

# *X-Otica*

## **The Future of In-Store Retailing**

**By: Richard D. Smith, CEO, SMITH-TRG**

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Vision. Insight. Innovation. Strategy. Solution. Value Creation.

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# *X-Otica*

The 'Ultra-Luxury' Store

Where...

Technology Will Serve, Manage & Entertain

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- *introduction*
- ***X-Otica's*** History
- ***X-Otica*** Future World Retailing

# *introduction . . .*

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# SMITH-TRG

Is a boutique management consulting firm, based in suburban Washington, D.C., that specializes in business value creation.

SMITH-TRG owns iPopped™ Digital-Media a global media consulting and venture development firm.

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We're About: putting you – the client

**in the value creator's seat**

Enabling client visions to become reality and  
their ideas to achieve '*business value*' results.

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# OUR value view . . .

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"Achieving consistently superior value growth is the single accomplishment that most clearly distinguishes great companies from all others. It is the hallmark of exceptional leaders. In our experience, a focus on value is our key to helping clients' achieve superior performance, and it therefore forms the basis of everything we do."

- Richard D. Smith, CEO, SMITH-TRG

**WHAT** we believe . . .

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"Vision is the art of  
seeing the invisible."

# OUR work . . .

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the bi-product of  
our work can be  
found behind the  
world's coolest . . . .

smartphones, tablets,  
networks, commercial  
buildings, and retail  
outlets!

# *X-Otica's* history . . .

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- 2004, *X-Otica* was conceived & developed by Richard D. Smith SMITH-TRG's CEO & founder
- 2005, *X-Otica* became the basis for a FORTUNE 500 Co's global retail strategy. 2006, transitioned to *X-Otica* - they rank #1 world-wide for revenues per square foot
- 2010, SMITH-TRG upgraded *X-Otica* & developed *X-Otica Thin Store*, incorporating latest relationship enabling technologies

# *X-Otica future world retailing*

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# The Future of “Destination - Luxury Shopping”



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*X-Optica*

Where

*Innovation*

&

*Imagination*



Converge...

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# *X-Otica* Mission

## Build Market Leading Brand -

- *Optimize customer's retail experience*
- *Connect & keep pace with consumer tastes*
- *React quickly to competitive events*
- *Leverage experience in technology & marketing to customer's advantage*
- *Maximize revenue & profit per square foot*



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# *X-Optica* Ultra-Luxury Store Concept

*The interior is a series of rounded glass rooms wrapped in a secondary glass skin, which creates a remarkably layered visual experience.*

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*Glass sets up a delicious contrast between the stillness you experience inside the glass rooms and the more fluid interstitial spaces that separate them.*



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# *X-Optica* Digital Media Enabled



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# *X-Optica* Digital Signage Enabled

*EXTERIOR - With magic akin to Times Square, 'Advertainment' content on large digital-video display screens and QR code decals beckon consumers to come-in.*



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*INTERIOR - Ultra-large 'Touch-Screen' displays strategically placed throughout the store deliver TV quality inter-active brand marketing or promotional message content. 'Customer Direct Commerce'*



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# *Watch the Creation of a \$1.3 Million Bugatti*

