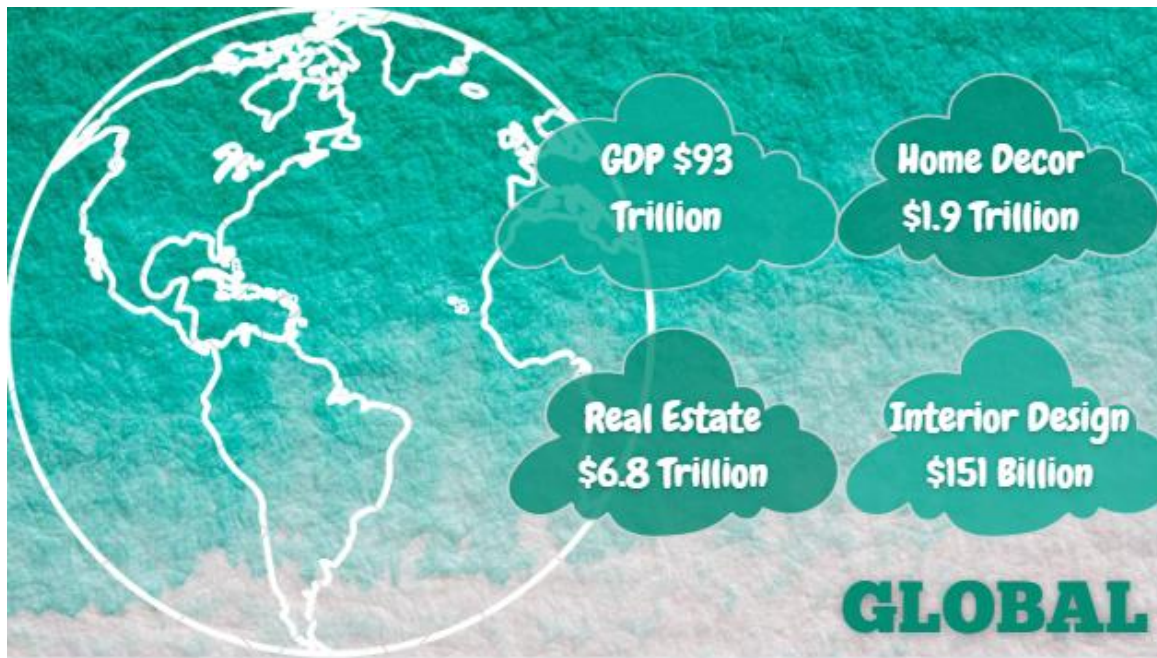


Democratizing Interior Design



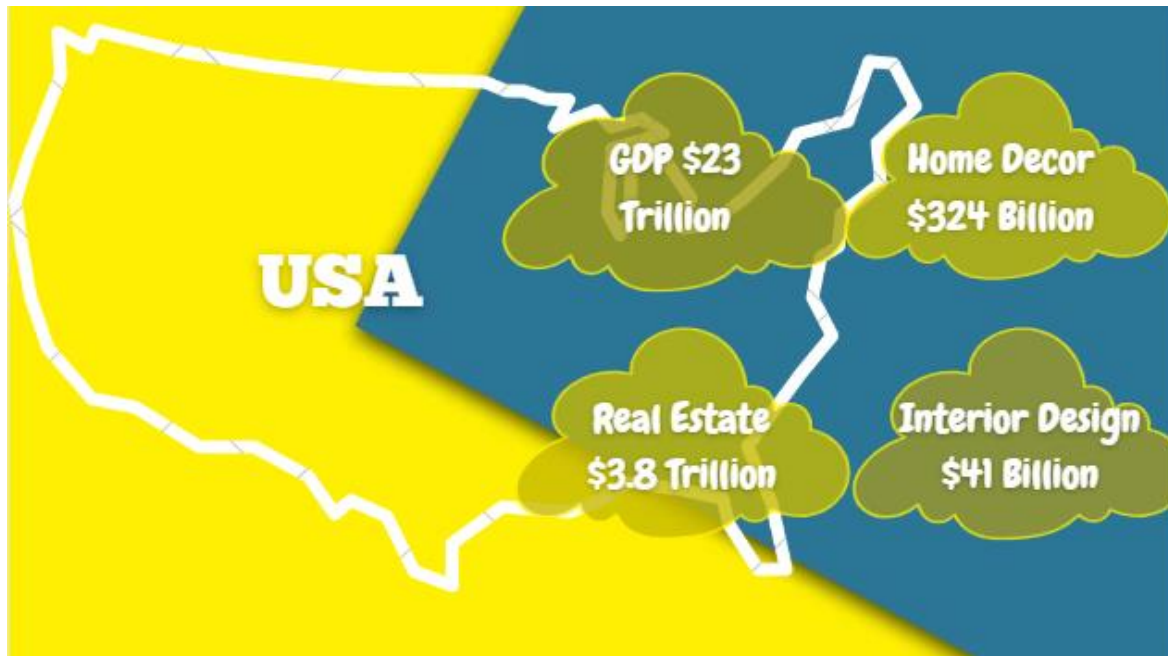
As Mark Hampton quotes, "Real comfort, visual and physical, is vital to every room." Giving that opportunity and space of individuality and design to everyone? That's the vision at VisCommerce. The market is growing sharply with the global real estate sector gradually becoming a huge part of the global economy.



