

【For Immediate Release】

The First “China Unicom Smart Living Experience Store” Jointly Built by China Unicom and Alibaba

On 15 December 2017, the first “China Unicom Smart Living Experience Store” jointly built by China Unicom and Alibaba opened in Shanghai. Inside the store, customers can experience the latest technologies and products in New Retail such as AR Shopping, Cloud Product Shelves and Tmall Genie, etc.



“China Unicom Smart Living Experience Store” opened in Shanghai

Closed-Loop Comprehensive Channel Spanning both Online and Offline

By connecting the “Retail+” system of Alibaba to China Unicom’s system and leveraging a suite of “Smart Store” products and technologies, “China Unicom Smart Living Experience Store” totally redefines product systems, marketing channels and service scenarios. It matches offline consumer behaviour with multi-dimensional online data, and offers uniform pricing, product selection and inventory across both online and offline. Customers can select to have merchandise delivered to their home or pick it up by themselves, which makes shopping even more convenient.

Meanwhile, Tmall Big Data also provides the store with customised product selection recommendations. In addition to SIM cards and terminals, customers can also purchase the electronic devices and home appliances available on Tmall at the same prices.

New Enriched Shopping Experience

Combining the three senses of visual, audio and touch, interactive Cloud Product Shelves can provide customers with comprehensive product prices and other information. Inside the store, customers can browse products throughout the nation and purchase them with just a scan of a QR code. Augmented reality technology-based AR Shopping enables customers to obtain online reviews and product information, and make online purchases by scanning the physical product, which significantly enhances the real-time interactivity between customers and merchandise.

Jointly Explore “New Retail” with United Strengths

China Unicom and Alibaba have also prepared exciting activities for customers visiting the store, such as offline AR cat-catching and “Genie Package” (“Ice-cream Data Package” + Tmall Genie), etc., earnestly practising New Retail philosophies and demonstrating the power of global business collaboration.



In-store mascot featuring both Tmall and China Unicom logos

In October this year, China Unicom and Alibaba Group announced to mutually open up cloud computing resources, and expand collaboration in e-government cloud and dedicated cloud areas including vertical markets. The opening of “China Unicom Smart Living Experience Store” signifies the inauguration of China Unicom and Alibaba’s strategic cooperation in New Retail to fully upgrade consumption experience through O2O integration and the combination of scenario presentation and digitisation.

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