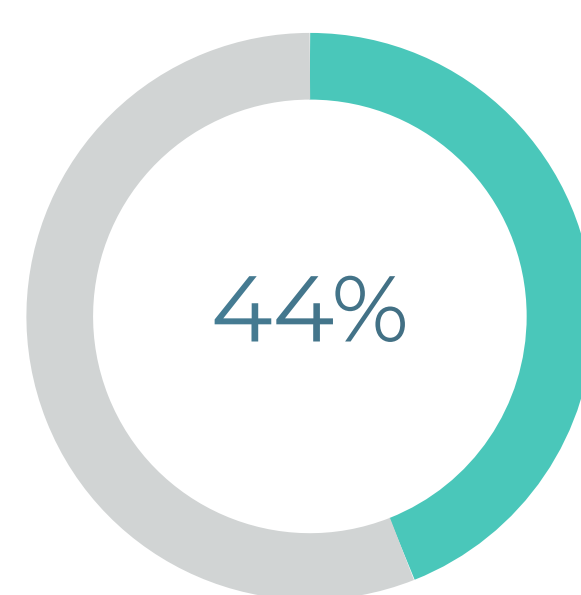# Furniture brands are ramping up investments in website experience and immersive 3D technologies
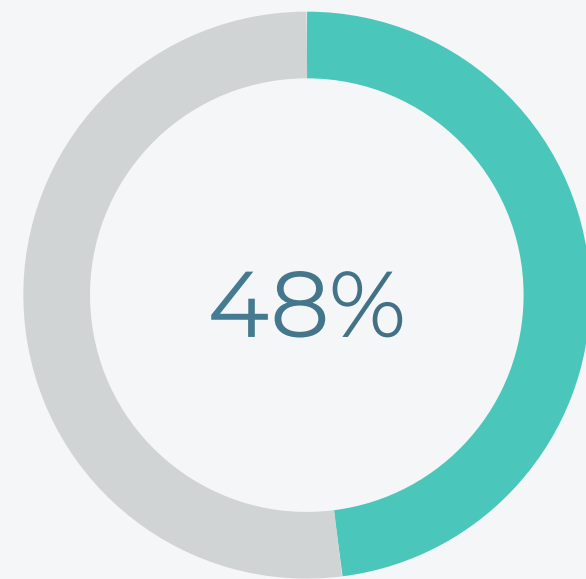
Percentage of feature adoption among the Top 100 U.S. furniture brands
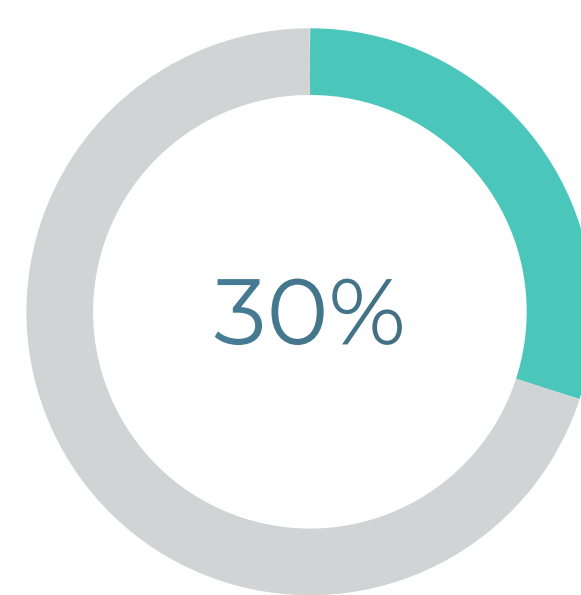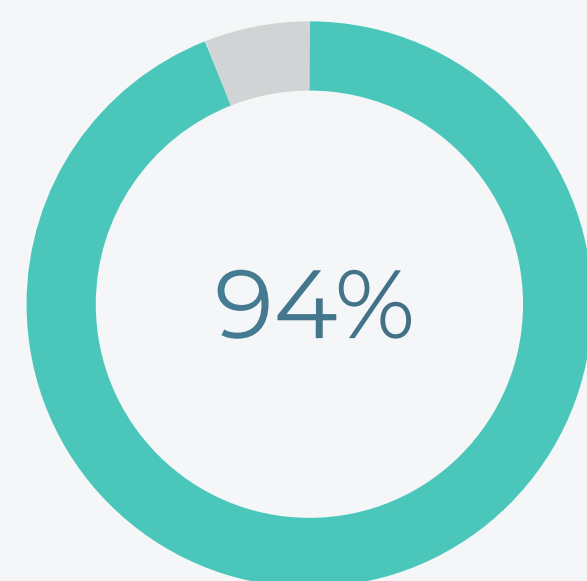
Product customization