The market forecast for the real estate business is positive, the Indian real estate sector will reach a market size of \$1 trillion by 2030 and account for 13% of India's GDP by 2025. While in the U.S. market, real estate construction contributed \$1.15 trillion to the nation's economic output in 2018, accounting for 6.2% of the expected GDP. The US real estate market has also seen a boom at \$3.8 trillion in 2022. With the boom in real estate all over the world, the demand for good-quality interior design has also increased.



Interior design is individualistic, subjective, and open to having a different purpose for everyone. It is something that might represent someone's personality or simply might represent the purpose and identity of a place. The US interior design industry market was worth \$41 billion in 2020.



Even with so much investment, an ideal combination of the right kind of light, paints, décor, and materials that match your ideas are hard to execute. Consider being able to plan everything in detail and build a 3D prototype before actually implementing the project, from the color of the walls to the shade of the lamp. This will reduce the risk of failure and allow you to experiment with as many combinations as you like. The introduction of the try-and-buy concept in this sector will mean highly beneficial for both the buyer and the seller. Conglomerates like AutoDesk, and SolidWorks are already ahead when it comes to executing projects through prototypes.



**VISCOMMERCE PROVIDES SOLUTIONS FOR THAT 83%
OF HOMEOWNERS TO MEET THEIR IDEAL
EXPECTATIONS.**

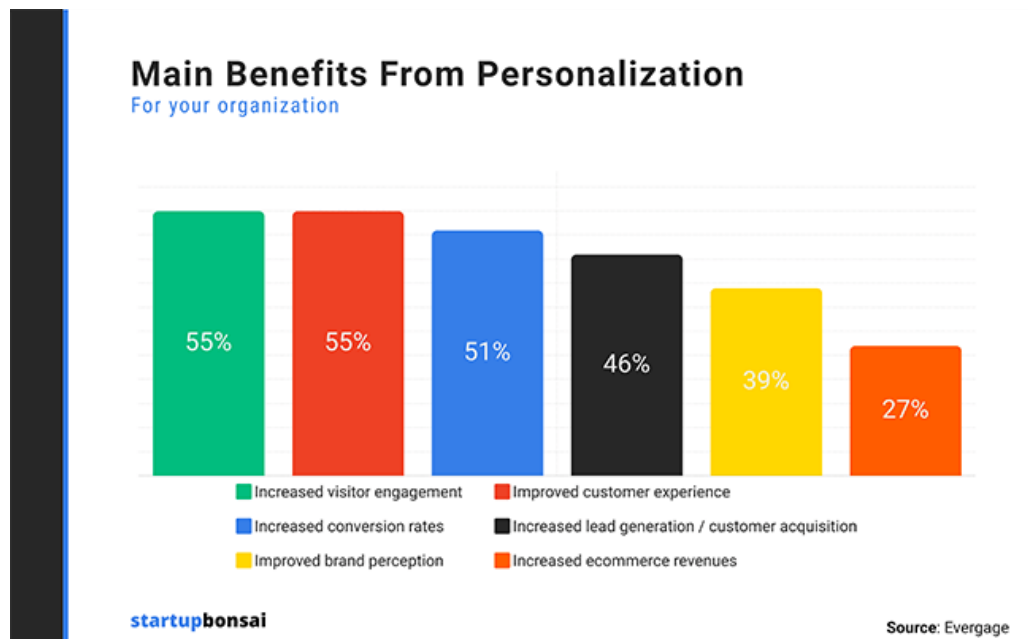
AS PER A SURVEY CONDUCTED IN THE U.S.-

**83% OF
HOMEOWNERS
DON'T HIRE
INTERIOR
DESIGNERS**

**17% OF
HOMEOWNERS
HIRE INTERIOR
DESIGNERS**

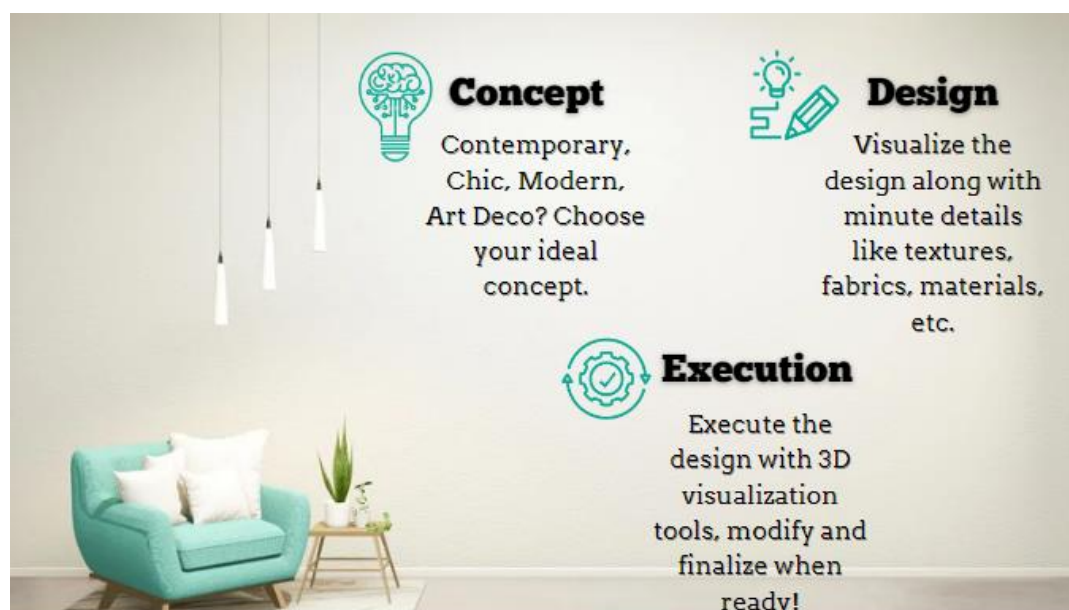


With simulation greatly involved in all forms of engineering for creating prototypes and avoiding errors, we've integrated it and made quality interior design affordable for the remaining 83% of households who hesitate in hiring interior design due to high financial risk by uniting the try-and-buy strategy with simulation and 3D visualization. For the sellers, it will create new revenue streams with strategies such as "Shop-The-Look".



