The visual revolution of business

ENHANCE

How are immersive technologies triggering the new visual era of sales and commerce?

3D and augmented reality (AR) overlay digital information and content onto the user's physical environment to generate visually accurate and stunning experiences.

3D and AR empowers buyers to interact with products in completely new ways, viewing them from any angle, visualizing them in their own environment, and testing out different combinations of color, material and placement.

See-commerce
Special Report

The visual revolution
of business

"By 2030, we will be able
to enter digital environments
that appear completely real
to all our five senses"

ERICSSON CONSUMER LAB

Click on ´See in your space´ to see this product life-sized.

# Immersive technology is changing the business landscape

3D and AR integrate natural and digital realms to augment the understanding of real-life products, explain abstract concepts and power beta/prototype pitches.

In a 3D and AR environment, users can view physical dimensions and attributes from new angles, alter shape, color and appearance at will, and change placement and spatial context easily.

3D and AR commerce leverages that technology to help buyers check product benefits and fit, empowering them to make more informed, contextual and personalized purchasing decisions.

"AR has quickly become an essential technology for retailers"

Harvard Business Review
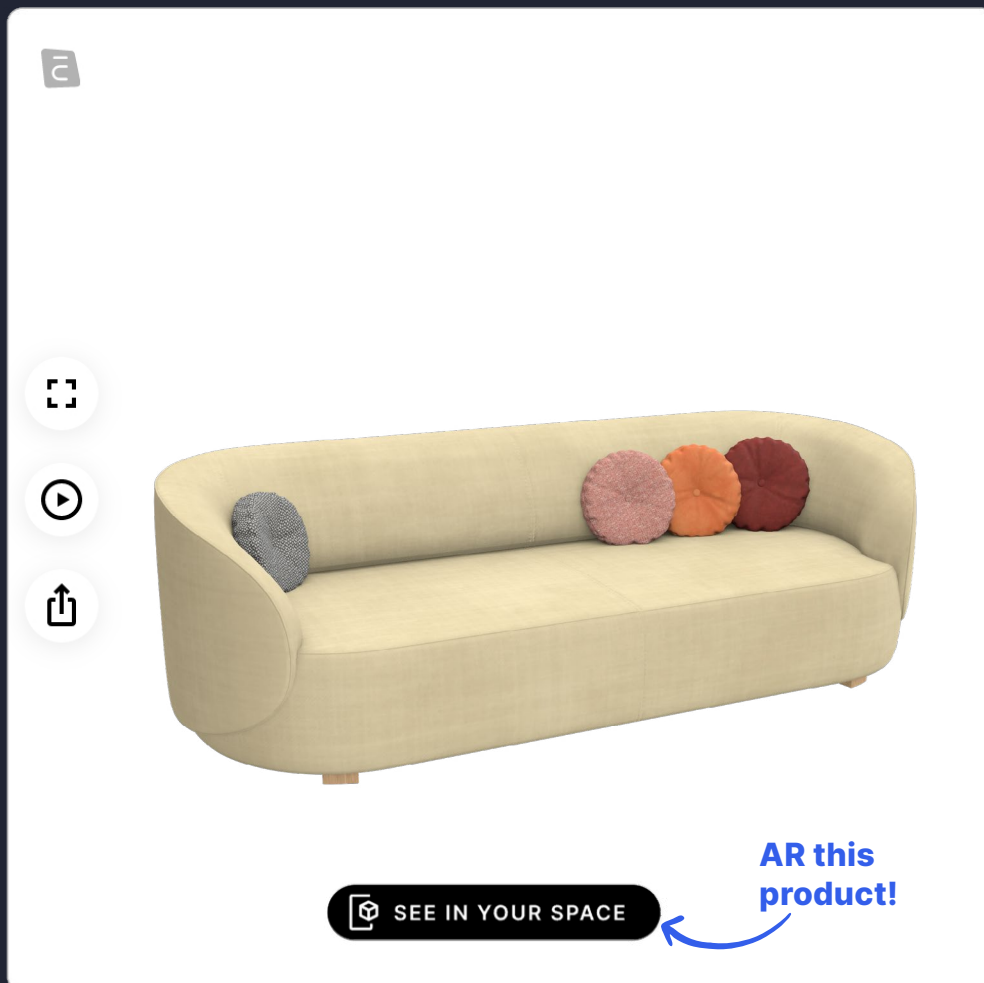
78%

of people, globally, say that AR is a fun way to interact with brands

75%

of business leaders anticipate using AR or VR by 2023

61%

of online shoppers prefer to make purchases on sites offering AR/VR

6x

increase in global AR/VR spending forecast by 2024

Silicon Valley leads the way in immersive technology adoption

Man passing an Apple Store. Photo: Pexels.

⬈ **The major players in the tech industry have invested heavily in immersive technology in recent years, with Google already incorporating AR in its search results, maps and apps, Facebook's parent company rebranding as Meta to orient itself towards the AR-powered metaverse, and Apple expected to release dedicated AR devices as soon as early 2023. With the latter's track record of popularizing consumer tech, it seems likely the adoption of AR will only accelerate.**

3D and AR technologies are already transforming multiple pillars of business across the B2B and B2B2C terrain, including design, manufacturing, and research and development (R&D). The

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impact on the marketing and sales function has been watershed, changing practices and transforming behavior.

What studies show

71%

71% of customers say they would shop more if AR functionality is offered.

According to Google, 66% of people are interested in using AR for assistance during purchase decisions.

