



# VIVA TECHNOLOGY | débrief juin 2025





**180 000  
participants**

**4 000  
partenaires**

**3 600  
investisseurs**

**14 000  
startups**



### Delta Keynote Experience

TRAVEL AND TOURISM

### Cool Tech at CES 2025 with Justine Ezarik and Brian Tong

### Accenture Keynote

#### Who Was There?

# 142K+

attendees

# 4500+

exhibitors

# 6500+

global media, content creators, and industry analysts



NEW AT CES 2026

## Join Us at CES Foundry

CES Foundry is the heartbeat of AI, Blockchain, and Quantum innovation at CES. Hosted at the Fontainebleau Las Vegas, just steps from the Convention Center, this two-day experience is where visionaries, disruptors, and global leaders come together to build what's next.

**Don't wait!** Lead the conversation with sponsorship and content opportunities.



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# Be a Part of Europe's Biggest Startup and Tech Event

The leading startups, investors, executives, and media from 171 nationalities will be at VivaTech.

Join us in Paris for four days of business acceleration, networking, and inspiration.



**180,000**

attendees



**4,000**

exhibitors



**450**

speakers



**14,000**

startups

## A Few Past Speakers



**Emmanuel Macron**  
Président  
République Française



**Serena & Venus Williams**  
Brand Partners  
Shares



**Yann LeCun**  
Chief AI Scientist  
Meta & NYU



**Meredith Whittaker**  
President  
Signal Foundation



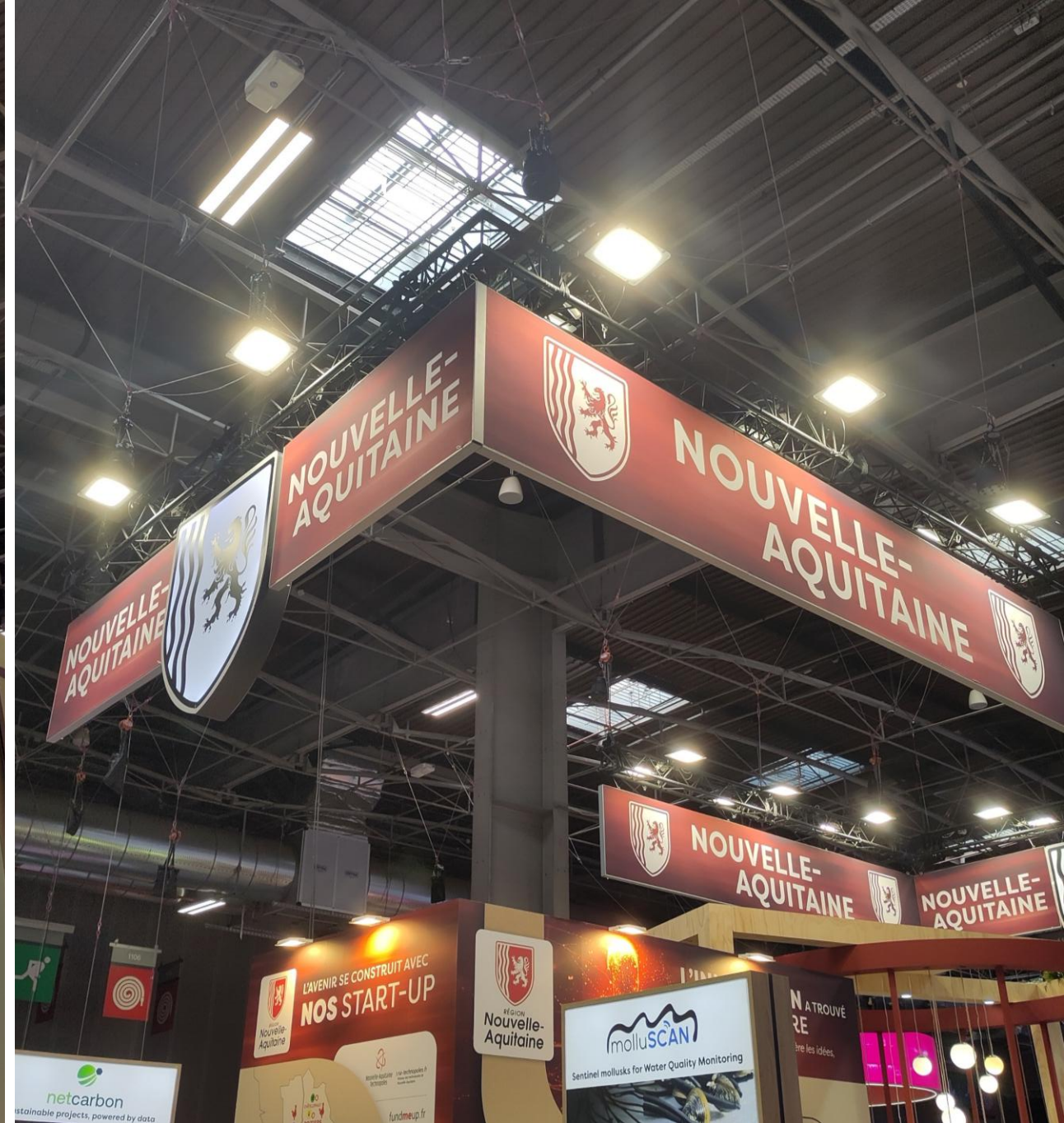
**Arthur Mensch**  
Co-fouder & CEO  
Mistral, AI





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**EDCORE**  
Industry Field: AI-powered manufacturing

**RESHENIE**  
Industry Field: Smart manufacturing engineering (AI-driven)

**DOUBLE T**  
Industry Field: Industrial Safety

**DOUBLE T**  
Industry Field: Industrial Safety

Industry Field: mobility

Industry Field: Industrial Safety

**77 GBSA KIC EUROPE**  
Growth of Korea

Industry Field: Industrial Safety

**KIC EUROPE**  
GO2EU with KIC Europe

**KIC EUROPE**  
GO2EU with KIC Europe



petnow



Real-time missing powered by tel...

