ARVISUAL

PRESS RELEASE

How can boutique furniture designers benefit from the AR platform application made by AR Visual

For immediate release

The phenomenon of showcasing furniture and other products in Augmented Reality is no longer a trend, rather it is becoming an industry standard. A lot of big companies such as IKEA or Vitra. are shifting their focus towards this still fairly new and exciting technology.

It is evident, now more than ever, that the future of shopping is online. Thus having your own Augmented Reality application makes a lot of sense for companies trying to reach the end customers, who can try out the products and purchase it from the comfort of their home with just a few swipes of their phone or a tablet. Apart from that, sales reps are able to showcase the whole product line anytime and anywhere. This makes the AR application an ultimate sales tool during exhibitions and business meetings.

But what about smaller companies that can't afford to allocate financial resources for the development of a custom AR app. Or what if a boutique designer produces just a handful of products in 2-3 variations? It would not be viable for him to invest in a custom AR app.

This is where AR Visual comes with a solution. They provide the platform - an AR Visual application that onboards the products of small designers and furniture companies that are yet unsure of the technology, they wish to try it or perhaps only make 2-3 types of products and they do not need the custom AR app.

Utilizing this AR platform, many designers are able to "have their cake and eat it too" so to speak. This way they can hop on the train of AR early and not only keep up with their competition but perhaps even gain an advantage over them. Plus they do not need to pay for the actual development of the app, just for the models and the adjustments.

One of those companies is Gant Lights. They offer a narrow range of high-end lighting products and putting them on the AR Visual platform represented a much more attractive option, as the custom solution would not hold that much ROI. Apart from that, gaining an additional audience through the seconady exposure, as the platform hosts over a 100 clients can be a nice boost for their marketing efforts.

Innovation happens fast, therefore any concrete predictions as to what happens in the next 5 years would be unreasonable. However, we can tell for sure that the AR technology will be embraced more and more as time progresses.

AR Visual Ltd.
Warren st. 12 A
London
United Kingdom

AR Visual s.r.o
Staré Grunty 18
Bratislava
Slovakia

Michael Zak - CMO
+421 917 301 716
michael@arvisual.eu
www.arvisual.eu