66%

42%

42% of companies use virtual demos or interactive devices to qualitatively lift customer interactions.

38% of organizations already employ immersive experiences to help customers engage with their brands.

38%

$4.1 billion

Commercial use cases for augmented (and virtual) reality are slated for investments to the tune of USD$4.1 billion in 2024.

www.ienhance.co

MODIFY AND PERSONALIZE

Inside the universe of AR, users can alter the color, style, fabric and several other specifications of their chosen furniture item – using the environment like an artist's canvas to unleash their creativity, experiment with different combinations and build their dream look. This is the fun part of AR, and not surprisingly, a firm favorite with 77% of shoppers.

Click on ´play´ to watch the video.

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The visual revolution of business
Is your business versed in the language of the visual?

11/23

AR this product!

SEE IN YOUR SPACE

Is your business versed in the language of the visual?

Doodles. Whiteboard flowcharts. Presentation graphics. Boardroom Graffiti. Location maps. Some of the most loved and widely employed messaging formats worldwide use pictures and imagery in one form or another. As humans, we are instinctively drawn to anything that has pictures, illustrations or sketches. Put two and two together, and it's easy to understand the universal popularity of Miro Files, Canva Slides or Google Maps.

Nature has wired humans to think about objects and concepts by 'seeing' them in their minds' eye, to make plans and predictions by visualizing images on mental movie screens. Verbalization, a much more modern add-on, appeared much later in the evolutionary cycle, so for a long time, humans had to make sense of their world through the lens of cave art and smoke signals – all traditions of visual symbolism. Of course, humans also think in words. But as one <u>study</u> shows, even when we are 'talking to ourselves' in our heads, we overlay our inner speech with optical elements.

Eyeballs rule our reality. The <u>numbers</u> tell the story:

⬈ 65% of people are 'visual learners.'

⬈ 50% of brain cells are tasked with processing visual information.

⬈ Participants in recognition tests remembered over 2,000 pictures with at least 90% accuracy.

⬈ Presentations with visual aids were found to be 42% more convincing than those without.

⬈ <u>The McGurk Effect</u> stipulates that what our eyes detect can influence how our other senses perform.

Why visuals work for business

Visuals generate (significantly) higher sales

93% of consumers consider visual content a key deciding factor in a purchase decision. eBay Research Labs found that sellers using higher quality images tend to be more successful with enquiry conversion.