My dog is missing! find Max?

Auvergne-Rhône-Alpes

#cybersecurity  
#AI #industry 4.0  
#sustainability  
#health  
#creativity



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n Biométrica  
ara la Trazabilidad



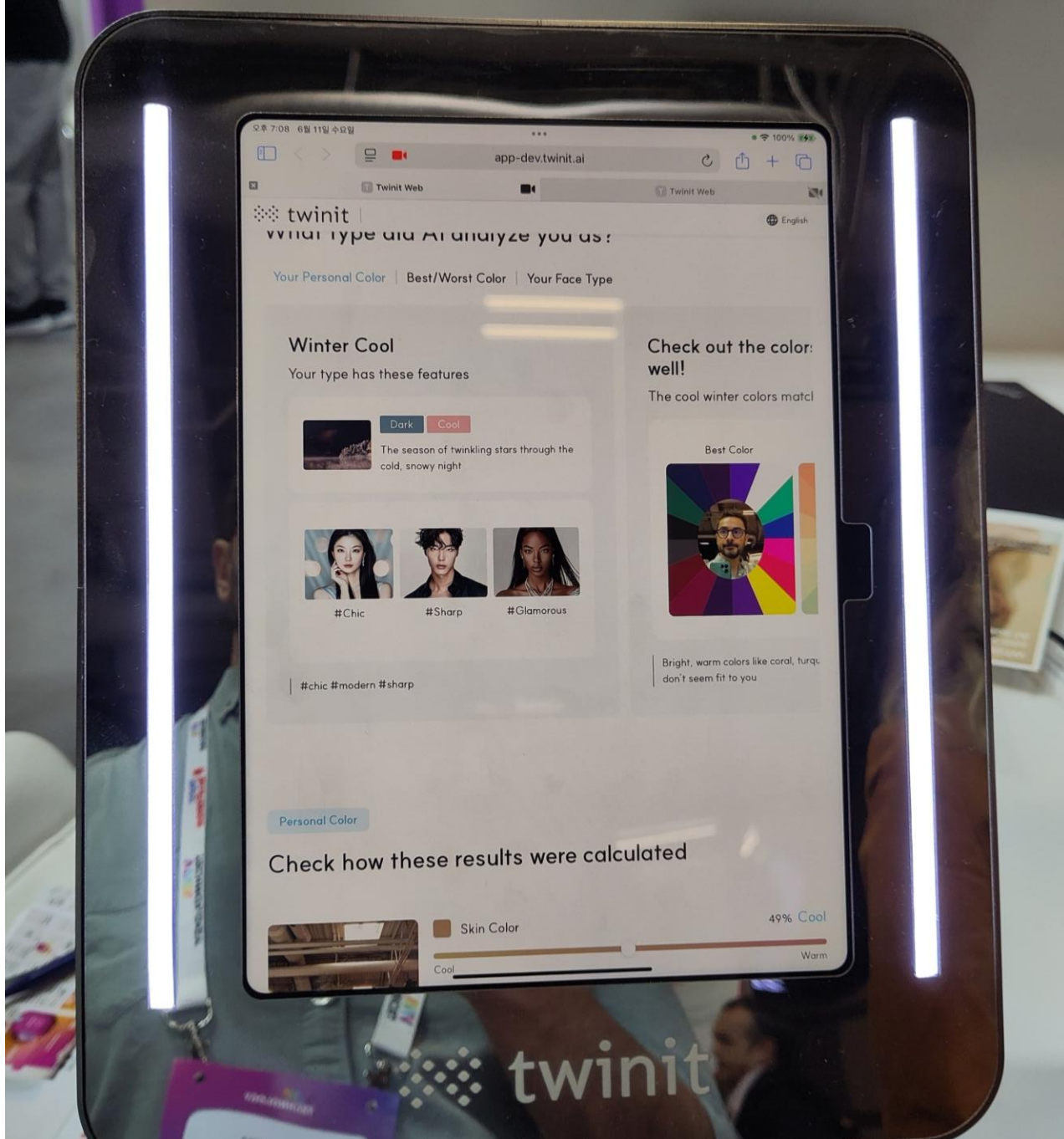
NEC

O processo



Unicidade

NEC



Filters

Clear all

Target Countries

1 Selected Countries

France

Instagram Followers



Advertising Budget

Advertising Formats

- Digital Ads
Instagram Posting Ad

Advertising Duration



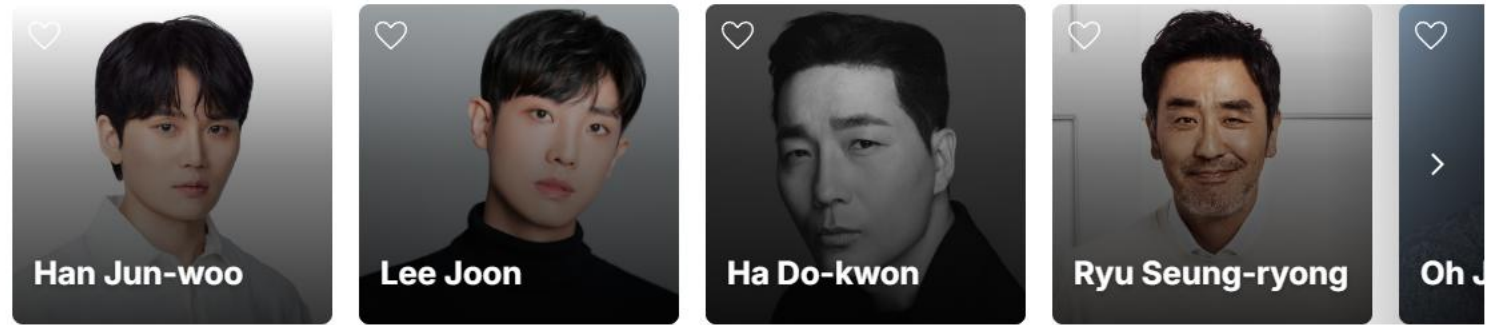
Budget

USD 0\$

Celeb type

Now Trending

These celebrities are currently trending in your country.



