



NEWS RELEASE

Wayfair Brings Virtual Furnishings and Décor into the Home with WayfairView

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Online Retailer Launches Smartphone Augmented Reality App, Available in Google Play with the World's First Tango-Enabled Smartphone

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 **WayfairView**, the company's first-party smartphone augmented reality application, available in Google Play. Developed by Wayfair Next, the company's in-house research and development team, using Google's technology, WayfairView allows shoppers to visualize furniture and décor in their homes at full-scale before they make a purchase. Consumers will be able to shop with WayfairView on the upcoming Tango-enabled smartphone by Lenovo, the PHAB2 Pro, available this September.

"Wayfair Next is laying the groundwork for new innovations that will change the face of retail – all with first-party technology," noted Steve Conine, co-chairman and co-founder, Wayfair. "By digitizing our vast catalog through 3-D scanning, we will dramatically improve the visualization of products to create the best possible shopping experience for our customers. With smartphone augmented reality, we can take this a step further. Built using Google's robust Tango technology, WayfairView will allow shoppers to visualize furniture and décor in their homes by virtually placing real products from Wayfair's extensive catalog in any room at full-scale."

To use WayfairView, shoppers will be able to view a particular room in their home through the lens of the Lenovo PHAB2 Pro, select a Wayfair product and virtually place that product in the room to see how it fits and looks within the space. Shoppers can also move and rotate products to visualize various layouts and perspectives. Finally, when ready to make a purchase, shoppers will be seamlessly connected to Wayfair's shopping app in Google Play.

"Driving technology innovation has been ingrained in Wayfair's culture from the beginning," continued Conine. "WayfairView represents one of many initiatives underway that will help close the gap to make online shopping not

only an exceptional experience for consumers, but the preferred way to shop for home furnishings and décor.”

WayfairView can be downloaded on **Google Play**. To view a demo of WayfairView, visit the **Wayfair YouTube channel**.

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.com, 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 \$2.25 billion in net revenues for full year 2015 and \$747.3 million in net revenues for first quarter 2016. The company employed 4,604 people as of March 31, 2016 and is headquartered in Boston, Massachusetts with operations throughout North America and Europe.

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