

ARSPAZE web-based product visualization

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that don't

would be willing to pay more for a product if they could experience it through AR

of shoppers prefer to shop at stores that offer AR, over ones

of shoppers would shop at a retailer more often if they offered AR

Source: Interactions Daymon

BRIEF TECHNOLOGY

The invention in this context refers to the ARSPAZE technology, which is an augmented reality (AR) product display system specifically designed for the furniture and product-based industry. ARSPAZE allows users to visualize furniture pieces in their own space using AR technology, providing an immersive and interactive shopping experience.

USEFULNESS & APPLICATION

Unlike traditional methods of furniture shopping, which often require physical store visits or reliance on static images, ARSPAZE offers convenience and accessibility. Users can access the AR product display anytime and anywhere using their smartphones or compatible devices. This flexibility allows for on-demand browsing and decision-making.

CURRENT ISSUES

Traditional methods of product display, such as static images or 3D models, often fail to provide a realistic representation of furniture in the user's space. This can lead to uncertainty and hesitation among customers, affecting their purchasing decisions.

IMPACT OF THE PRODUCT

- Increased sales and conversion rates

Some existing technologies struggle to accurately integrate virtual objects into the user's real-world environment. Issues such as misalignment, inaccurate scale, or inconsistent lighting can disrupt the immersion and realism of the experience.

INVENTIVENESS & NOVELTY

ARSPAZE provides a highly realistic visualization of furniture pieces in the user's own space. By leveraging AR technology, users can see how the furniture will look and fit in their homes with accurate proportions, textures, and lighting. This level of realism enhances the shopping experience and helps users make more informed purchasing decisions.

ARSPAZE enables users to interact with virtual furniture in a more immersive and natural way. Users can move around, adjust the position and orientation of the furniture, and explore different angles and perspectives. This interactive experience enhances engagement and enables users to evaluate furniture options thoroughly.

- Enhanced customer experiences and engagement
- Reduced returns and enhance efficiency

MARKET POTENTIAL

The market potential for ARSPAZE in the furniture industry is significant. The furniture industry is a highly competitive market with constant demand for innovative solutions that enhance the customer experience and drive sales. By offering a unique and immersive AR product display system, ARSPAZE can position itself as a valuable tool for furniture retailers, manufacturers, and e-commerce platforms. The industry can benefit from the technology's ability to attract and engage customers, increase conversion rates, reduce returns, and differentiate brands in a crowded marketplace. Additionally, the integration of ARSPAZE can open up opportunities for new business models and revenue streams, such as virtual interior design services and collaborations with home staging professionals.

TRL 7 - Demonstration of prototype







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