Visuals build brands

Big brands have set the benchmark with larger-than-life visuals, flawless production and cool tech – and shoppers like what they see. 78% said they want images to 'bring their favorite products to life.'

Visuals lift marketing

A first-rate visual experience in a digital catalogue, e-commerce page or online brochure checks nearly every big marketing box. It drives more traffic (marketers say by as much as 87%), encourages visitors to linger longer on webpages, sets realistic expectations (which can reduce returns by as much as 40%), elevates online visibility by boosting SEO, and boosts shareability sharply.

Visuals engineer trust

Seeing is believing. In an age where trust and transparency are currency, businesses that take the visual path to prospect engagement endear themselves instantly with their markets. They make their intent clear: What you see is what you get. This is also the reason why next-in-class technologies like 3D configurators, 360-degree views and AR sessions are increasingly featuring in the media outreach mix (shoulder-to-shoulder with graphics and video) for manufacturers, retailers and brands.

THE END OF 2D COMMERCE?

Humans think in images and pictures, which is why 3D and AR feel like familiar territory. The fit is natural and organic. Add to this technology that can engage the imagination in unparalleled ways for unmatched periods of time, and business leaders know they have something special on their hands.

Merchants on Shopify who have added 3D content to their stores witnessed conversion rate increases of up to 94%, representing a significant improvement over not just photos, but 2D videos too. Meanwhile, behemoths like Nike and Forever21 are wagering big on the future of immersive commerce by opening virtual stores.

SEE IN YOUR SPACE

AR this product!

"Augmented reality will pervade our entire lives"

TIM COOK
CEO, APPLE

Welcome to See-commerce

The new buyer is different. A glut of readily available online information has made them harder than ever to satisfy.

Technology has made potential clients more curious and controlling in the pre-sale, exploratory stage. And in the wake of the pandemic, in-person interactions often come at a premium.

With the human-to-human paradigm disrupted by tele- and videoconferencing, the big question facing businesses is: how do sales teams tell their stories? Thankfully, there's an answer. To see it, all you have to do is open your eyes to...

I'm tech-savvy, always-on

I love seamless buying experiences

I live in an omnichannel buying world

I prefer digital DIY experiences

SEE IN YOUR SPACE

AR this avatar!

ENHANCE

The visual r-evolution of commerce

AR this product!

SEE IN YOUR SPACE

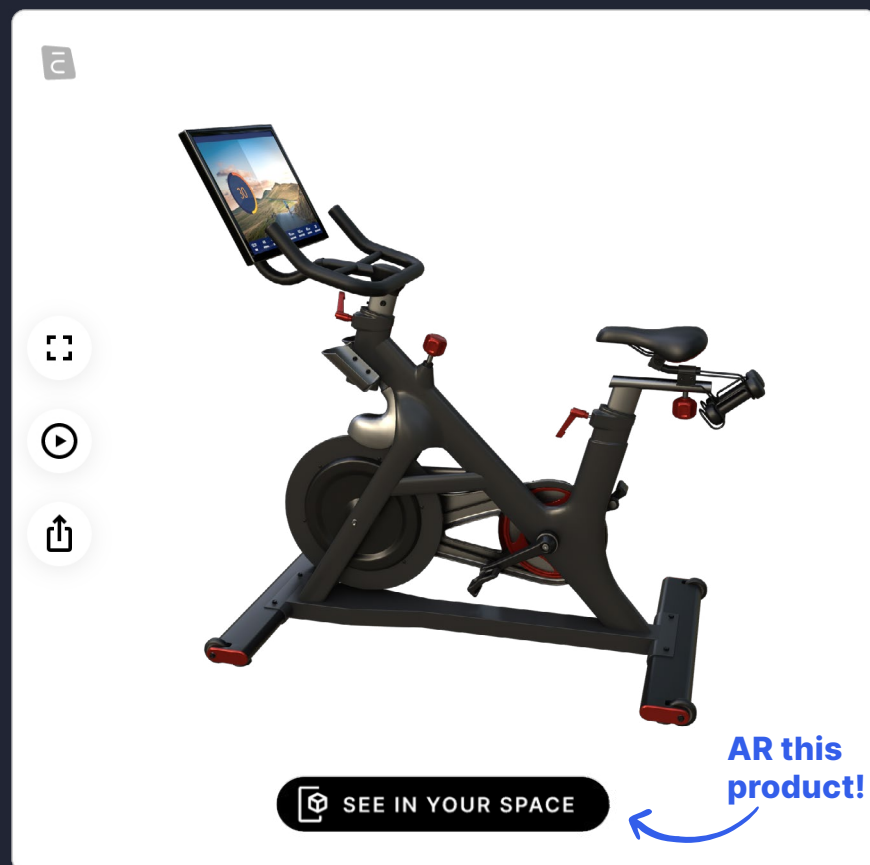Click on ´See in your space´ to see this product life-sized.