44%
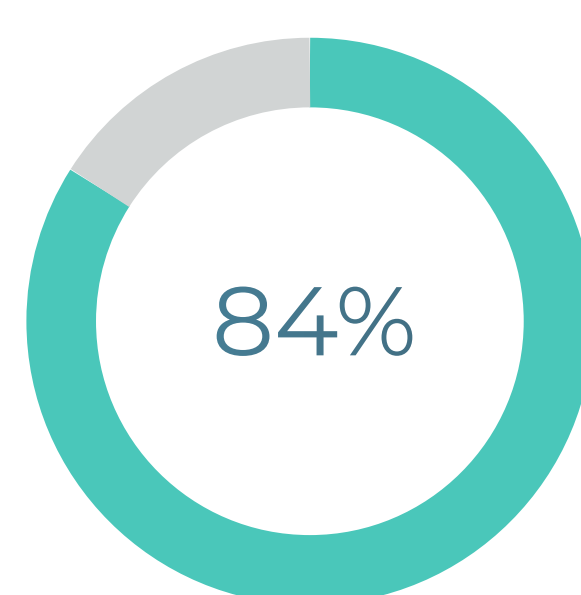
HD zoom

48%

360-Degree views / 3D

30%

Alternate angle

94%

Detail shots

84%

Augmented reality

VIEW IN YOUR SPACE

7%
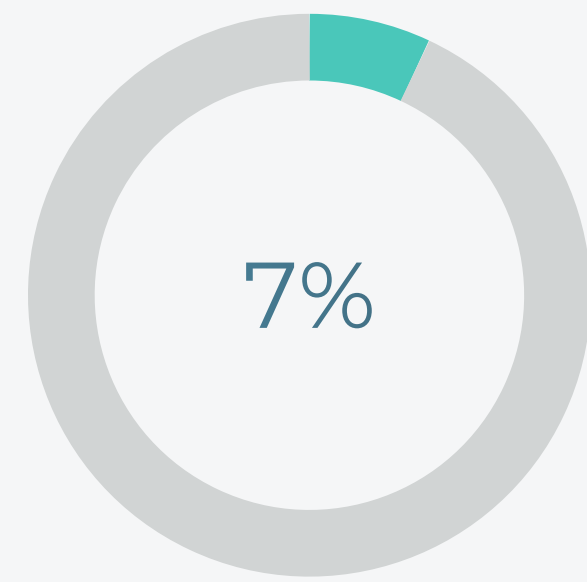
In-context imagery

85%
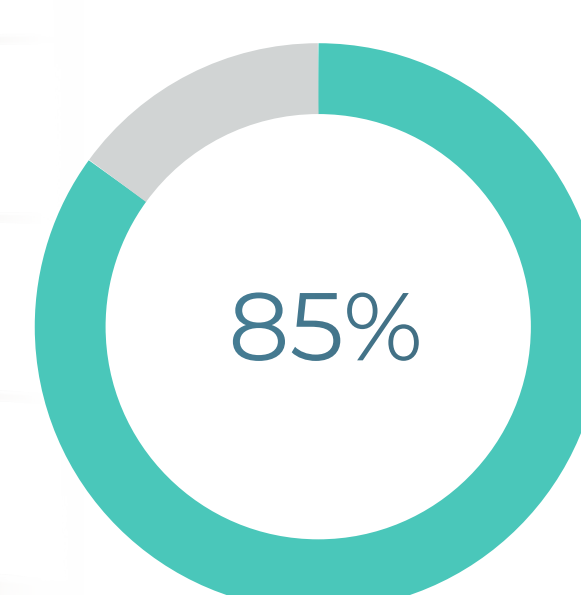
Product visuals quality

42% High quality visuals

High • Med • Low
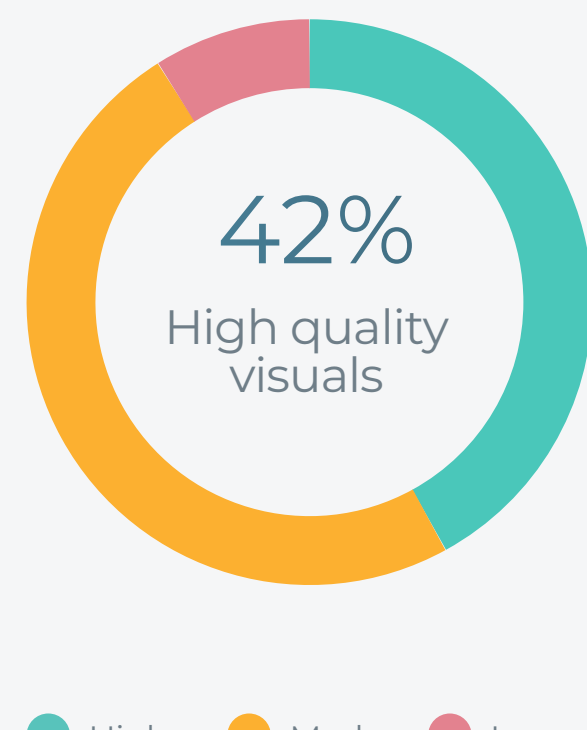
Main key drivers adoption rate comparison U.S. Furniture brands 2021 / 2022

