



# ACCENTURE EXTENDED REALITY GROUP

## VIDEO TRANSCRIPT

### **THE ACCENTURE EXTENDED REALITY GROUP HELPS THE WORLD'S LEADING COMPANIES ENVISION, CREATE AND DELIVER IMPACTFUL XR EXPERIENCES THAT FUEL NEW BUSINESS GROWTH.**

RC: What we wanted to do with “Behind the Style” is we wanted to create an easy and relatable way for viewers to shop and interact with characters in a VR environment 0:03 – 0:18

MM: It's a VR experience, where you actually get to go behind the scenes of a fashion shoot. You stand in the actual shoes of a stylist. Directing your own photo shoot and seeing the actual outcome.

RC: We were getting ready to launch the Extended Reality team at Accenture and in doing that we wanted to make sure we had an experience that could showcase a possible vision for the future of commerce. We were also getting ready to sponsor Innov8at, an event that was setup by Store No. 8, the innovation arm of Walmart, all about envisioning what commerce and VR could look like.

MM: You not only get to witness behind the scenes of an actual photo shoot, but learn from these stylists, becoming your own stylist and

making your own choices.

RC: You can choose a brunette model and that will lead you to helping her choose what dress she is going to wear for the photo shoot or if you pick the blonde model, you get to help her figure out what type of hairstyle she is going to have for the photo shoot.

MM: We are using four or five different kinds of technology that hasn't been implemented before, this idea of branching narrative playing on a mobile player over a phone, also with all the additional pop-ups and experiences that allow you to try the products out. It adds a certain complexity to the store that is much more interesting and you really feel like you are involved.

RC: A window opens up, exactly where the makeup table is going to be. You can really see what different colors of eye shadow or lipstick or rouge could look like on the model herself, and you see her look change depending on what you select. You get to see the final result as the photo shoot.

MM: It is a great use of virtual reality, a chance to actually be a stylist, which is something that most people don't do. So you get to learn and experience, and be a part of something that's interesting.

RC: What we really feel, is that this is the first time that we really have such a seamless integration of a 360 video, interactive elements and an entertainment story at the same time with commerce elements embedded in it.

MM: We used our latest branching interactive video to let you learn and experience in a way no other technology can.



RC: 360 video with interactive elements is an easier production for any brand or any company. You can piggy-back on that production extend it a little bit and find yourself with an immersive experience that you can then distribute in VR or maybe something in AR.  
[Applause]

[Music]

RC: It will be two to three years, and we will get to the point of truly wanting to shop in a specific way in VR. This is really just an idea of that could look like in the future.

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