



NEWS RELEASE

Wayfair's Augmented Reality App Now Available on the Asus Tango Enabled ZenFone AR

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Online Home Retailer adds Thousands of 3-D Product Models to WayfairView, Allows Shoppers to Place Realistic Renderings of Furniture and Décor in their Homes Before they Buy

BOSTON--(BUSINESS WIRE)-- Wayfair Inc. (NYSE:W), one of the world's largest online destinations for home furnishings and décor, today announced that its augmented reality app, WayfairView, is now available on the Asus Tango enabled ZenFone AR. Wayfair has also added thousands of 3-D product models to the app, allowing shoppers to visualize an even greater selection of furniture and décor in their homes before making a purchase. WayfairView was developed by the company's in-house research and development team, Wayfair Next, leveraging Google's robust technology.

"The launch of the Asus ZenFone AR puts Google's powerful technology into the hands of more consumers, allowing them to experience the many exciting possibilities of augmented reality," said Steve Conine, co-chairman and co-founder, Wayfair. "We are thrilled to leverage this technology to completely redefine shopping for the home—a category that is uniquely driven by inspirational content and imagery as well as exceptional service and selection. WayfairView helps shoppers find products that fit in their homes and match their personal style by bringing furniture and décor to life."

Through the rapid expansion of its own 3-D model library, Wayfair is providing beautiful imagery for customers across all platforms and devices. WayfairView taps into this growing collection and allows shoppers to see how furniture and décor will look and fit in their homes before they buy. With WayfairView, shoppers can move and rotate products to play with various layouts and view them at every angle. They can also save and share photos and seamlessly connect to Wayfair's shopping app in Google Play to make a purchase.

"Creating a superior shopping experience for the home is at the core of everything we do," continued Conine. "As

our customers rely on authentic photography to find unique products that suit their style and price point, WayfairView is an example of how we will continue to leverage 3-D visualization to make online the preferred way to shop for home.”

WayfairView is available for download on **Google Play** and accessed using the Asus ZenFone AR. To view a demo of WayfairView, visit the **Wayfair YouTube channel** and for screen grabs visit **Bit.ly/WayfairView**.

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 for modern design
- DwellStudio, a design house for fashion-forward modern furnishings
- 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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