Product customization — HD zoom — High quality images — Augmented Reality — In-Context Images — 3D / 360 — Alternate angle — Detailed shots

U.S. 2021 — U.S. 2022
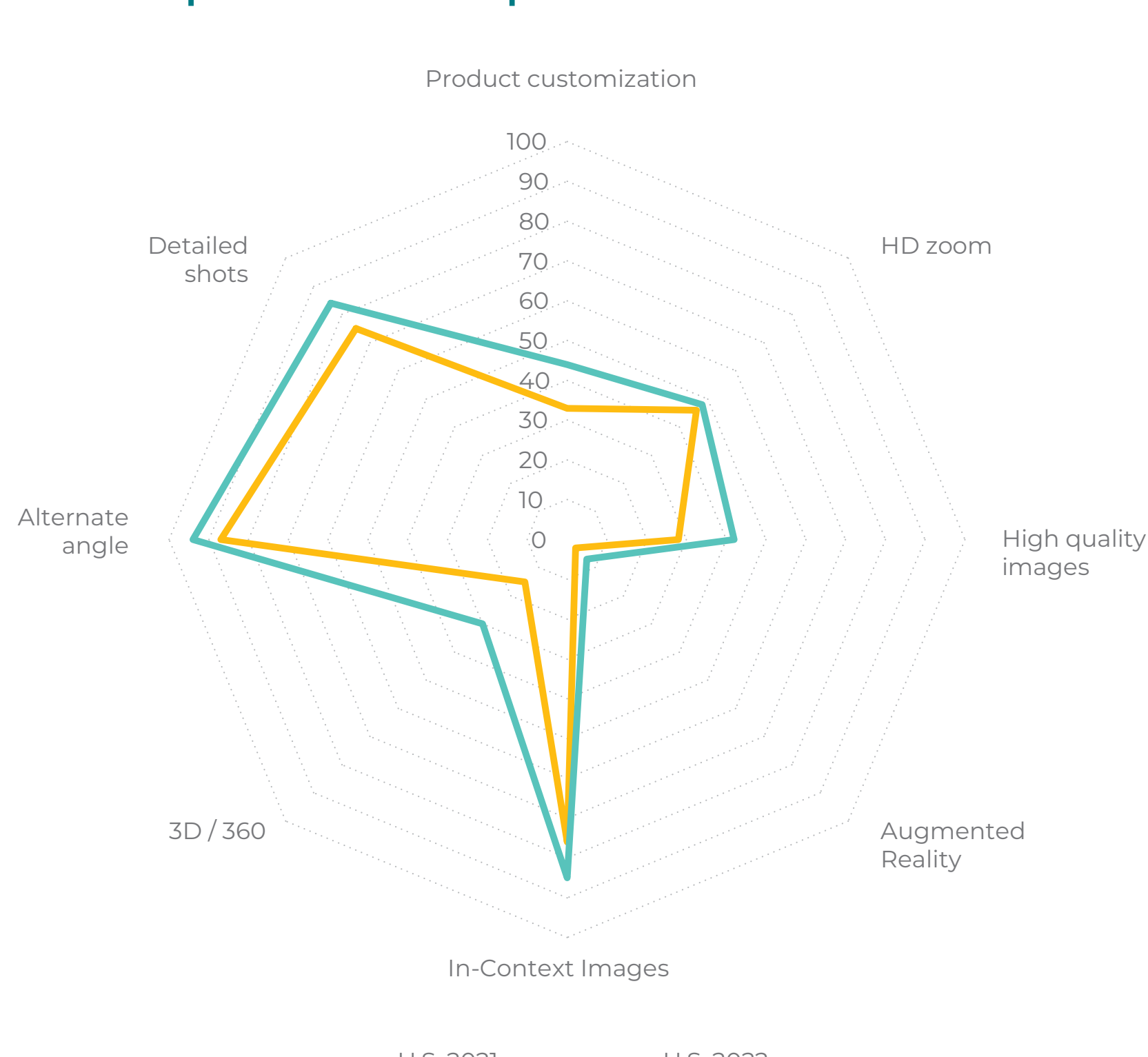
U.S. and European furniture brands adoption rate comparison

Product customization — HD zoom — High quality images — Augmented Reality — In-Context Images — 3D / 360 — Alternate angle — Detailed shots

U.S. 2022 — Europe 2022