



NEWS RELEASE

# Wayfair Launches Visual Search, Lets Shoppers Instantly Find and Shop the Styles They See and Love

5/16/2017

New "Search with Photo" Feature Makes it Faster and Easier than Ever to Find Specific Looks in Furniture and Décor from Millions of Options

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 "Search with Photo," a new feature that leverages artificial intelligence to make it easier than ever for shoppers to find the furnishings they want for their homes. Shoppers can now simply snap a photo to find and purchase specific products that match the looks they see and love. Visual search makes home inspiration a reality with a single image, allowing shoppers to quickly and conveniently find matches and similar styles from Wayfair's selection of more than 8 million products.

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

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"We know that everyone has a unique vision for their home and that ideas and inspiration can come from anywhere. A sofa in a friend's house, a Pinterest board, a barstool at a favorite restaurant, or a pillow featured in a design magazine, can all spark ideas for decorating one's home," noted Steve Conine, co-founder and co-chairman, Wayfair. "And while finding a look you love may be easy, finding the specific products to bring that look to life can be time-consuming and require a lot of searching. With visual search, shoppers can now search for and find a particular product or style instantly. Combining our unmatched selection with innovative machine learning techniques, Wayfair lets shoppers bring their unique vision of home to life with unparalleled convenience."

To use the Search with Photo feature, shoppers simply tap the camera icon in the Wayfair.com search bar, which allows them to snap a photo or upload one from their photo library. Shoppers can then browse visually similar items from Wayfair's millions of options in a matter of seconds and purchase immediately or add products to an

**Idea Board** to save for later or share with others.

“Visual search is just one example of the many ways Wayfair is leveraging artificial intelligence and other innovative technologies to reinvent the shopping experience for our customers,” continued Conine. “From enhanced personalization to exciting new site features, our goal is to offer our customers a seamless shopping experience that makes it easier and quicker to find just the right items for their homes. Giving shoppers the ability to search with a photo is just the first of many exciting applications for our computer vision system.”

Wayfair’s visual search feature is available across all devices, spanning iOS and Android phones, tablets and desktop. For a demo and screen shots, visit <https://bit.ly/WayfairVisualSearch>.

## 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, your home for affordable modern design
- DwellStudio, a design house with a decidedly modern vibe
- 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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Source: Wayfair Inc.

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