Male Female Instagram followers

88 Celebrities

Celebrities with top-tier metrics based on large followers high engagement rates target country audience proportion.



Seulgi
1994, FEMALE / Musician
Followers 340.1K / 12.6M
Search 333
Popular Countries Indonesia, South Korea, Philippines, USA, Thailand



Irene
1991, FEMALE / Musician
Followers 330.9K / 11.5M
Search 445
Popular Countries Indonesia, South Korea, Philippines, USA, Thailand



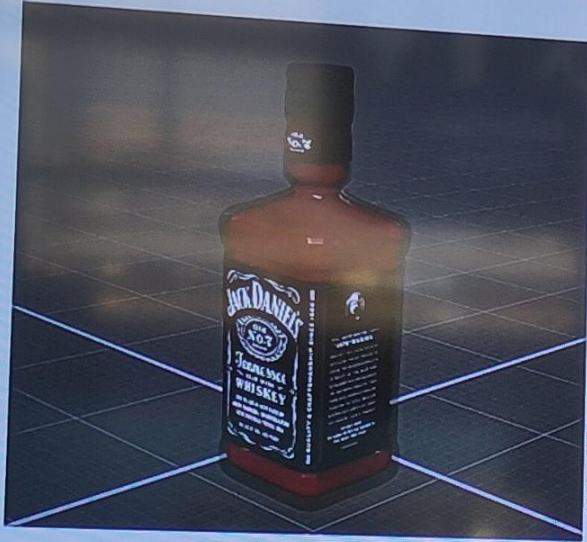
Key
1991, MALE / Musician



BM
1992, MALE / Musician

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# Brand-Celebrity AI Image Generation



# 2022 Amazon campaign

#beauty brands

#ad effectiveness

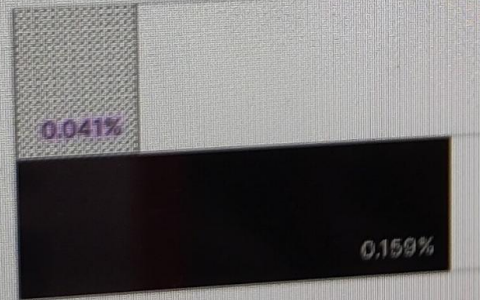
#digital advertising

Our 2022 partnership with Amazon US featuring 21 beauty brands have proven the significant impact of display advertisements that feature celebrities.

CTR

Click Through Rate

+390%



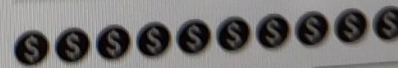
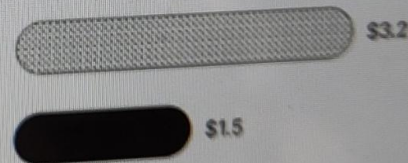
The impact of celebrity endorsements significantly increased engagement, leading to a higher click-through rate.



CPC

Cost Per Click

53% ↓



Cost Cut Ad Performance ROI Boost



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# LVMH INNOVATION AWARD CEREMONY



ROAS Increase

Avg. Session Duration

Conversion Rate

## Kahoona's AI Predictive User Segments

### Shopper segments

- Demographics (Age, Gender, Gen-Z)
- Buying Intent
- First time / Returning customer
- Is Loyal customer
- Shopper type
  - Gifter
  - New product enthusiasts
  - Impulsive shopper
  - Need-based shopper
  - Bargain hunter

### Business-KPIs Segments

- Probability to purchase / Convert
- Probability to bounce
- Predicted AOV (High / Mid / Low)
- Pricing level
- Chance to return
- Probability to become a loyal customer

### Preferences & Style (Product Attributes)

Allowing "Preferred" and "Top-3" / "Top-5" segments for product:

- Color
- Items
- Fit
- Materials
- On-sale
- Price Range
- Size
- Type
- Categories
- Fashion style
- Collection

\* Custom segmentations are provided (and encouraged), upon request, following a short workshop with Kahoona's solution experts



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Kahoona



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iStaging™ & **InnoLux**

# Vusion Group

Vusion Group | 

How is EdgeSense powering  
the future of Carrefour Stores?