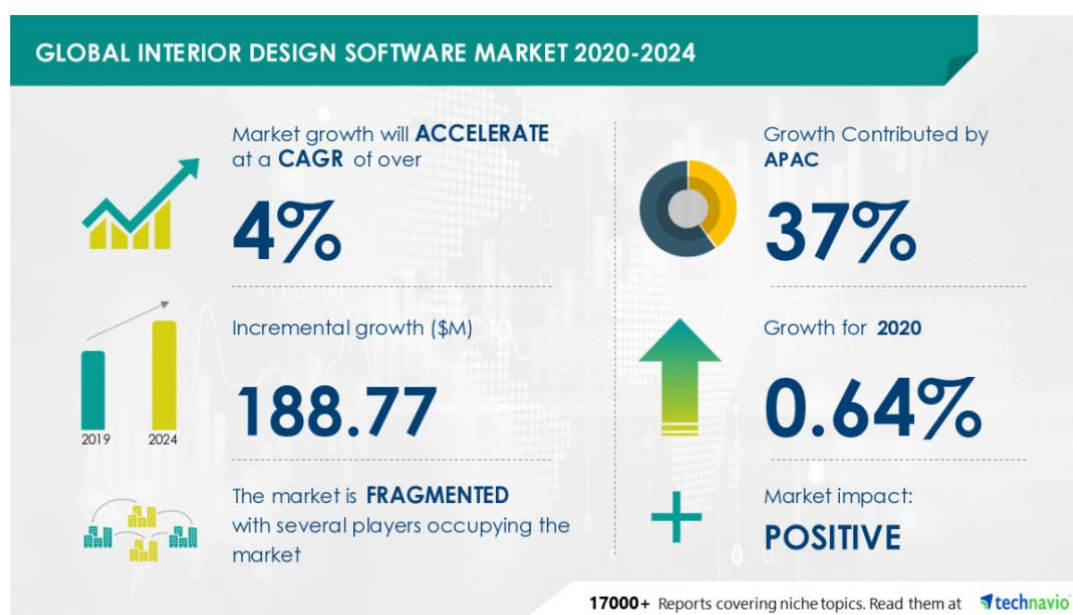
Remodeling the house, designing an office, building a hotel? Customers are majorly looking for personalization. 80% of consumers are more likely to buy from a company that provides a tailored experience and 70% of consumers say that how well a company understands their individual needs impacts their loyalty.

The home decor market can enhance not only their customer experience but also give a boom to their profits and brand loyalty!



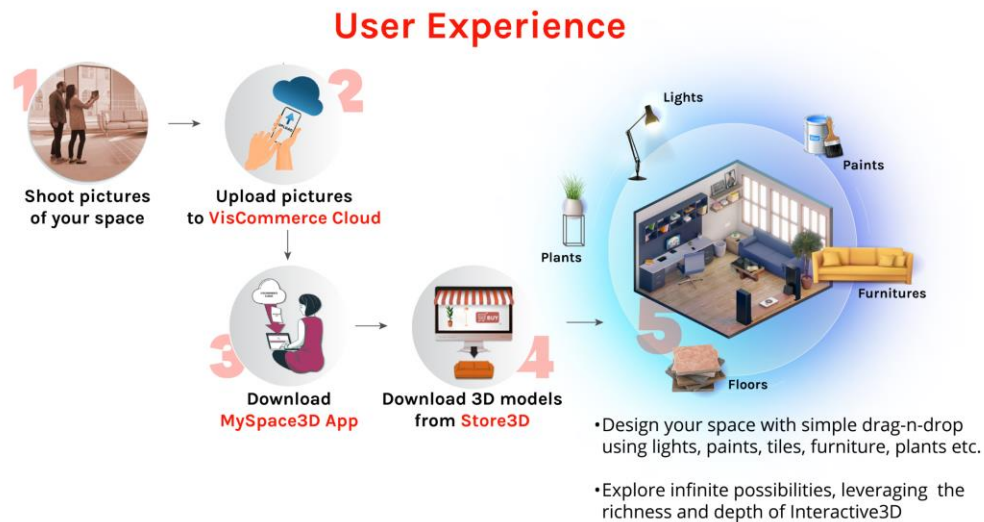
Almost 78% of consumers now expect brands to be aware of their expectations and work to achieve them. This is crucial in the buying process since the competition is always eager to offer the buyer other options. According to a recent poll of the furniture sector, 74% of consumers believe that buying in a 3D virtual store is a more thrilling experience than shopping in 2D photographs, and 75% prefer shopping in 3D to shopping in 2D photos.

Some of the benefits of simulation are less financial risk, gaining insights for improvement, assessing random events, and encouraging in-depth thinking.



According to Grandview Research, augmented shopping is expected to expand at a rate of roughly 50% per year through 2027. Digital engagements with products that have 3D or AR content have a 94 percent greater conversion rate, according to Shopify. The adoption of 3D and AR-infused e-commerce has nearly doubled the revenues of top furniture companies like Amazon, Wayfair, Ashley Furniture, and others throughout the world. DFS, the UK's largest furniture retailer, sees a 22x return on investment in Augmented Reality, with up to 112 percent conversion lift and 106 percent revenue per visit. Being ahead of the technological curve not only improves the customer experience but also provides companies with a competitive edge in the market.

