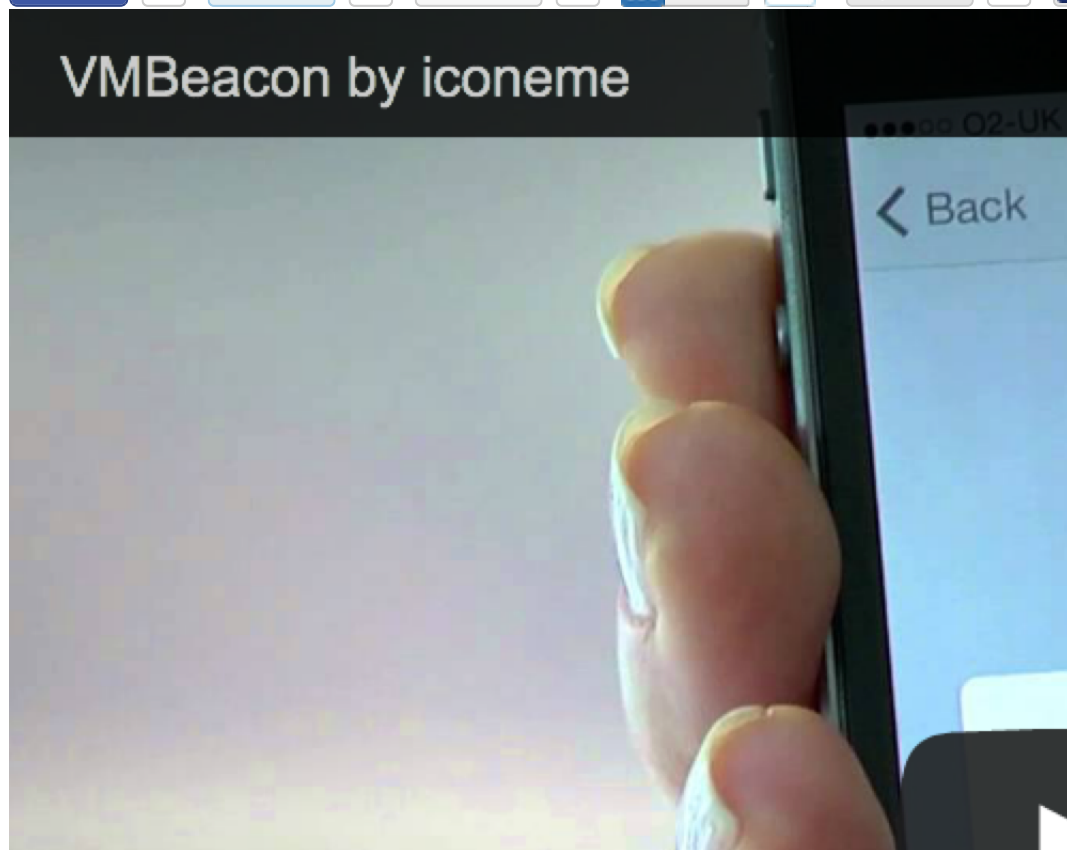


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New beacon technology lets customers receive information from store mannequins

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Iconeme, a new technology and design company, has launched VMBeacon, a product that lets store mannequins transmit information to shoppers about the clothes on display.

Via a VMBeacon installed into each mannequin, information programmed by the retailer is transmitted to consumers using a smartphone app.

If a shopper comes within a 100m range of the VMBeacon they will receive an automatic alert with information on prices and links to purchase the items directly from the retailer's website, or the location of them in store.

The technology has been designed to let retailers to engage customers digitally when shopping in, or passing by, a store. The VMBeacon operates 24 hours a day, meaning the shop window is turned into a "constant interactive selling point."

Iconeme co-founder Jonathan Berlin said: "A recent Google report revealed that 84 per cent of smartphone shoppers use their devices to help them browse while in a store.

"The technology we have developed aims to tap into this trend and offers real value to both retailers and consumers. The Internet of Things and beacon technology has been gaining momentum over the last few years but we are yet to see its practical and widespread use in retail outlets. Installing this technology in

mannequins ensures it occupies a prime location and an ideal focus-point for shoppers, whether they are in the store itself or just passing by the window.”

Iconeme said it is “currently in discussion” with a number of large fashion retailers.

- Category [Advertising](#)[Digital Marketing](#)[Mobile](#)
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