Vusion Group



Vusion Group





3.2

Coco Pops  
Kellogg  
3.5



Categories

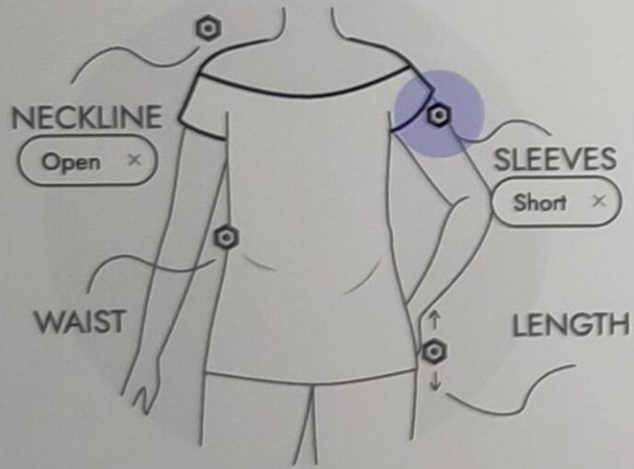


Brand

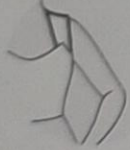


Design

Clear



Choose sleeves



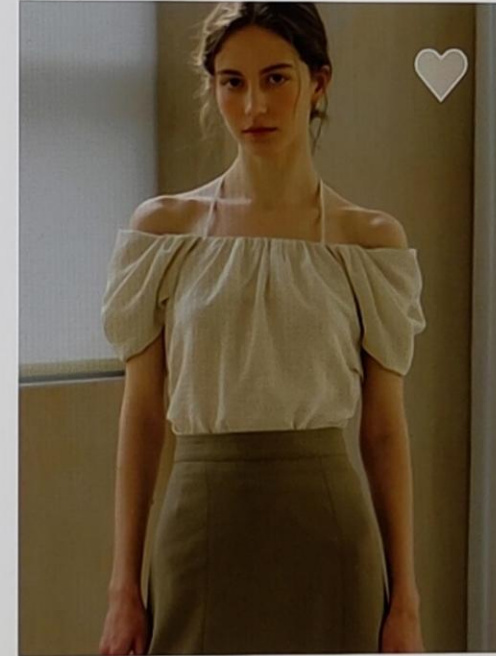
Tank

Short

328 items



**REORG**  
 ASP PUFF MODDABLE SORA  
 BLOUSE  
 \$156



**ourcomos**  
 1432 halter puffy blouse [light  
 beige]  
 \$92 ~~\$104~~ 12%  
 Low Stock



**Lucirzu**  
 Frill Collared Blouse [Pink]  
 \$124 ~~\$135~~ 8%



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be my eyes

Consumer goods • Retail • E-commerce

# WHERING

Whering Ltd

Growth&Scale

United Kingdom

Whering is a digital wardrobe and styling app that helps users get more from clothes they own with outfit suggestions, usage stats like cost per wear, and data brands use to personalize experiences and reduce returns, promoting sustainability in fashion.

[www.whering.co.uk](http://www.whering.co.uk)

VIVA  
TECHNOLOGY

LOOKING FOR



J26  
011

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ven,  
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na  
y.



Bienvenue  
à la  
**RIATP.**

RATP  
GROUP

n va  
ac



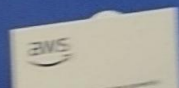
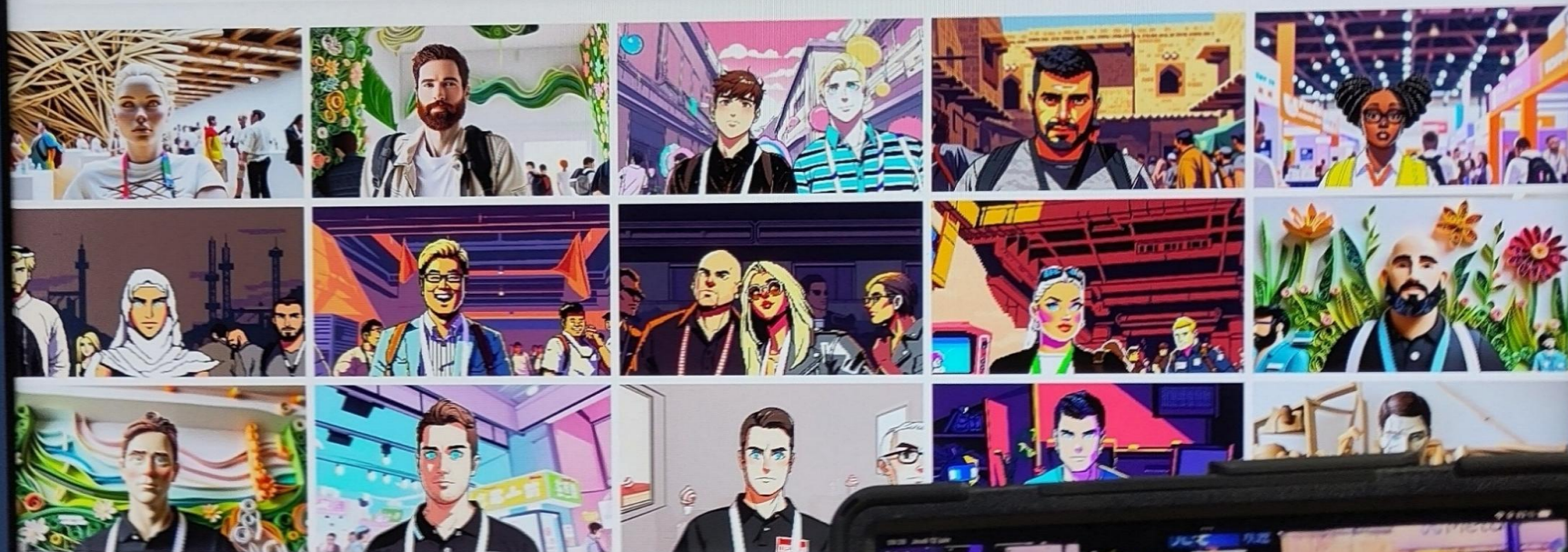
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Try the GenAI Photobooth on your own device!

Scan this QR code to access the photobooth on your mobile device



Kawaii Paper quilling Light Wood Pixel Art



09:29 Jeudi 12 juin

81%

Salesforce



Traiter tout



Paper quilling



Light wood



Square 4x3 15x10 16x9

built with Amazon Nova



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# AI RECRUITER AGENT

#sourcing #interview #reporting

Ses assistants virtuels recruteurs sourcent  
candidats. Alliant technologie et expertise humaine.  
Testez les au direct ou salon!





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AIRFRANCE  
Join Air France on WhatsApp  
and get our exclusive offers  
sent directly to your phone!



WhatsApp  
Experience



Discover the #AirFrance on WhatsApp experience





i'll be taking it on planes and trains. i'm going to Portland next weekend

8 sites

Travelpro®'s Guide to Carry-On Luggage Size By Airline...

