



NEWS RELEASE

# Wayfair Launches First-Ever Mixed Reality Commerce Experience with Magic Leap

8/8/2018

Brings Search and Discovery of Furniture and Décor Off the Screen and Into the Home

BOSTON--(BUSINESS WIRE)-- Wayfair Inc. (NYSE:W), one of the world's largest online destinations for the home, today announced the launch of its mixed-reality (MR) commerce experience on Helio, the first-ever spatial computing web browser by **Magic Leap**. This first-of-its-kind, immersive shopping experience brings the search and discovery of furniture and décor off the screen and into the home, allowing shoppers to browse their favorite products through a boundless display and bring them to life in their physical space. The Wayfair web-based MR commerce experience is now available on Magic Leap One, Creator Edition.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20180808005155/en/>

Wayfair Launches First-Ever Mixed Reality Commerce Experience with Magic Leap (Photo: Business Wire)

“Since day one, Wayfair has been committed to transforming the shopping experience for home –

reimagining what’s possible in a category that is driven by visual imagery, inspiration and discovery. To that end, we’re constantly innovating to create an experience that allows our customers to find and engage with their favorite furniture and décor products in new and exciting ways,” noted Steve Conine, co-founder and co-chairman, Wayfair. “Together with the MR experts at Magic Leap, Wayfair has developed a completely new way to shop for home with a spatial browsing experience that will shape the next evolution of retail.”

Powered by Helio, Magic Leap’s web browser, the Wayfair MR experience breaks the boundaries of traditional e-commerce. Shoppers can launch Helio within Magic Leap One, Creator Edition, place the browser anywhere in their space, and then launch Wayfair’s MR experience with just one tap. Browsing an array of furniture and décor,

shoppers can interact with and view products up close, then seamlessly pull their favorite items into their physical space, where they transform into true-to-scale, 3D products. Shoppers can then move and rotate the products and experiment with different looks and layouts to design their entire space.

“As the leader in home, Wayfair has always been on the forefront of introducing next-generation technologies to our millions of customers,” continued Conine. “With Magic Leap, we are setting a new precedent for a truly immersive shopping experience leveraging the power of mixed reality and the ease of web.”

The Wayfair MR experience, powered by Helio, will be a featured bookmark that will ship with Magic Leap One, Creator Edition™. Additionally, shoppers can find the Wayfair MR experience by visiting **next.wayfair.com** in the Helio browser.

### About Wayfair

Wayfair believes everyone should live in a home they love. Through technology and innovation, Wayfair makes it possible for shoppers to quickly and easily find exactly what they want from a selection of more than 10 million items across home furnishings, décor, home improvement, housewares and more. Committed to delighting its customers every step of the way, Wayfair is reinventing the way people shop for their homes - from product discovery to final delivery.

The Wayfair family of sites includes:

- Wayfair - Everything home for every budget
- Joss & Main - Affordable discoveries for gorgeous living
- AllModern - Unbelievable prices on everything modern
- Birch Lane - Home of classic designs and fresh finds
- Perigold - The widest-ever selection of premium home

Wayfair generated \$5.7 billion in net revenue for the twelve months ended June 30, 2018. Headquartered in Boston, Massachusetts with operations throughout North America and Europe, the company employs more than 9,700 people.

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Source: Wayfair Inc.