↗ **3D and AR technologies harness the power of the visual in immersive environments that revolutionize customer engagement. The technologies driving the See-commerce revolution are emerging as the holy grail for revenue leaders, growth-first brands and innovation-loving entrepreneurs, right here, right now, making it clear why the AR market is forecast to reach <u>USD$98 billion by 2028.</u>**

The potency of 3D and AR stems from the three Cs:

`Confidence` Empowering decision-making confidence by allowing consumers to visualize, compare and check products. Giving them the option of judging appropriateness and fit in the context of their own environments virtually removes gaps between expectation and reality. This is a game changer, particularly when it comes to high-value, deeply considered purchases.

`Convenience` Customers can visualize their favorite brands and products from the comfort of their home, workplace or anywhere they wish. The supermarket shelf, factory floor or retail showroom – everything is now virtually in everyone's pocket.

`Control` 3D and AR give buyers unprecedented levels of control over their window shopping experience, allowing them to interact and engage with products and concepts with never-before seen levels of intimacy and a greater all-around sense of agency, enhancing the purchasing experience.

AR this product!

SEE IN YOUR SPACE

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Use cases: how the revolution is unfolding

Businesses, manufacturers and entrepreneurs are plugging in the magic of 3D and AR across buyer funnels, product development loops and go-to-market strategies.
Disruptions that enjoy the markets' attention usually end up in the crosshairs of C-suites and founders; 3D and AR tech is no different. Leaders, brands and creators are developing new use cases at breakneck speed to leverage the power of three-dimensional customer experience.

Introducing a product or idea memorably: Conveying a truly accurate picture of something new – be it a business offering or a product advantage – is never easy. After all, words and emotions can only explain so much. The problem is compounded when customers are at a remove from the actual product. AR addresses this issue by bringing things '3D alive' in their full, unadulterated glory, giving audiences an up-close-and-personal understanding of features and characteristics that is at once lucid and lasting. The ability to make the miles disappear builds trust and connection, adding speed and confidence to decision-making.

Underscoring the benefits rivetingly: Cutting through the noise to communicate brand differentiation has long been one of the biggest challenges faced by business. With only 21.5% of sales emails being opened and call center reps taking a minimum of 18 calls to 'bridge' with a buyer, things aren't getting any easier. AR fills the gap just in time.

Enabling customers to visualize a product in different

"We are standing on the cusp of AR and VR as the next computing platform."

Facebook IQ

placements and environments allows them to check for fit and compatibility. A tractor can be placed inside a vineyard, or a printing machine inside an office setting, instantly letting the potential customer know if it's going to be suitable. If not, it can help instruct the manufacturer on tweaks and modifications to be made. The 'IKEA Place' app, for instance, allows users to place furniture in their home to judge spatial appropriateness with a cool

and breezy mobile experience. No need to haul couches to and from the store. Furthermore, it is easy to alter look and dimensional attributes with AR tools, which can rejig a product, trigger new use case possibilities and open new horizons of opportunity.