Travelpro

Got it. How about one of these bags for your upcoming trip? They're made of tough, water-resistant materials for handling all kinds of travel. Plus, they'll keep your belongings dry in rainy Portland weather.

I've also picked out bags with clever organizational features and external pockets for keeping personal items within easy reach. Quick access creature comforts can come in handy on long rides!

Are there any other considerations you have in mind?

With hidden pocket

With drop bottom

Do any of these come with a TSA lock?

Ask anything

### Track price

Notify me when the price of



Transit Quilted Duffle Bag

with the following options

Color: Navy

drops below



Buy for me may be available to check out for you if your target price is met.

Tracking price



Source Saved (2)

15 [9:16] 1080x1920 (Full HD) #0

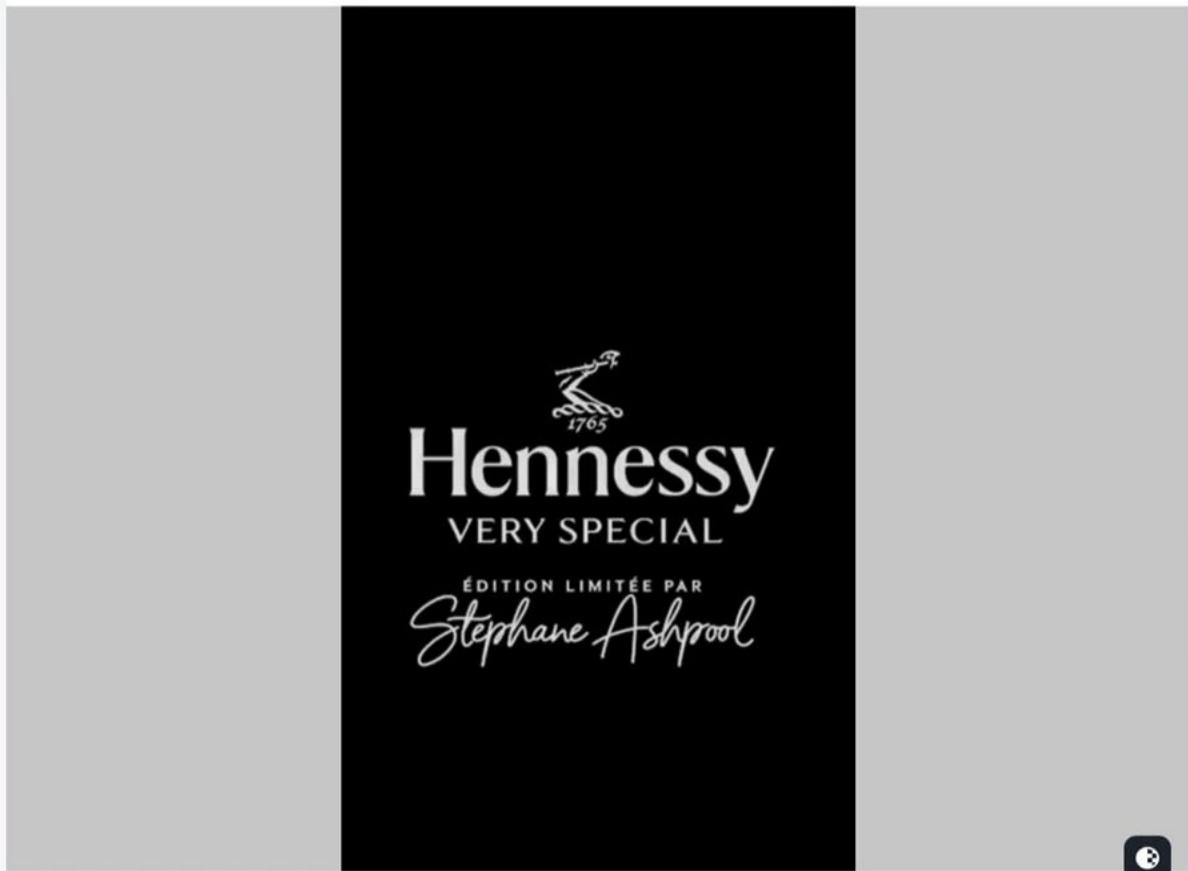
15 1080x1920

+3 Text No status

