



NEWS RELEASE

Wayfair's Augmented Reality Technology Now Available in its Popular Mobile Shopping App on the ASUS ZenFone AR

8/3/2017

BOSTON--(BUSINESS WIRE)-- Wayfair Inc. (NYSE:W), one of the world's largest online destinations for home furnishings and décor, today announced that its proprietary augmented reality (AR) application WayfairView has been integrated into its popular mobile shopping app on the **ASUS ZenFone AR**, exclusively available in Verizon stores beginning August 3, 2017. Leveraging Google's AR technology, Tango, the Wayfair app makes it possible for consumers to see virtual furniture and décor in their homes at full scale before they buy. AR is just one application for Wayfair's rapidly growing 3D model library, which also contributes to the inspiring lifestyle imagery at Wayfair.com, helping customers find just the right items that match their needs, style and budget.

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

<https://www.businesswire.com/news/home/20170803005407/en/>

"At Wayfair, we're committed to creating the best possible shopping experience for home. That means ensuring our customers have the absolute confidence that an item will look great and fit in their space before they buy," noted Steve Conine, co-founder and co-chairman, Wayfair. "The ability to actually see a chandelier hanging from your ceiling, place artwork on your wall, or unbox a new sofa in your living room in a matter of seconds represents the future of shopping for home. That's why, more than a year ago, we put in place a dedicated, in-house research and development team to harness the power of AR and make visualizing our vast catalog of home products easier and more realistic than ever."

A featured app on the ASUS ZenFone AR, shoppers can easily find and download the Wayfair app from the Tango Discovery App, and for a limited time, all customers who purchase the new device will receive a \$25 Wayfair gift card. To experience a completely new way to shop for home, shoppers can simply look through the screen of the

ASUS ZenFone AR, select a product, and virtually place it in a room to see how it looks and fits in their space. Shoppers can also move and rotate items to view every angle, visualize various layouts and perspectives, share with family and friends, and purchase all within the Wayfair app.

“The availability of the ASUS ZenFone AR on the Verizon network makes augmented reality more widely accessible to consumers than ever before,” continued Conine. “And as a mass market retailer with one of the largest online selections of furniture and décor in the world, we’re uniquely positioned to help bring the power of AR even further mainstream as we rapidly grow our 3D model library and build upon our existing capabilities for new first-party applications.”

The Wayfair AR app was developed by the company’s in-house research and development team, Wayfair Next, which is leveraging emerging technologies such as AR and VR as well as the company’s own vast catalog of home items, to make visualizing furniture and décor as easy and realistic as possible.

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

About Wayfair

Wayfair Inc. offers an extensive selection of home furnishings and décor across all styles and price points.

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
- DwellStudio, unexpected modern design for everyday life
- Birch Lane, a collection of classic furnishings and timeless home décor

Wayfair generated \$3.6 billion in net revenue for the twelve months ended March 31, 2017. Headquartered in Boston, Massachusetts with operations throughout North America and Europe, the company employs more than 5,700 people.

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