Presenting prototypes powerfully: 3D and AR technologies make it easy to add flesh and blood to an abstract construct or notion.

This is particularly helpful when revenue leaders want to stay responsive to market demands by gauging the public pulse, rewarding loyal fans with a sneak preview of things to come, clarifying a flowchart's technicalities to R&D teams, or pitching a prototype to investors.

Analyzing buyer persona granularly: AR products like the solution developed by Enhance come with a baked-in functionality that allows for user data capture. Businesses can analyze and exploit new and existing metrics in greater detail than ever before, deriving new insights into customer behavior and expectation.

Wowing the bored buyer: AR sequences go well beyond familiar comfort zones with grand effects and stunning visual engagement, enabling buyers to experience products

from previously unthinkable angles and perspectives – boxes the traditional presentation slide, retail format or trade fair pitch cannot tick. Immersive technology can be harnessed to create spectacularly memorable visual moments, which in turn can drive social media shareability and engagement, translating into novel possibilities for marketing and business.

Oh – and it's portable, too: A web-based 3D and AR experience is ubiquitous in nature. It lives on the website, handsets and print materials (such as brochures, catalogues and booklets), making for a literally mobile asset. Users can carry it to the corner office for a laptop presentation, show demonstrations to a potential client during a flight or share it with multiple participants simultaneously during a Zoom call...all in a click or three.

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THE DREAM DRIVE BEFORE THE TEST DRIVE

Why settle for a regular test drive when you can enhance your customers' experience and take it to the next level on mobile devices? Brands can now let their cars leap out of mall adverts and come to spectacular 3D life. Customers can configure a car and play with the colors, wheels, lights, etc...even park it and try it in their backyard virtually with our proprietary 3D and AR technology.

Click on ´play´ to watch the video.

How business is reaping the rewards of See-commerce, and becoming more sustainable

More confident decision-making – a direct result of satisfying 'Try Before You Buy' AR sessions – is shortening sales cycles and speeding up onboarding.

By eliminating the need for physical proximity, manufacturers of heavy, complicated, or potentially hazardous items who have always been 'locationally challenged' and, by extension, deprived of exposure windows like tradeshow demos are unlocking new highways of growth.

By enabling buyers to form an accurate impression of products at the window shopping phase, brands are reducing costs associated with returns (a USD$550 billion albatross around the necks of e-tailers globally). 3D visualization led to a 40% drop in returns at Shopify, the e-commerce giant reported. Of equal importance: less packaging and lower transportation emissions go a long way in reducing a business' carbon footprint.

As 'concept selling' becomes easier and more fun, 3D and AR-powered mock-ups and beta versions are helping product teams, leaders and entrepreneurs pitch their ideas and prototypes with greater confidence and success.

Success stories

IKEA Place,
which allows pre-purchase placement visualization,
is the world's most popular non-gaming app.

Amazon shopping's
'View the décor on your screen first' experience gets a 4.9/5 rating on the App Store.

Home Depot boosted conversion rates 3X and increased market cap by USD$84 billion via AR product visualization.

US retail giant **Macy's** reported return rates fell to <2% for furniture purchases made using its AR/VR visualisation feature (compared to 5-7% industry average).