28.033s [16:9] 1920x1080

28 (0) 1920x1080

No status



00:14.997 / 00:14.998

Chapter 7 • 8.24

.666 0.80	00:20.466 0.90	00:21.366 4.60
Text 21	+2 Text 22	+1 Text 23

Chapter 8 • 2.07

00:25.966 2.07
+2 Text 24

Custom

74%

Acceptable



Compatibility

- Facebook Video
- Facebook Story
- Instagram Story
- TikTok
- Snapchat

Mobile fit 49%

Creative quality

100% • 120pts/120pts

With an ideal duration of 15 100%

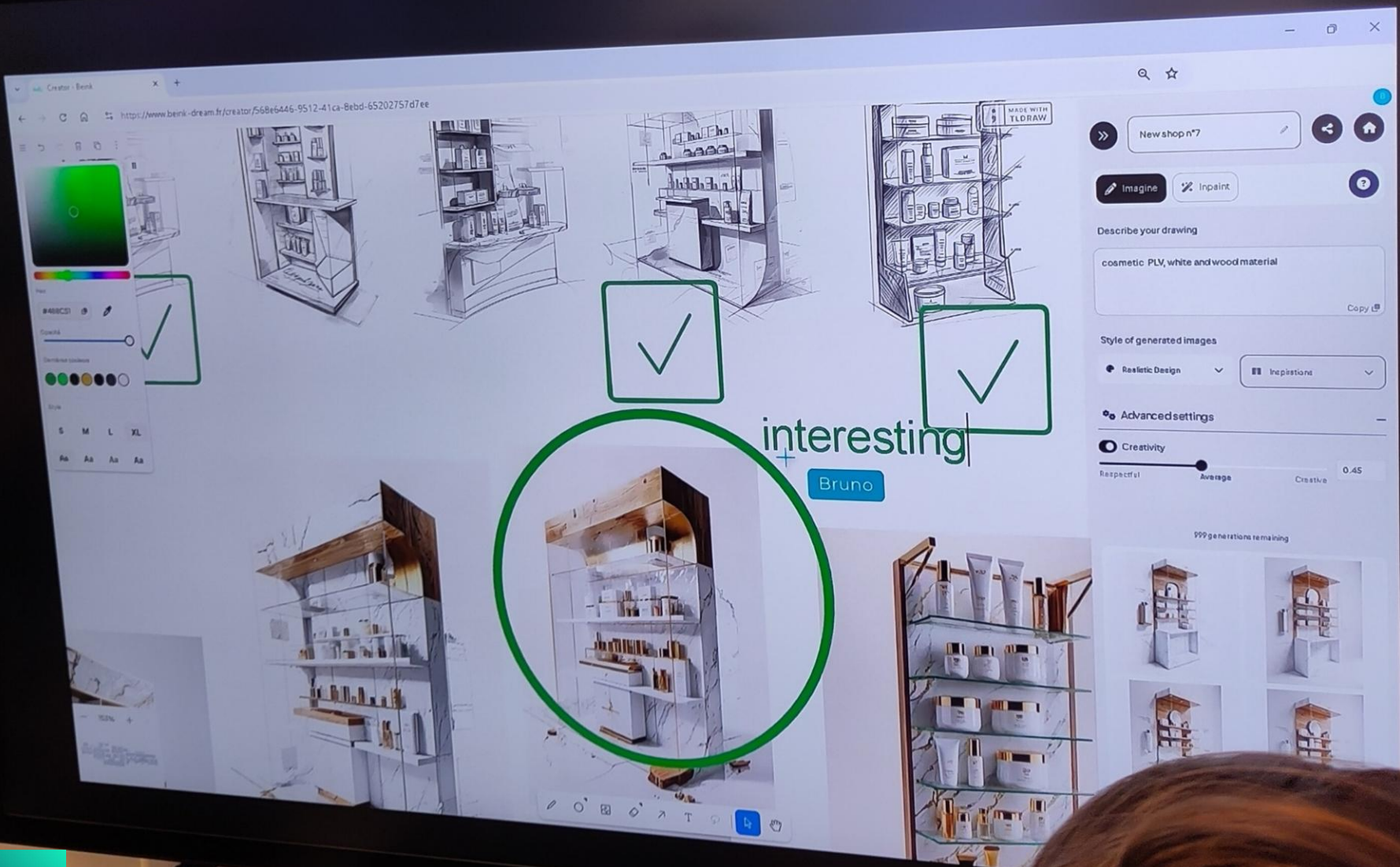
Narration

71% • 148pts/210pts

Light shots placed anywhere with a 50% presence and a low priority 60%

Close-up Shot placed anywhere with a 50% presence and a low priority 100%

Cuts every 00:00.000 to 00:03.000 placed anywhere with a 40% presence and a medium priority 100%



interesting +

Bruno

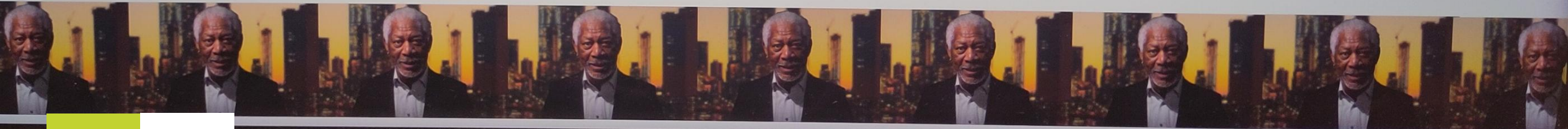
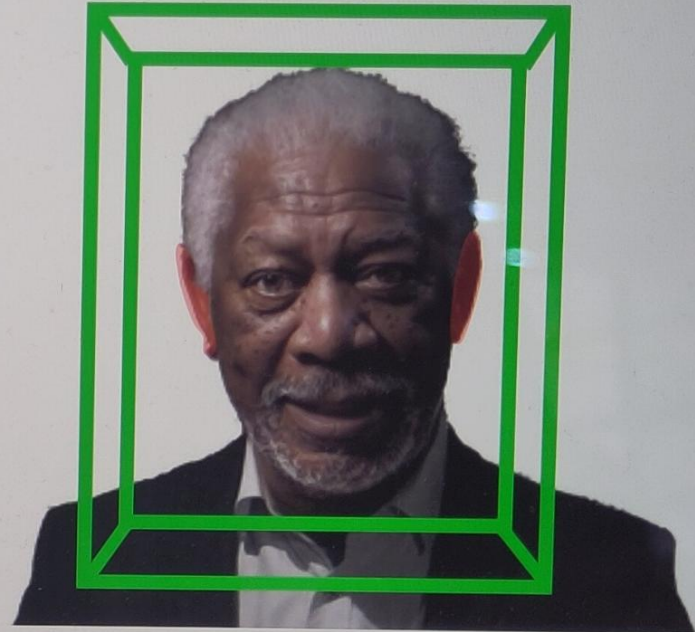
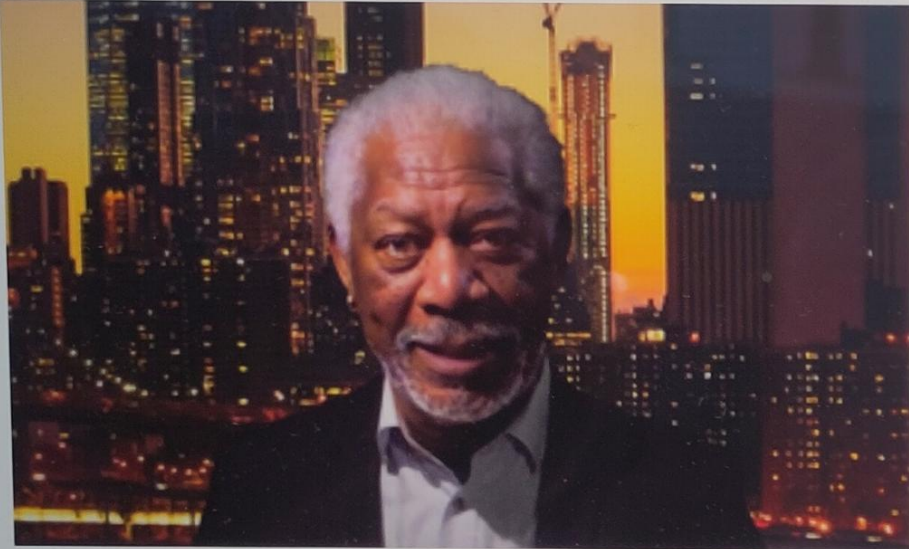
# AI & much more



