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.
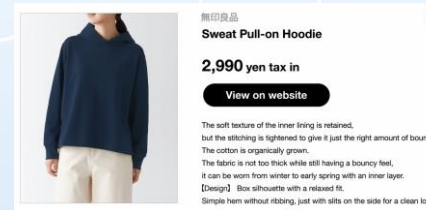
Making a digital twin of a store

Real store

Digital twin of the store

Providing personalized customer services via AI

無印良品　　　　　　　　　　　×
Sweat Pull-on Hoodie
2,990 yen tax in
View on website
The soft texture of the inner lining is retained,
but the stitching is tightened to give it just the right amount of bounce.
The cotton is organically grown.
The fabric is not too thick while still having a bouncy feel,
it can be worn from winter to early spring with an inner layer.
【Design】 Box silhouette with a relaxed fit.
Simple hem without ribbing, just with slits on the side for a clean look.

Virtual try-on

- ✓ 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

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

Official website （Japanese only） : https://alpha-u.io/live

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.

Official website（Japanese only）:　https://alpha-u.io/live

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.

Official website （Japanese only） https://adp.au.com/