

# Digital Twin of Stores platform with AI

KDDI developed the Digital Twin of Store platform and, utilizing this platform, launched a new immersive commerce service called “αU (alpha-U) place”. KDDI has opened up its platform, allowing corporations to launch their own immersive commerce services saving time and costs.

## Making a digital twin of a store



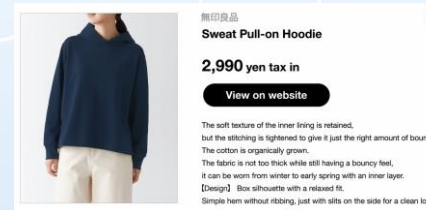
Real store



Digital twin of the store

- ✓ Shopkeepers can easily and quickly create a digital twin of their own store, and they can also update changes in the sales floor
- ✓ Shoppers can enjoy an immersive shopping experience in the digital twins of stores

## Providing personalized customer services via AI



Virtual try-on

- ✓ Shopkeepers can easily and quickly introduce AI based customer services
- ✓ Shoppers can receive personalized customer service, e.g., virtual try-on, text chat

# Creation with AI

By utilizing generative AI, we efficiently create more compelling experiences for a service that allows high-quality entertainment with a 360-degree free viewpoint, compatible with a wide range of devices through cloud rendering.

WEB Metaverse “Shibuya”



With cloud rendering, it becomes possible to display a realistic 3D Shibuya, which normally requires a long loading time, in just a few seconds from a web browser, allowing users to freely walk around with avatars.

360-degree free viewpoint music live “αU (alpha-U) live”



The live venue changes in real-time to environments such as forests, oceans, or cities based on the input from the audience. This reduces production time for creators and allows audiences to enjoy customized experiences.

# Communication with AI

We aim to accelerate the creator economy by externalizing some functions of the AI mascot "Ubicot" and the αU (alpha-U) service, which also utilizes Google's high-performance AI model "Gemini," as "αU (alpha-U) on cloud" through external APIs.

## Ubicot [Prototype]



It collaborates with the generative AI mascot "Ubicot," which was announced as a prototype (release date TBD) in October 2023. Unlike smart speakers, it can engage in conversations while expressing emotions through generative AI.

## αU (alpha-U) on cloud



We will offer a part of the αU (alpha-U) platform as an API through the Google Cloud Marketplace, supporting creators in utilizing generative AI in various ways.