Interior design app

INTERIOR DESIGN APP LETS USERS VISUALISE PRODUCTS IN THE REAL WORLD

RETAIL

Using AR and AI, this app can be used to visualise home furnishings before purchasing products.

A new interior design app, called RoomAR, uses AR and artificial intelligence (AI) to enhance the home furnishing experience. Targeted at retailers and manufacturers, RoomAR allows users to visualise how virtual products will appear in the real world.

Using deep learning, machine learning algorithms and computer vision, RoomAR Core analyses the user's sense of style. Taking style and living conditions into consideration, the mobile app can personalise the product recommendations it offers to each user. After recommending products, the app connects to an online shop through RoomAR Shop, enabling users to purchase products. A personal and easy-to-use service, RoomAR offers an innovative way to furnish homes and enables businesses to increase sales. Additionally, RoomAR is useable as a sales tool, to help advertise products at trade fairs and in showrooms.

Data-based business insights are also available to retailers and manufacturers through RoomAR Analytics. Data providing insights into trends, customer activity and target customers, is collected using machine learning techniques.

RoomAR is changing the way consumers shop for furnishing and the way businesses sell furnishing. By offering AR visualisations of products, consumers and businesses can see exactly how a product

will look in an environment. RoomAR makes this possible by merging online and offline retail experiences together.

This innovation has also been featured in the report **'The Future of Immersive Content',** which was inspired by recent research conducted by our partner Digital Catapult, the UK's leading advanced digital technology innovation centre. Download the full report here.

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