



ELSE Corp at Codemotion Milan 2016

Showcasing at the largest tech conference in Europe

Milan, 25 November, 2016: For the third year in a row, the Bovisa campus of **Politecnico di Milano** hosts **Codemotion**, one of the biggest tech conferences for software developers in Europe with an international network of 40.000 developers and 1500 speakers. This year's special focus is on **AI, Machine Learning, Chatbots and the GO language**. Every year Codemotion opens its doors to the most promising, high potential, highly disruptive startups to participate in their **Startup Showcase** and this year **ELSE Corp, a Virtual Retail platform & service provider**, has been selected to participate, on the **25th and 26th November, 2016**. The event is a unique opportunity for the company to get in touch with other startups, meet developers and showcase their product to engineers and local and international ICT companies attending the conference.

ELSE Corp, through its **Direct to Consumer** approach to the market, is accelerating the transformation of the Fashion industry towards a **Product as a Service** model, thanks to the automation and democratisation of **Product Customisation & Personalisation** processes, and their industrial approach to **Made to Measure** retail sales.

Now ready for the market, the Virtual Retail platform & service provider based in Milan is showcasing E.L.S.E., their **cloud based SaaS B2B** platform for virtual shopping and related processes, that can be integrated into any brand environment, to sell virtually customisable, made-to-measure, industrial made-to-order products. A key component of what the company is developing is related to the **impact of E.L.S.E.** on the **Virtual Shopping Customer Experience**. Visitors may interact with the core elements that are integral to the deployment of the E.L.S.E. cloud platform in a physical retail space:

- **Virtual Boutique 3D:** the first point of contact with the E.L.S.E. platform - a digital representation of the brand's retail space, navigable via embedded interactive hotspots
- **Virtual Catalogue 3D:** a navigable catalogue of all shoppable virtual products
- **3D Product Configurator:** customers can view in 3D and select configuration options, such as product parts, accessories and materials, for a selected product
- **Sales Assistant's dashboard:** a remote interface to navigate through catalogue and product options & make selections
- **3D foot scanner hardware and tablet interface:** to gather the customer's measurements

Visitors can also touch with their (virtual) hands the company's latest exploration of a virtual shopping experience in **Virtual Reality**. The demo preview of the **E.L.S.E. VR Unity SDK 1.0 for Virtual Retail**, in its early stages, is a new scenario for luxury fashion & retail in Virtual Reality environments, where a customer can navigate through a virtual environment and personalize virtual products through gesture based tracking. The company looks forward to this opportunity to gather a lot of **feedback and insights** for the further development and improvement of their products.

The Codemotion conference takes place on the 25th and 26th November 2016 at Politecnico di Milano Bovisa | Building BL27.

For more information: <http://www.else-corp.com/>

ELSE Corp, a Virtual Retail company, is an Italian B2B startup developing E.L.S.E. (Exclusive Luxury Shopping Experience), a New Customer Experience driven innovative SaaS cloud platform for Virtual Retail, Virtual 3D Commerce and Cloud based Hybrid & Distributed Manufacturing. We work to make it easier for fashion companies to engage with their customers in an interactive, omni-channel and new VIRTUAL way.

Contact Information:

Andrey Golub, Co-founder & CEO a.golub@else-corp.it, +39 340 1493447