



NEWS RELEASE

# Wayfair Unveils Immersive Home Design Experience with Daydream Virtual Reality App

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IdeaSpace App Allows Consumers to Explore and Shop Beautifully Designed Virtual Showrooms on Daydream, Google's Mobile VR Platform

BOSTON--(BUSINESS WIRE)-- Wayfair Inc. (NYSE:W), one of the world's largest online destinations for home furnishings and décor, today announced the launch of IdeaSpace, the company's second virtual reality application for designing spaces with furniture and décor. Available on Daydream, Google's high quality, mobile VR platform, IdeaSpace enables consumers to explore a variety of uniquely designed spaces and shop their favorite finds in an interactive setting. IdeaSpace was built by Wayfair Next, the company's internal research and development team, using Google's virtual reality technology.

This Smart News Release features multimedia. View the full release here:

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"Discovery is an essential part of the Wayfair shopping experience as consumers explore our unmatched selection and inspirational content to find new ideas for their homes," said Steve Conine, co-founder and co-chairman, Wayfair. "Inspired by Wayfair's **Get the Look** resource, where shoppers can explore featured interiors from designers as well as Wayfair commercials and catalogs, IdeaSpace allows customers to browse beautifully styled spaces and products in a completely immersive experience."

By placing any Daydream-ready phone, such as Google's Pixel phone, into the Daydream View headset, shoppers are transported to a number of custom-designed rooms they can move through with a swipe on the Daydream controller. To "get the look," shoppers can point the cursor at featured 3-D products, click to display additional details and rotate for a complete 360-degree view, then save their favorite products all within the app.

“As the e-commerce leader in the home space, we believe that being on the forefront of new technology adoption will allow us to create the best possible shopping experience for our customers,” added Conine. “Using Google’s advanced technology, IdeaSpace takes the inspirational content our customers have come to expect to an entirely new level.”

Wayfair’s IdeaSpace is available now for download on **Google Play**. For a **demo** and screen shots click **here**.

## About Wayfair

Wayfair Inc. offers an extensive selection of home furnishings and décor across all styles and price points. The Wayfair family of brands includes:

- **Wayfair**, an online destination for all things home
- **Joss & Main**, where beautiful furniture and finds meet irresistible savings
- **AllModern**, a go-to online source making modern design more accessible
- **DwellStudio**, a design house with a decidedly modern vibe
- **Birch Lane**, a collection of classic furnishings and timeless home décor

Wayfair generated \$3.14 billion in net revenue for the twelve months ended September 30, 2016. Headquartered in Boston, Massachusetts with operations throughout North America and Europe, the company employs more than 5,600 people.

View source version on businesswire.com: <https://www.businesswire.com/news/home/20161110005830/en/>

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