Professor developing smart shopping app

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URBANA, Ill. - URBANA -- A University of Illinois professor is working on an app to make it easier to decide where to shop. It's called IntelligShop. Basically it would use your phone's camera and GPS to figure out what stores you're looking at. Then it would connect to the Internet and pull up reviews from different sites. Researchers say it brings the virtual world and real world into one spot.

"We integrate that to the mobile app and we show this when they are looking at the store," said Kevin Chang, who is a computer science professor at the University of Illinois. "In this way, it's like they have a personal assistant of the whole Internet to go with them to when they are walking around in the shopping mall."

They originally developed this idea in Singapore, where there are a lot of tourists. Researchers say it would be especially helpful for people who aren't familiar with the area. They're looking into ways to commercialize the app in the U.S.

Local News

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By: Anna Carrera ✉

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