RICOH Virtual Self-Service Holograms

RICOH
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Create a lasting first impression

First impressions matter, especially when you are meeting potential business customers for the first time. Yet in today's new world of work, it's not always possible — or affordable — to fully staff your customer-facing workspaces. Instead, give your customers the option of self-service interactions in your busy reception areas, on your sales floor or at trade shows. RICOH Virtual Self-Service Holograms are made from photo-realistic, computer-generated images that look amazingly lifelike and offer a unique and interactive way to greet and engage your customers. So whether you are in need of a virtual receptionist, a product specialist or a virtual concierge, we have the ideal solution for you.

Create content in one of three ways

The RICOH Virtual Self-Service Holograms can be programmed to appear and deliver content in one of three ways:

1. Computer-generated imagery (CGI)-based content
2. Animation-based content
3. Human-based content

The most common of the three content types, CGI content virtual presenters look like every day, real people. Select from multiple options when choosing hair color, eye color, voice, graphics and the end user experience. The benefit of the CGI virtual presenter is that they can be easily created, customized and updated over the Internet. You do not need to be on site to update or program them, so you can leverage one unit for multiple uses — from trade shows, hotels, airports to your busy front lobbies.

The second type of content, the animation-based virtual presenter, can take on the form of a cartoon character, a loveable animal, a video character or a sports mascot. Like the CGI virtual presenter, the animation virtual presenter can also be updated over the internet. Examples of this type of virtual presenter include an animated bear used to welcome patients in a children's hospital, or a mascot that represents your brand used for event marketing.

Lastly, human-based virtual presenters can take the form of well-known celebrities, historical figures (such as Albert Einstein), or office executives. You could have a virtual replication of your CEO on your sales floor greeting customers and reinforcing your brand message. Unlike the CGI content, virtual presenters programmed with human-based content require real time updates. The benefit of using a human-based presenter is that it delivers an outstanding user experience and it appears authentic.

How it works

A combination of artificial intelligence and computer generated visual technologies work together to present a digital employee that can welcome customers and respond to simple commands. Motion and proximity sensors enable the virtual presenter to detect when guests walk up or walk away, so that they can automatically and intelligently interact with customers. An easy-to-use touchscreen interface can conduct commerce transactions, play demo videos and even send text messages to alert employees of a guest's arrival. Additionally, virtual presenters feature a cloud analytics portal that can gather comprehensive data about everything they encounter and provide detailed analytics reports.

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Visual stopping power

RICOH Virtual Self-Service Holograms are so different and so much more lifelike than traditional signage because they have rare and unusual stopping power. They attract and engage the consumer. Who doesn't want to stop and interact with a well-known and loved celebrity or a virtual presenter that looks just like a real person? This stopping power creates deeper involvement with the end user, allowing them to further interact with your brand.

5-minute updates

Setting up your RICOH Virtual Self-Service Hologram is simple and can be done rather quickly. There is no new employee training needed. Plus, you'll never need to worry that your virtual presenter is not up to date. Once new messaging or content is ready to be swapped out, you can download it in minutes over the Internet.
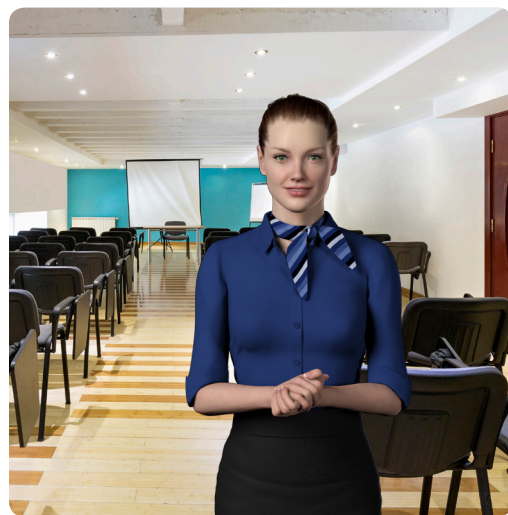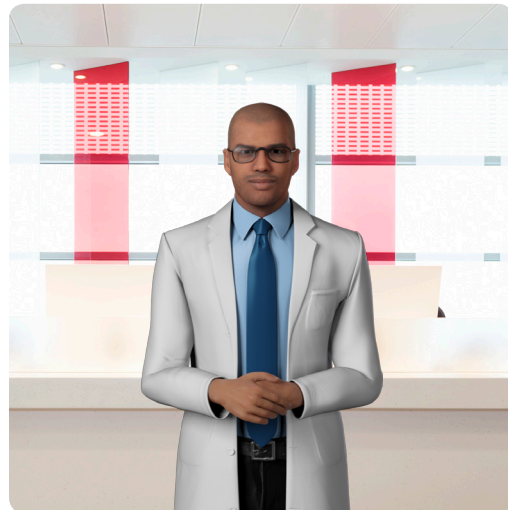
Analytics Portal

More often than not, companies have a difficult time measuring how customers are understanding and using their information — and even more importantly, how it is impacting their bottom line. This is why the virtual presenters feature a cloud-based analytics portal — to help brands better understand what their customers are looking for in the physical world. Hologram units provide detailed analytics reports and actionable insights. Measurement options include:

- Engagements
- Duration
- Content selections
- Conversion rates

Multilingual

Virtual presenters can be programmed to deliver information in multiple languages and even sign language. This makes it ideal to be placed in a busy international train station where help is hard to come by, or in the international section of an airport where people speak many different languages.

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