



NEWS RELEASE

Wayfair Mobile App Lets Shoppers Visualize Furniture and Décor in Their Homes before They Buy

12/6/2016

New "View in Room" Feature Brings Millions of Products to Life through Consumers' Mobile Devices

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 View in Room, a new, first-generation **Wayfair mobile app** feature which lets shoppers see furniture and décor in their homes before they buy. The new feature places 2-D product images in any room through the camera of a mobile device. The Wayfair app including View in Room is available on iPhone and Android devices and allows shoppers to visualize the more than 6 million products from Wayfair's vast selection of furniture and decor. View in Room is also available on Joss & Main and AllModern mobile apps.

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

<https://www.businesswire.com/news/home/20161206005483/en/>

"As we pioneer new emerging technologies such as virtual and augmented reality, we are simultaneously focused on bringing new solutions to market that will immediately benefit all of our customers," said Steve Conine, co-founder and co-chairman, Wayfair. "The new View in Room feature solves a common customer pain point by making it possible for shoppers to preview furniture and décor in their home before placing an order."

View in Room is a new 2-D feature in the existing Wayfair app that can be used on any iOS or Android device. Wayfair's 3-D product rendering innovations in virtual and augmented reality are currently available using select VR headsets and the Lenovo Tango-enabled Phab 2 Pro, respectively.

Shoppers can use the new feature by clicking the "View in Room" button displayed beneath the product image within Wayfair's mobile app. The product immediately appears on the device's screen in camera mode where

shoppers can view their own digitally furnished space and save as an image via screen grab to share with family and friends.

“From lighting and throw pillows to sofas and chairs – and even holiday décor - the View in Room feature makes shopping for the home fun, interactive and social,” continued Conine. “Our newest visualization feature is broadly available to our rapidly growing customer base and offers shoppers the added confidence that they’re making the right furniture and décor selections for their homes.”

View in Room is just one example of the many innovations Wayfair is rolling out to continuously enhance the mobile shopping experience for consumers.

To download Wayfair’s mobile app on iPhone or Android devices visit <https://www.wayfair.com/the-wayfair-app?c=2016&pid=PR>.

For a demo and screen shots, visit <https://bit.ly/WayfairViewInRoom>.

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.

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