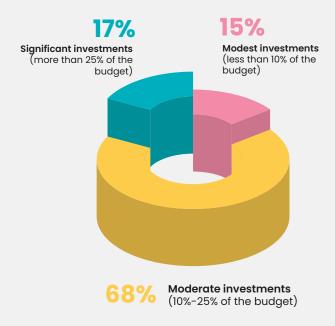


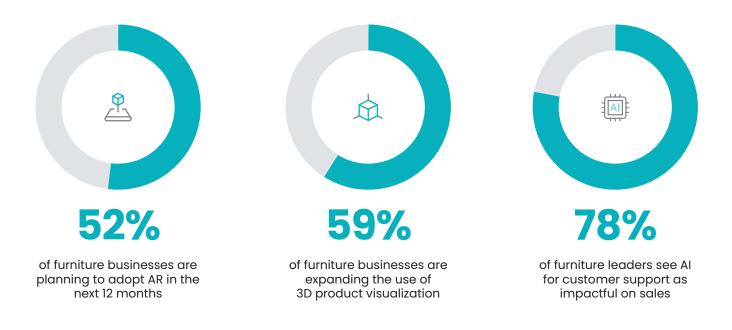
# What's Next in Furniture?

Tech Trends for 2024

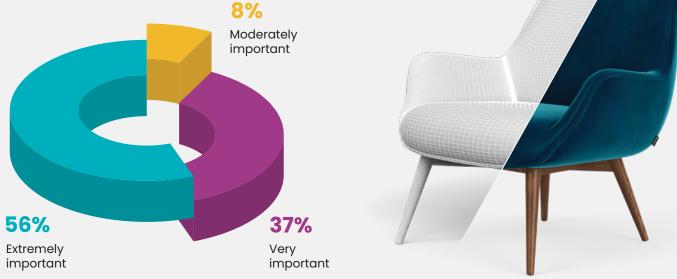


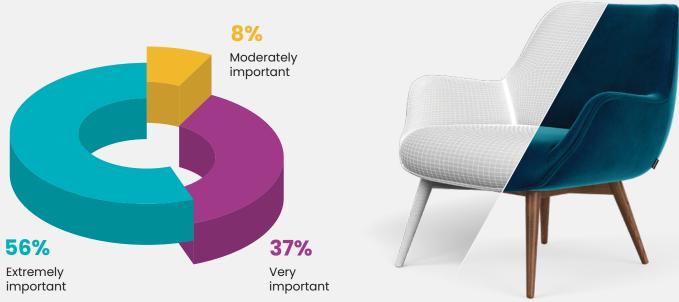


Percentage of investments furniture companies are planning to make in new technology over the next 12 months



The importance of 3D product visualization for furniture firms' current business strategy





#### Current and future adoption of new and emerging technologies for digital transformation in the furniture space within the next 12 months

Cloud-based collaboration tools for employees

Robotic process automation (RPA) for operational efficiency

Artificial Intelligence (AI) for customer support and recommendations

Sustainability-focused technologies (e.g., eco-friendly materials, energy-

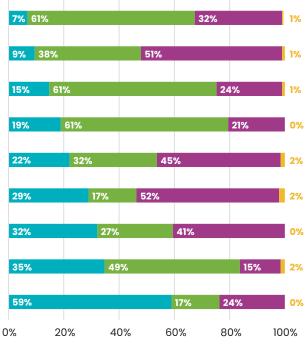
Internet of Things (IoT) integration for smart furniture

Augmented Reality (AR) for product previews

efficient production processes)

Virtual Reality (VR) showrooms

3D product visualization



Considering or planning to adopt Not considering

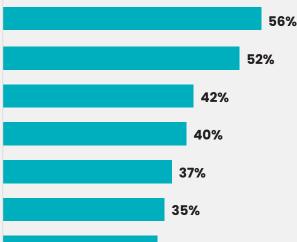
Already adopted

Expanding current adoption

Automated inventory management and logistics systems



#### How furniture businesses use AI-based tools for product and lifestyle imagery creation



We utilize AI to automatically generate or modify product/lifestyle images

Al is used for image recognition, classification, and tagging in our product/lifestyle imagery

We have implemented AI for real-time customization and adaptation of product/lifestyle imagery

We employ AI to create personalized product/lifestyle imagery based on customer data and preferences

We leverage AI tools for smart cropping and framing of product/lifestyle images

We use AI in testing and optimization of product/lifestyle

imagery for better engagement

We use AI tools to automate the process of product/lifestyle



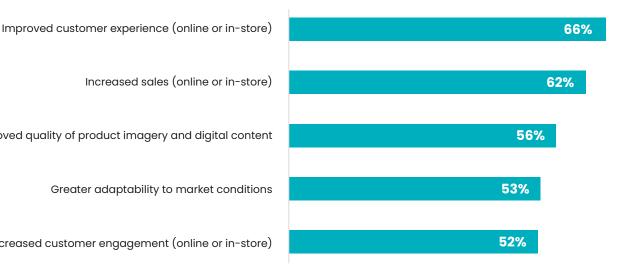
image creation and editing

We do not currently use AI tools specifically for product and lifestyle imagery

We plan to incorporate AI tools into our product/lifestyle imagery processes in the future

#### **Benefits of adopting 3D product** visualization for furniture businesses

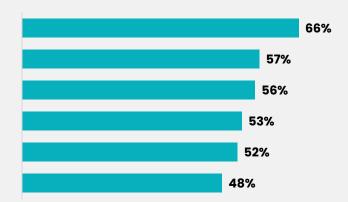




Increased sales (online or in-store) Improved quality of product imagery and digital content Greater adaptability to market conditions Increased customer engagement (online or in-store)

## The most common use cases of 3D product





### visualization among furniture businesses

3D lifestyle imagery (i.e. room scenes, in-context imagery) Content on product detail pages online (website / app) Digital marketing campaigns (e.g. email, digital advertising) 3D visualization for AR virtual product experiences in-store Content on product list pages online (website / app) 3D visualization for AR virtual product trial by consumers (i.e. digital "try before you buy" experiences)

A commissioned study conducted by Forrester Consulting on behalf of Cylindo surveyed furniture industry leaders to explore the tech trends affecting customer experience and the industry's future preparedness for digital transformation.





