



NEWS RELEASE

Wayfair's AR-Powered Shopping App Now Available to Tens of Millions of Consumers on iOS 11

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"View in Room 3D" feature allows shoppers to visualize 3D furniture and décor in their home before they buy

BOSTON--(BUSINESS WIRE)-- Wayfair Inc. (NYSE:W), one of the world's largest online destinations for the home, today announced that its augmented reality (AR) technology is now available to tens of millions of consumers on iOS 11, allowing shoppers to see 3D furniture and décor in their homes before they buy. Wayfair's "View in Room 3D" app feature is seamlessly incorporated into the shopping experience, allowing customers to easily discover, visualize and purchase their favorite furniture and décor items from their iPhone or iPad – all within the Wayfair **mobile shopping app**.

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

<https://www.businesswire.com/news/home/20170919006575/en/>

"The availability of Apple's ARKit will bring the power of augmented reality to our mass market customer. We're excited to realize the true potential of AR, and now, deliver our own technology to virtually all of our customers as we transform the way people shop for their homes," noted Steve Conine, co-founder and co-chairman at Wayfair. "Leveraging Apple's AR platform on iOS 11, we're solving one of the biggest pain points consumers face when shopping for home furnishings online or in a store – how will this item look in my home and will it fit? Our AR-powered shopping app lets our customers visualize thousands of products in their homes, from their homes, before they buy."

When shoppers find a piece of furniture or décor they love on the Wayfair app, they can simply tap the View in Room 3D button displayed beneath the product image to see it in their home. Shoppers can move products - which are anchored to the floor or table - anywhere in their room as well as rotate and walk around to view every possible angle, then instantly purchase without having to leave the Wayfair app. In addition, all 3D products are accurately

sized to true dimensions, so shoppers don't need to physically measure an item or their space beforehand to know that it will fit before they purchase.

"At Wayfair, we're constantly innovating to create the best possible shopping experience for home," continued Conine. "The ability to see how a sofa matches existing décor or whether a new table will fit in one's dining room brings an unprecedented level of convenience to our customers while providing them with the confidence that they're making the right selection for their home."

Developed using Apple's ARKit, Wayfair's AR-powered **mobile shopping app** is now available on iOS 11.

Click **here** to download the Wayfair app. For a demo and screen shots visit <https://bit.ly/ViewinRoom3DiOS11>.

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
- Perigold, unparalleled access to the finest home décor and furnishings

Wayfair generated \$3.9 billion in net revenue for the twelve months ended June 30, 2017. Headquartered in Boston, Massachusetts with operations throughout North America and Europe, the company employs more than 6,000 people.

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