhibition Centre

Dates: 2009 Retail Expo 11-13 August 2009

2009 National Retail Forum 11-12 August 2009

Event Organiser: Diversified Exhibitions Australia

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