



NEWS RELEASE

Wayfair Launches Virtual Reality App to Customize Outdoor Spaces with Furnishings and Décor

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Online Retailer Launches “Patio Playground” Platform for Customers to Create the Backyard of Their Dreams, Available in Oculus Rift Experiences Store

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 **Patio Playground**, the company’s first-party virtual reality application, available on the Oculus Rift Experiences store. Developed by Wayfair Next, the company’s in-house research and development team, using Facebook’s Oculus Rift platform, Patio Playground allows shoppers to immerse themselves in an inspirational landscape, where they can explore, rearrange, and discover furniture and décor from Wayfair’s catalog.

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

<https://www.businesswire.com/news/home/20160823005199/en/>

Wayfair launches Patio Playground virtual reality app to customize outdoor spaces with furnishings and décor. (Photo: Business Wire)

“At Wayfair, we’re continuously looking for new ways to enhance the online retail experience

through technological innovation,” said Steve Conine, co-chairman and co-founder, Wayfair. “By combining our advanced first-party 3-D scanning and visualization capabilities with Facebook’s virtual reality headset, the Wayfair Next team has created an interactive and entertaining way for customers to get inspired and browse items for their home.”

Wearing the Oculus Rift headset with a controller in-hand, shoppers are introduced to a lakeside scene where they can browse Wayfair’s virtual catalog, selecting outdoor furniture and décor to design the perfect backyard setting.

“Patio Playground provides users with a new way to find design inspiration,” added Conine. “Virtual reality is a truly transformative discovery platform, and we are excited to harness this technology as we continue to deliver an exceptional shopping experience.”

Wayfair’s Patio Playground can be downloaded on the **Oculus Rift Experiences store**. To view a demo of Patio Playground, 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 \$786.9 million in net revenues for second quarter 2016. Wayfair employed 5,398 people as of June 30, 2016 and is headquartered in Boston, Massachusetts with operations throughout North America and Europe.

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