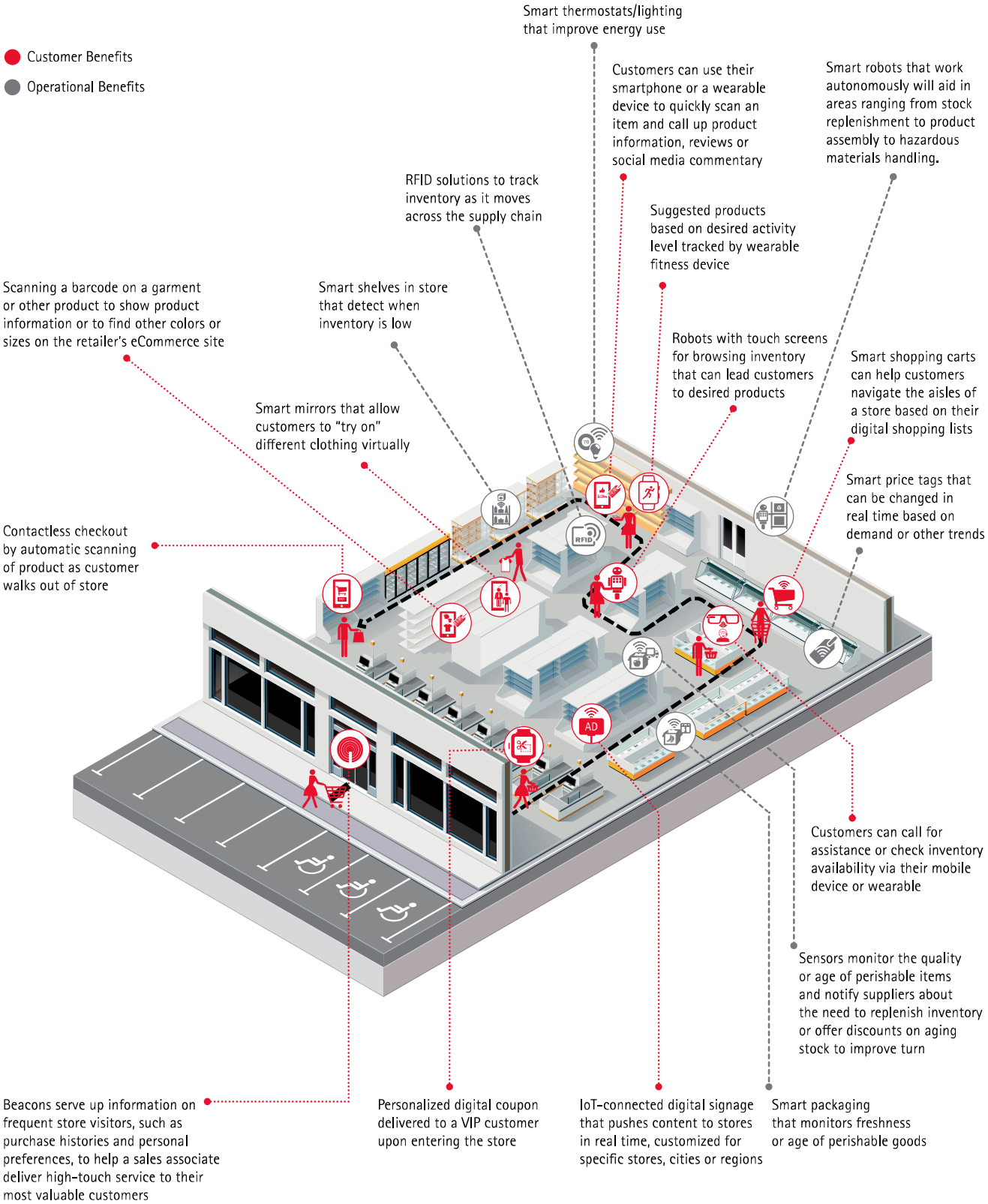The In-store Experience of Tomorrow