



NEWS RELEASE

Wayfair Mobile Shopping App Can Turn Virtually Every Home into a Furniture Showroom

3/20/2018

Home Retailer Makes 3D Visualization Feature Available to Millions of Consumers on Android Devices

BOSTON--(BUSINESS WIRE)-- Wayfair Inc. (NYSE:W), one of the world's largest online destinations for the home, today announced that its 3D visualization feature is now available to millions of consumers across the Android ecosystem. Built with ARCore, Google's augmented reality platform, Wayfair's "View in Room 3D" mobile app feature makes it possible for shoppers to see virtual furniture and décor in their homes before they buy.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20180320006056/en/>

Wayfair mobile shopping app leverages AR to turn virtually every home into a furniture showroom (Graphic: Business Wire)

"At Wayfair, we're continually developing innovative technology features that make

shopping for your home - from your home - not just easier, but preferred," noted Steve Conine, co-founder and co-chairman, Wayfair. "Leveraging augmented reality, the Wayfair app allows shoppers to transform their homes into virtual showrooms, allowing them to see their favorite products up close and at every angle - all in their very own space. We're excited to make this innovative capability available to our customers across tens of millions of Android devices."

To visualize furniture and décor in their home, shoppers can simply tap "View in Room 3D" in the Wayfair mobile shopping app. All 3D products are at full scale and anchor to the floor, so shoppers can see a variety of life-size products in their home without having to grab the measuring tape. Shoppers can then quickly and easily purchase their favorite items with the confidence that they will look great and fit in their space all within the Wayfair app.

“We knew early on that augmented reality had the potential to completely transform the way people shop for their homes, and as it’s quickly moved toward mainstream adoption, we’re excited to have played an integral role in shaping the experience for millions of shoppers,” continued Conine. “The launch of ARCore brings the power of augmented reality to even more consumers, and we’re proud to deliver a useful and practical application of this innovative technology to our customer.”

Wayfair’s View in Room 3D mobile app feature was built with ARCore, which is supported on more than 100 million Android devices. Click **here** to download the Wayfair app. For a demo and screen shots visit https://bit.ly/WayfairViewinRoom3D_ARCore.

About Wayfair Inc.

Wayfair believes everyone should live in a home they love. Through technology and innovation, Wayfair makes it possible for shoppers to quickly and easily find exactly what they want from a selection of more than 10 million items across home furnishings, décor, home improvement, housewares and more. Committed to delighting its customers every step of the way, Wayfair is reinventing the way people shop for their homes – from product discovery to final delivery.

The Wayfair family of sites includes:

- Wayfair, an online destination for all things home
- Joss & Main, where beautiful furniture and finds meet irresistible savings
- AllModern, unbelievable prices on everything modern
- Birch Lane, a collection of classic furnishings and timeless home décor
- Perigold, unparalleled access to the finest home décor and furnishings

Wayfair generated \$4.7 billion in net revenue for full year 2017. Headquartered in Boston, Massachusetts with operations throughout North America and Europe, the company employs more than 7,700 people.

View source version on businesswire.com: <https://www.businesswire.com/news/home/20180320006056/en/>

Source: Wayfair Inc.

Wayfair Inc.

Media Relations Contact:

Susan Frechette, 617-502-7066

PR@wayfair.com

or

Investor Relations Contact:

Joe Wilson

IR@wayfair.com