



NEWS RELEASE

## Wayfair's Augmented Reality Shopping App Now Available on Lenovo Phab 2 Pro

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Shoppers Can Visualize Furniture & Décor in their Homes with WayfairView on 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 that its augmented reality application, WayfairView, is now available on Lenovo's Phab 2 Pro, the world's first Tango-enabled smartphone. Developed in-house by Wayfair's research and development team, using Google's robust technology, WayfairView allows shoppers to visualize furniture and décor in their homes at scale before making a purchase.

"Equipped with a high-definition 3-D scanner, the Lenovo Tango-enabled Phab 2 Pro smartphone adds an enhanced level of sophistication that's essential to creating realistic 3-D visualizations of Wayfair's products," said Steve Conine, co-chairman and co-founder, Wayfair. "We are thrilled to leverage this innovative technology to introduce a convenient way for our customers to shop for furniture and décor."

Using the WayfairView app, shoppers can select Wayfair products from an extensive 3-D catalog, and virtually preview items in any room through the lens of a Lenovo Phab 2 Pro smartphone. Users can move and rotate products for an accurate rendering of an item's size and aesthetic, enabling shoppers to better determine how an item will look inside their home before they buy. Once a customer has selected a product, WayfairView pairs with Wayfair's shopping application to enable a seamless check-out.

"At Wayfair, we strive to elevate and improve the way consumers shop for their home by creating a shopping experience that's second to none. With forward-thinking technologies like WayfairView, we are closer to that goal than ever before," added Steve Conine. "We are delighted to announce that shoppers can now download our first-party augmented reality application on their own Lenovo smartphones to design and visualize a room virtually."

WayfairView is available for download on **Google Play** and accessed using the Lenovo Phab 2 Pro. 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**, an online destination for all things home
- **Joss & Main**, where beautiful furniture and finds meet irresistible savings
- **AllModern**, a go-to online source making modern design more accessible
- **DwellStudio**, a design house with a decidedly modern vibe
- **Birch Lane**, a collection of classic furnishings and timeless home décor

Wayfair generated \$2.87 billion in net revenue for the twelve months ended June 30, 2016. Headquartered in Boston, Massachusetts with operations throughout North America and Europe, the company employs more than 5,300 people.

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