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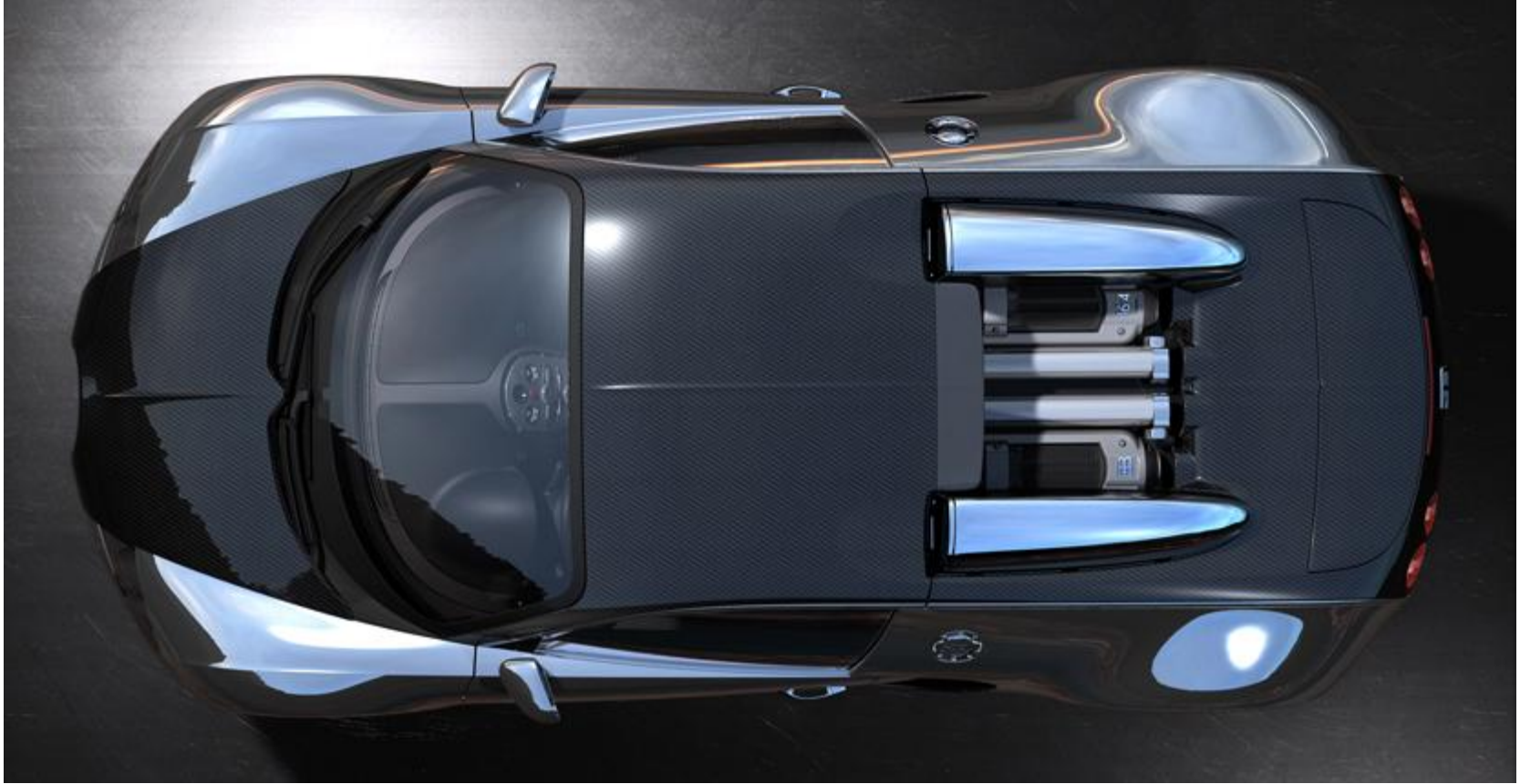
# *Bugatti . . . Frame Up Construction*



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*Bugatti...*



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# *Bugatti Interior... Choose Your Color*



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*Bugatti...*



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# *Ultimate Customer Sensory Experience*



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*Dine on...Restaurant Estik, Hamburger*



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# *Visually Moving & Compelling Experience*



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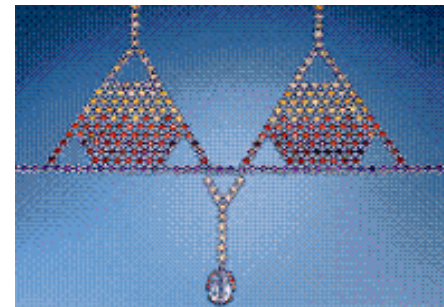
# *Most Luxurious Intimate Apparel...*

## The World's Most Exclusive Bra's

- *2,000 diamonds, 800 carats* – \$75 Million

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- *1,300 diamonds & rubies* – \$10 Million



# *Enjoy Live...Fashion Runway Shows...*



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## *Select Your Precious Stone Shoes...*

\$2 Million (595 diamond carats)



\$1.8 Million (690 rubies)



*Chanel 'Diamond Forever' Tote, \$260,000*



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# View & Choose *Your Ultimate Vacation*



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# *Ultra-Luxury Goods, Impeccable Service*



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# *Ultimate Gifts – A Pool Cue, \$150,000...*



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*Enjoy a... Sri Lankan, Dessert, \$14,500*



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# *Wireless Real-Time Transactions*



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questions or comments. . .

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