 Upload

 URL

 Search



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DETECTSIA  
Detecting Deepfakes

Aurelien



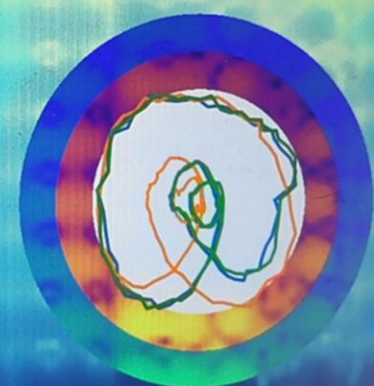
Aurlien  
Data Science RATP  
B.E.N

JM CRASS



JM CRASS  
Photographe - INPI  
B.E.N

Dorian Lacluque



Dorian Lacluque  
TECHFORWARD - Directeur Général  
B.E.N



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CŒURNET  
Science & Technologie

## Shopping cart

 Premium Economy Flight to XXX \$1,399

Full coverage insurance \$29.99

Subtotal: \$1,428.99

Pay now

## Shopping cart

 Premium Economy Flight to XXX \$1,399  
Free refund and exchange within the next 24hrs

Would you like to add an insurance to your booking? + \$29.99

Subtotal: \$1,399

Book an option for 48hrs for \$5.00

Cancel

Pay now

## More than intended

Make users do more and/or share more than they intended

For example: end up buying a service they did not intend to (seat selection) or end up subscribing when they thought they were making a one-off purchase or “trying for free”, or “consenting” to more data sharing than they wanted.

## Free action

Empower users to understand the consequences of their choices (especially in terms of spending more or sharing more personal data)

For example: clearly explaining with whom the personal data will be shared, whether an action is optional or required, whether a given service is added as a suggestion

But above all, we're going to provide the solution,











# CLÉSAMIE

DEATH TECH

**Ada Coffre**

Going to market

France

Clésame is the future leader in death tech. Clésame automates estate management and digital death through a platform designed with notaries. Data centralization, secure transmission, and account termination: inheritance made simple.

[www.clesame.fr](http://www.clesame.fr)



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16-18 SEPTEMBRE 2025

- Paris Expo Porte de Versailles



TÉLÉCHARGEZ  
VOTRE PASS



RÉSERVEZ  
VOTRE STAND

A propos ▾

Visiter ▾

Agenda ▾

Salon ▾

Actualités

# A PROPOS

## Présentation de l'événement

[Accueil](#) | [A propos](#) | [Présentation de l'événement](#)

NRF 2025: Retail's Big Show Europe, l'événement incontournable du retail en Europe, se tiendra à Paris du 16 au 18 septembre 2025.

## NRF 2025: Retail's Big Show Europe promet un « Retail Together »

Comexposium et la National Retail Federation allient leurs forces pour lancer [NRF 2025: Retail's Big Show Europe](#). Fondée sur le solide héritage de Paris Retail Week et la renommée mondiale de NRF, l'événement combinera la **puissance** de deux marchés du Retail : **l'Europe et l'Amérique du Nord avec** comme thème 2025 « **Retail Together** ».

Cinq ans après la pandémie du Covid, l'industrie du retail demeure plus que jamais résiliente et agile, se repositionnant face à **une nouvelle génération de consommateurs**. Le retail est à l'aube d'une autre évolution profonde, à l'heure où **l'intelligence artificielle** stimule l'innovation et l'efficacité à tous les niveaux.

Les retailers doivent répondre aux nouvelles exigences des consommateurs, confrontés à une incertitude accrue dans un contexte d'instabilité politique, de conflits géopolitiques et de baisse du pouvoir d'achat.

Le **Retail's Big Show Europe** rassemblera les acteurs européens du retail et abordera les principaux enjeux et opportunités auxquels ce marché doit faire face :

- Un retail unifié et sans coutures



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Vivatech 2026

# Let's talk about VivaTech 2026

10th Anniversary Edition  
17 - 20 June 2026



Seenapse



**CONFERENCE GRATUITE**

**Save the date**  
**BENCHMARK FIDELISATION**

**2 juillet, de 8h30 à 11h00**



chez GS1 France - 21 bd Haussmann  
75009 Paris

Cinq ans après leur dernière collaboration, Madame Benchmark et Seenapse s'associent à nouveau pour décrypter les évolutions majeures de la fidélisation dans le retail :

- Les mutations des programmes de fidélisation entre 2020 et 2025.
- Les cartes de fidélité préférées des Français et leurs attentes prioritaires : une analyse exclusive de 5 000 consommateurs.
- Les perspectives : vers une nouvelle ère de la fidélisation ?



