

PRESS RELEASE

In what way the Augmented Reality **changes the B2B sales process** of major furniture companies

For immediate release

First let's describe the actual functionality of an Augmented Reality furniture application. Users are able to place the products in the AR space and interact with them real-time. This means that the user can furnish an entire room with just a few swipes of his smart device. He is able to adjust the rotation, placement, color and material variation of each product he places in the AR space. Afterwards he can visit the online store to purchase chosen products or perhaps make a screenshot of the room and save the products in his "favourite items" so he can come back to them later.

From the perspective of a sales representative, this can be a game changer. Being able to showcase the entire product line anytime and anywhere with minimum effort is a dream come true. The efficiency, flexibility and time savings combined with the unique touch of inherent wow factor that AR brings to the table is priceless. Many sales agents are already using this technology to engage with prospective clients at the exhibitions all around the world. This flexible solution for product showcasing removes the necessity of physically having the products on-site in all the different colour and material variations.

When the company cooperates with dealers or retailers, providing them with Augmented Reality application might be a good choice for a lot of reasons. One of them is being different and memorable. If a retailer interacts with the end customer by showing a product in the space of Augmented Reality, the chances of the customer remembering the brand and the product go way up. This way companies contribute to their marketing efforts regarding brand awareness and visibility. On the other hand, the retailer is also exempt from storing different product variations of the same type.

Interior designers and sales representatives that interact with the end customer who wants to for example furnish an entire office space can utilize the AR application as well. Imagine having a live feedback from a client right on-site. Being able to avoid lengthy process of micro-adjustments and endless revisions of 3D visualizations can be a life saver. How many times the miscommunication broke the deal, when the client felt like his requirements were not met. Augmented Reality applications, apart from all the other things, serve the purpose of helping the company align with the expectations of their clients.

AR Visual focuses not only on the development of a custom AR applications but they also provide an option for smaller boutique brands and designers called AR Visual platform. Essentially it's an AR app that hosts products of over a hundred companies and growing, which can be used in all the ways described above. This way, everybody gets the opportunity to leverage this technology and enhance their sales and marketing process.