Introducing Store3D and MySpace3D



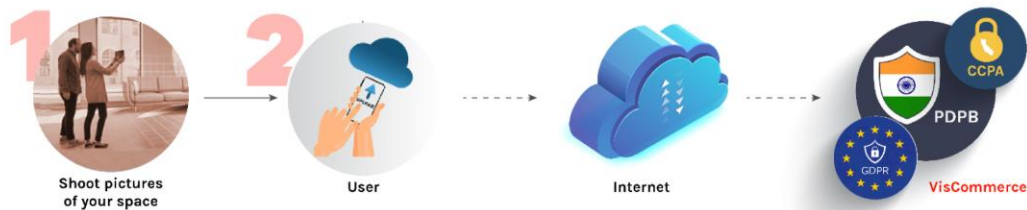
Imagine how easier it would be to choose a lamp, a couch, or a table if you could see how it looks in your own house, from being able to build an entire place from scratch to having the opportunity to adjust every single component of the room. The texture of the walls and furniture, as well as the paint and solid materials used to create the final look, are part of the process. The ability to manage lighting from its range of brightness to turn it on or off is Viscommerce's USP.



To use technology and see the results, it is not required to technically understand how it functions, which enables organizations to stay up with evolving business settings. The process is straightforward with the user having to shoot the pictures of a room for instance, and then proceed to upload the pictures in the VisCommerce cloud. The MySpace3D app will take it from there, while also letting you download 3D models of the place from Store3D. Feel free to be choosy with details afterward with being able to design your space with simple drag and drop using paints, lights, furniture, plants, and more. In conclusion, utilize the depth and complexity of interactive 3D to explore endless possibilities.

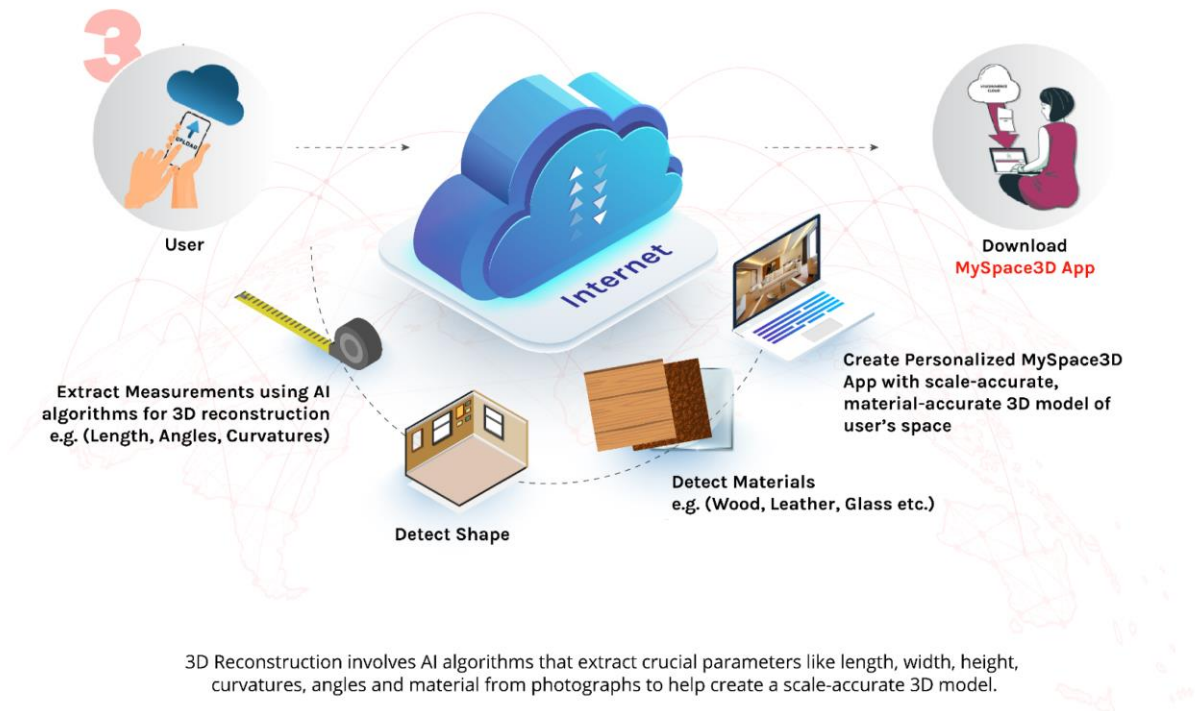
VisCommerce Experience

Personal data privacy



VisCommerce's "Content Management System" ensures privacy of user's pictures compliant to standards GDPR (Europe), CCPA (USA) and PDPB (India).

