AUGMENTED REALITY (AR) SERVICES

For Furniture Industry

ZealAR
Augmented Reality
WHAT IS AUGMENTED REALITY (AR)

As opposed to Virtual Reality (VR), Augmented Reality is an interactive technology that enables its users to experience a real-world by integrating digital information into the user’s environment. The objects augmented can be visual, audio, graphics, haptic, as well as any others sensor-based inputs. Zeal is leading the concept of augmenting reality and helping businesses across Australia and worldwide to pin potential customers as per target locations, and boost revenue.

HOW DOES AUGMENTED REALITY WORK?

AR is a step ahead of VR in the sense that it takes users to a whole new world where they enjoy an ultimate interactive experience of the real world. This is done by incorporating audio, video, graphics and other such inputs derived from the real world into the technology. AR allows for creators to capture even the minutest details of a product, store, an environment, or a building model. The blending of live video along with virtual images, audio, video, and GPS data creates an interactive digital environment. As a leading augmented reality service provider, Zeal guarantees you location-based services to tap potential customers.
For furniture retailers, the approach of ‘try before you buy’ is crucial and this option for customers is a winning ticket. Offering this yet futuristic technology of AR is of news value alone, to begin with. The mere fact that a retailer has an AR app instantly gets the attention and potentially increase sales.

Zeal AR is a fine tool for personalization of customer needs, especially when it comes to furniture. Shoppers really want the ability to see how the items will look at their homes or offices. Zeal AR helps both agents and customers save time, and considerably speeding up the buying process.
Augmented Reality enables Customers to Virtually “Try Out” Furniture.

Zeal AR allows customers to instantly stage new furniture items at home using their mobiles or tablets. Customers can see an augmented reality view of their room and drop in full sets of furniture for consideration.

The home furnishing business deals with a lot of expensive products that are hard to imagine in your space.

We see this as a wonderful shopping tool that will enhance the shopping experience by enabling consumers to visualize the products in their own homes.
Through AR and 3D rendering, a phone is now a simple, on-demand gateway to “trying out” new furniture in your exact setting.

As you start to encode the products in 3D, you also capture the measurements for those products once you do that, there are lots of practical applications for this technology, including using the phone to help customers determine if a furniture will fit in specific space.

Who wouldn’t prefer shopping for a new headboard and nightstand from their own bed? Or, waving a phone around a narrow doorway instead of bringing out the tape measure and step stool?
TRIALS FREE OF RISK.

With an Zeal AR app, people can place a bookshelf in their rooms in a few taps on a phone. Or see how a sofa would look in brown or red color. The risk of product return and logistical expenses is minimized.

Zeal AR offers new ways to promote your brand, to offer product information, to present new products, to offer helpful 3D experiences to customers. And most importantly, to attract more customers.
With such advanced technology as AR, you can compete and easily get ahead of the competition. Offering innovative shopping experiences leads customers your way, no doubt about it. Younger customers. Augmented reality apps are trending among younger audience so why not use it as a new advertising option? And unlike Virtual Reality apps that require additional equipment, AR is more widely available, and there are literally millions of smartphone owners.
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