Étude quantitative - Matthieu Jolly  
Seenapse

- Panel de 5 000 Français
- Focus sur les cartes préférées et les leviers d'engagement
- Comparatif alimentaire vs non-alimentaire



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Étude qualitative – Elisabeth Cony  
Madame Benchmark

- La fidélité en 2025 : quelle définition ?
- Tendances et innovations depuis 2020
- Les évolutions et perspectives à venir

**Madame  
Benchmark**



**Nombre de places limitées à 100 personnes.**



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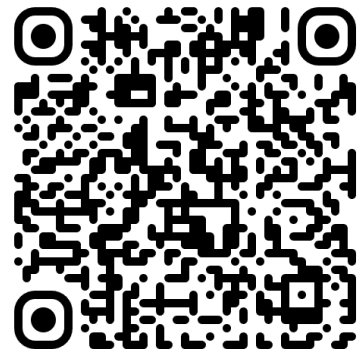
## Conférence Fidélisation

Mercredi 2 juillet



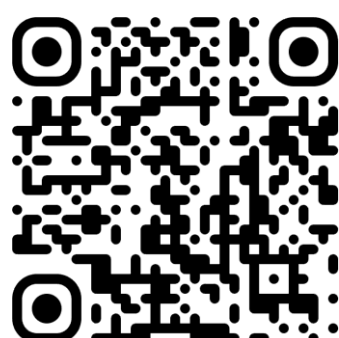
## Webinaire Shoptalk Europe

vendredi 4 juillet



## Webinaire Barcelone

vendredi 18 juillet



## Store Tour Londres

lundi 8  
septembre

+33 680105711  
matthieu@seenapse.fr

## Webinaire Veille

vendredi 12  
septembre

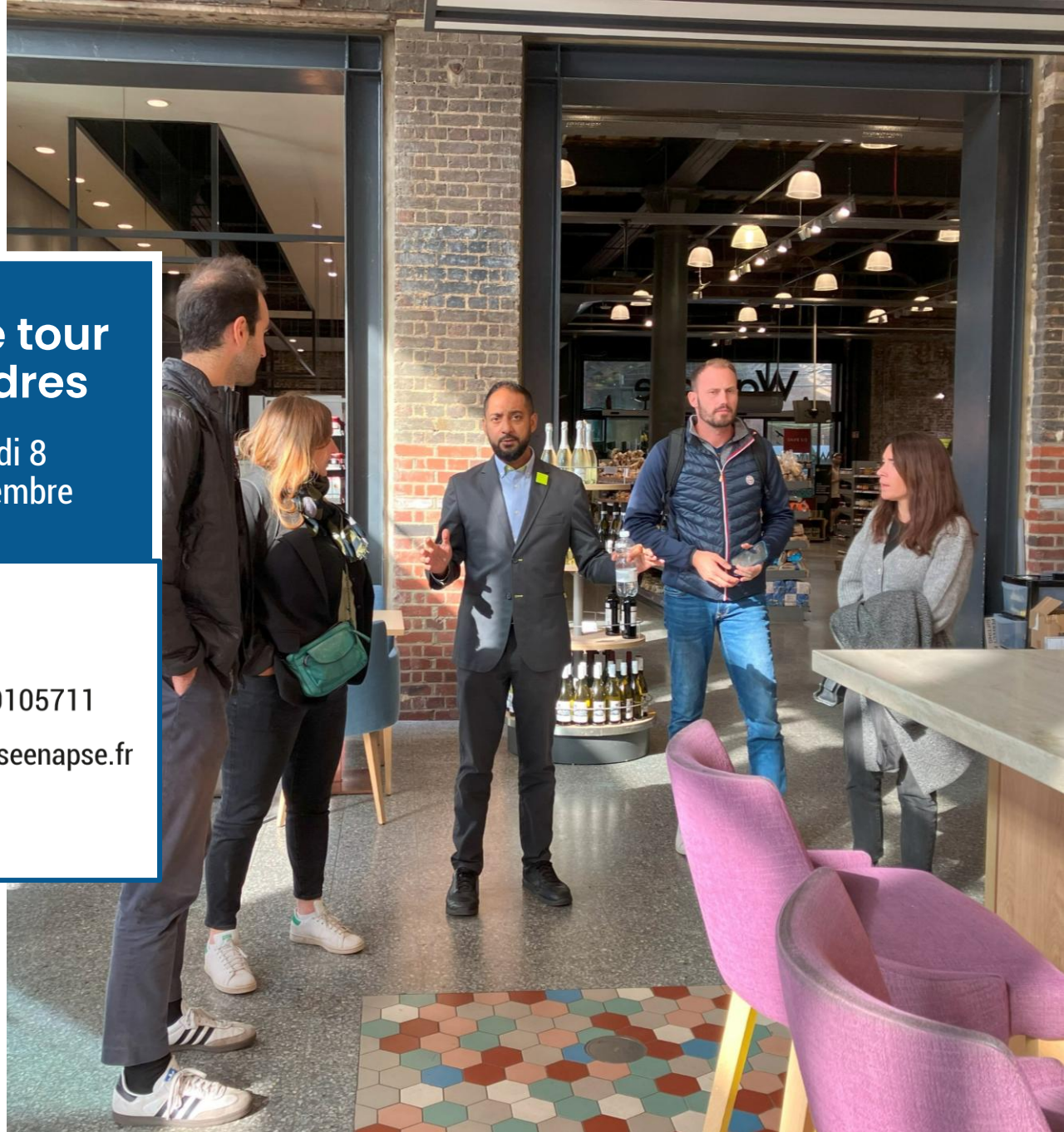




## store tour Londres

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