3D Reconstruction



3D Reconstruction involves AI algorithms that extract crucial parameters like length, width, height, curvatures, angles and material from photographs to help create a scale-accurate 3D model.

Download scale accurate 3D models from MyStore3D & Design your space



One of the major issues in the tech world which creates a barrier against innovation is data privacy. eCommerce addresses this issue efficiently with its Content Management System ensuring complete privacy of users' uploaded content which then goes through 3D reconstruction. The exact measurements are extracted using AI to create scale and material-accurate 3D models of the space, which are then open to be modified in any way the client wants.

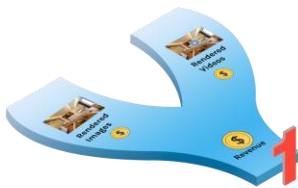
Before introducing 3D and AR-infused e-commerce, it's important to comprehend that it draws in new customers, enables a creative and innovative visual display of products, and moves customers through your customer journey map, culminating in the purchase and offering a strong ROI.



VisCommerce

Visualization Powered Commerce

MySpace3D Benefits For Businesses in Home-Decor Sector



Profitable Revenue Streams

- Photo-realistic rendered images and videos give consumers an accurate view of their finished design.
- Consumers tend to order a few viewpoints of a room before executing on designs, thereby saving time and money
- Photo-realist rendered images and videos can be economically developed on VisCommerce's specialized MySpace3D Servers due to the foundation of GPU farms
- They offer highly profitable revenue streams to home-decor sector

Renovation Market

- Renovation market is significantly larger than new home market.
- Consumer requirements tend to be much more clearly defined e.g a paint color that matches existing furniture
- MySpace3D App contains a 3D model of consumers space that has been reconstructed from pictures using AI algorithms. It ensures shape, size and material accuracy
- Consumer is empowered to seek products in the market that fit their exact requirement e.g paint-color matching existing sofa.
- Creates huge new markets for businesses in furniture, lighting, paints, tiles, sanitary-ware sectors

Shop The Look

- Most consumers are not trained architects or interior-des
- Merchants in the home-decor space can consult interior-
- Consumers who can afford the components in such a 'shop' can order the entire set.
- Merchants benefit due to the resultant bulk-sales

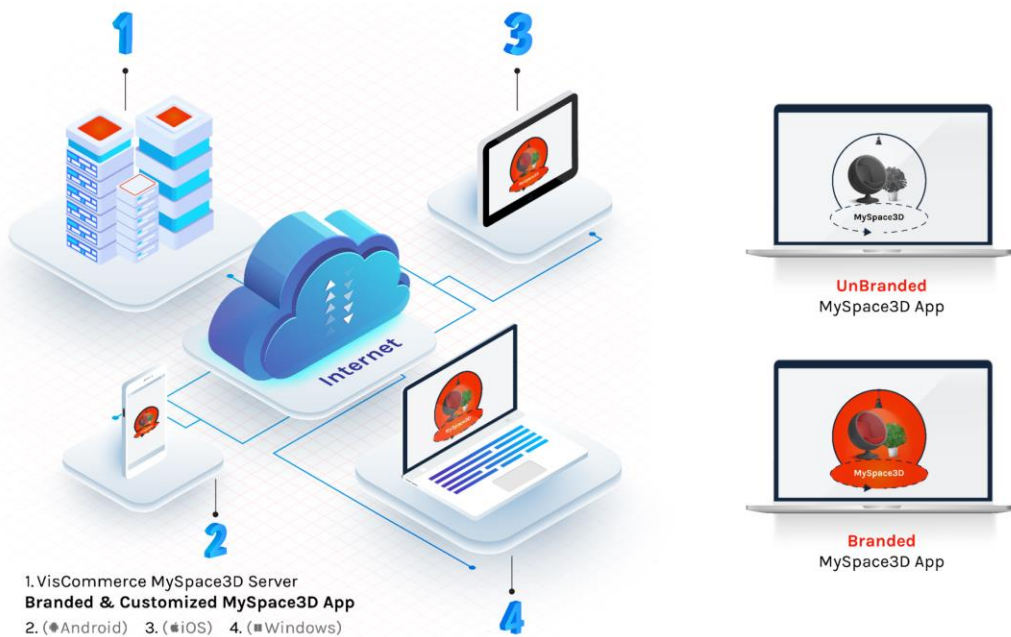
While giving way to bulk sales, the app encourages customers to design a complete room to promote to purchase of an entire design in one go. Every client will be inspired to customize according to their

requirements, successfully optimizing their value of money, while the sellers will see enhanced customer retention.



