



SXSW 2018 RECAP

VIDEO TRANSCRIPT

Brian Whipple: We are absolutely convinced at Accenture Interactive that brands are no longer built just from messaging, from advertising, and marketing communications. Instead, they're built holistically through a series of experiences with a particular product and service.

Greg Carley: Imagine walking into the grocery store, and being able to pull up your list with all your personalized information right in the palm of your hands. That's what augmented reality promises around enhancing the shopping experience.

Nathan King: What we're really trying to bring to the experience is the ability to physically see the true high fidelity of that product, and shorten the gap between a consumer buying something, and a consumer getting exactly what they wanted as soon as they see it online.

Rori Duboff: Through this technology, we're eliminating the distance between customers and dealerships, and we imagine the extended reality will have application well beyond the automotive industry.

Fabio Matsui: What we have done is the ability to bring the airplane to the conference room. Not only we can demonstrate things that are very hard to describe in a physical way, but also we have the ability to show data and other information in a 3D way.

Chad Darbyshire: We combined artificial intelligence and facial recognition through a set of rapid fire questions, we determine the users interests, their quirks, hobbies, and preferences to power a more personalized experience. Specifically curated for the individual.

Brian Whipple: We are passionate on creating the greatest experiences for our clients. We want to be bold, we want to be fearless, we want to pursue making people's lives better, and more efficient, and more meaningful, that's our mission at Accenture Interactive.

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