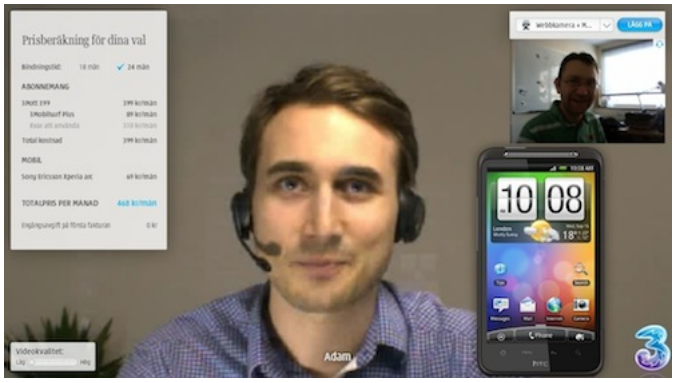


3 Sweden debuts "LiveShop", an e-retail system where customers not only shop online, but also interact with actual salespeople over webcams as they view product offerings.

For this task, sales staff use a custom-built touchscreen machine, complete with Flash-based interface that could come out of the film *Minority Report*-- allowing them to drag, drop and scale product images and options on screen for their customers in real time.

The entire system connects to 3's e-commerce backend, so when done customers can checkout with their purchases.

For now LiveShop runs only in Sweden, but it will obviously roll out in other European countries should it be successful-- not to mention other retailers' imitating the system in the future.

Watch 3 LiveShop

Go 3 LiveShop (Swedish)