White-label our products

VisCommerce MySpace3D - White Labelling

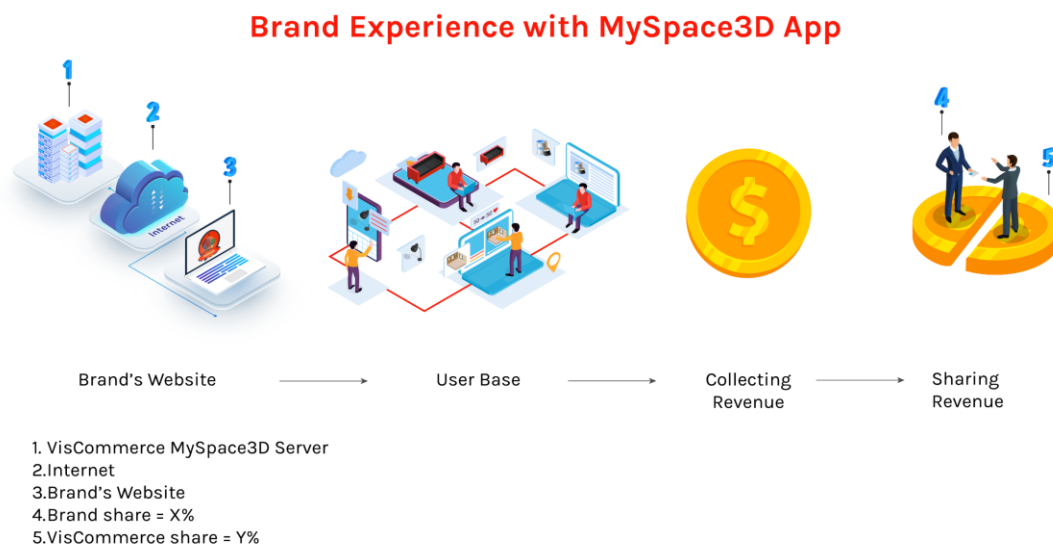


"MySpace3D App" is designed to be branded and customizable based on customer requirements. It is offered on Windows, iOS and Android Environments. It is designed to work with VisCommerce's specialized cloud based servers offering elasticity and to generate "Photorealistic" Images and Videos

Revenue sharing for rendered Photo-realistic images & videos



All businesses are built on tackling problems and coming up with workable solutions. In the 3D and AR market, there are several significant players active in B2B to address such issues and deliver solutions to businesses. This is referred to as white labeling. For example, large merchants and organizations such as AshleyFurniture, Lowe's Home Improvement, and others have made their services available to Marxentlabs. They have seen up to a 2x boost in revenue, exceptional customer satisfaction, and increased loyalty as a result of implementing cutting-edge technologies. This technology has changed how we think about interior design as homeowners and business owners.



With the white-label strategy, it is a win-win situation for both us and the sellers. The brand's website can be enhanced enough to not only get customers but also to retain them and win their loyalty. The loyal customer base will enable high revenue generation, which will be divided between VisCommerce and the merchant according to pre-decided, mutually agreed terms.

Conclusion

Patent pending solution by VisCommerce offers unprecedented power to folks interested in Interior Design. This could range from homeowners to commercial space designers like a Dentist's Office etc.

This innovation from VisCommerce leverages many leading technologies such as 3D, AI, Blockchain, Crypto, and Web-Technologies. It offers new revenue streams, new markets, and bulk sales for vendors in the furniture, paints, tiles, lighting, and sanitaryware sectors.

Recognizing, adopting, and keeping up with the ever-changing corporate settings has been the key to success and popularity. With Myspace3D, Viscommerce has created a sustainable loop of revenue generation along with customer experience benefits for decor companies.