



NEWS RELEASE

# Wayfair Launches 3D Model Library on SketchUp, the World's Most Widely Used 3D Modeling Tool

3/7/2017

Delivers the Largest Selection of 3D Furniture and Décor Models of Any Retailer to the Design Community

BOSTON--(BUSINESS WIRE)-- Wayfair Inc. (NYSE:W), one of the world's largest online destinations for home furnishings and décor, today announced the availability of its 3D model library on SketchUp, the world's most widely used 3D modeling software for architects, engineers, design and construction professionals as well as members of the global maker community. As an initial test, Wayfair is releasing approximately 1,000 models to SketchUp's 3D Warehouse, delivering a broad selection to designers so they can accurately visualize the furniture and décor products specified in their designs.

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

<https://www.businesswire.com/news/home/20170307005555/en/>

Wayfair's 3D Model Library Now Available in SketchUp's 3D Warehouse (Photo: Business Wire)

"Through the **Wayfair Trade** program, Wayfair has long been committed to supporting the

unique needs of the design community with a team of dedicated experts who can seamlessly manage product selection and offer competitive pricing," said Steve Conine, co-chairman and co-founder, Wayfair. "The availability of our 3D model library on SketchUp will further streamline this process by enabling designers to quickly and accurately place furniture into their designs, easily test a variety of options, and, ultimately, use the real product in their visualizations."

Wayfair's 3D model library underpins the company's ongoing innovation in photographic rendering as well as augmented and virtual reality. The **WayfairView** AR app lets customers visualize 3D furniture and décor in any space at full-scale using a Tango-enabled device. **IdeaSpace** lets customers explore a variety of uniquely designed

spaces and shop their favorite selections via Daydream, Google's mobile VR platform. SketchUp is yet another platform where the trade community can leverage Wayfair's 3D content library, offering broader options and further streamlining the design process.

Continued Conine, "With the largest library of 3D product models of furniture and décor of any retailer, we are thrilled to partner with SketchUp to provide the design community with a valuable resource that will help bring their creative visions - and those of their clients - to life."

To download furniture and décor products from Wayfair's 3D model library on SketchUp, visit <https://3dwarehouse.sketchup.com/by/WayfairTrade3D>.

### About Wayfair Trade

Wayfair Trade is open to credentialed design professionals. Members enjoy access to exclusive discounts and perks on over 13 million products across six sites, including **Wayfair.com**, Joss & Main, AllModern, DwellStudio, Birch Lane and Wayfair Supply. The program is also open to trade professionals in Canada through **Wayfair.ca**. To enroll or find out more, visit us [here](#).

### 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 \$3.4 billion in net revenue for full year 2016. Headquartered in Boston, Massachusetts with operations throughout North America and Europe, the company employs more than 5,600 people.

View source version on businesswire.com: <https://www.businesswire.com/news/home/20170307005555/en/>

Source: Wayfair Inc.

Wayfair Inc.

Media Relations Contact:

Susan Frechette, 617-502-7066

**PR@wayfair.com**

or

Investor Relations Contact:

Julia Donnelly

**IR@wayfair.com**