UK furniture retailer **DFS** saw a 22x return on investment on rolling out the largest web-based AR implementation to date.
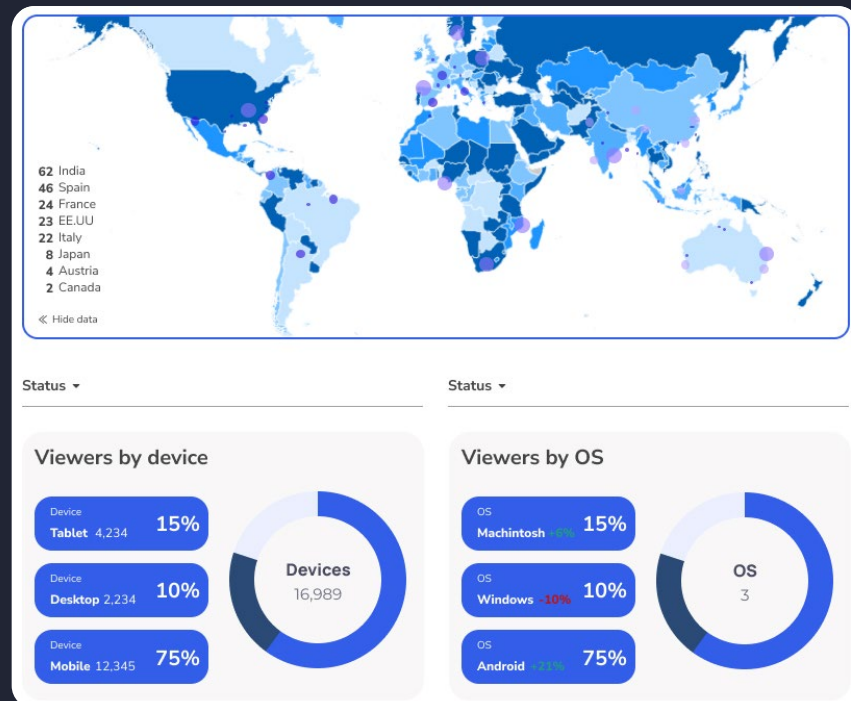
How to leverage immersive technology for your business

Some 3D and AR solutions require elaborate accessories such as Google Glass, Metalens, HoloLens or similar headsets, while others require users to download an app to get started.

In the case of Enhance 3D and AR Solutions, a no-code, web-based SaaS for commerce, a smartphone or tablet is all that's needed. That's because one of our missions is to democratize deep tech by making it accessible to practically everyone.

Implementation and deployment in your workflows is as simple as integrating a web-reponsive code snippet in your online properties. Or you may choose to activate 3D and AR product experiences with QR codes in offline assets (ie catalogues in trade fairs, packaging, billboards etc..). Your customers will be able to interact with your products in 3D mode thanks to our 3D viewers. Should they wish to see your products life-sized, in their spaces, a simple click will suffice. No app downloads or headsets are necessary.

The first step to entering the See-commerce universe is the development of 3D versions of existing business assets, such as product blueprints and design plans. Enhance 3D and AR Solutions can help you with that too.

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| **See-commerce**
Special report | **The visual revolution of business**
How to leverage immersive technology for your business |

23/23

All cloud, no code

Enhance's proprietary, self-service software is known for its ease of use and its versatility. Users can create, deploy, integrate, distribute, store, measure, refine and repeat 3D and AR projects, all from one place.

Get started with 3D and AR today!

REQUEST A FREE DEMO

3D AND AR: THE NEW PATH TO GROWTH

3D and AR tech has evolved from science fiction to occupying a seat in boardrooms, classrooms and living rooms – impacting nearly every sector when it comes to rebooting efficiencies, gaining data insight and catalyzing growth.

Time and again, studies have shown the impact immersive technology can have on key metrics – boosting sales by up to 200%, reducing returns by up to 40%, magnifying brand awareness by as much as 70% and tripling customer conversion rates.

The results speak for themselves, and the opportunities open to businesses are near-limitless.

Reboot growth the 3D&AR way

3D and AR technologies have evolved from the pages of sci-fi
to occupying a seat in boardrooms, classrooms and living rooms.
It is impacting nearly every sector when it comes to rebooting efficiencies,
gaining data insight and catalysing growth.

Connect with our See-commerce specialists today!

REQUEST A FREE DEMO

Key takeaways

1

Rapid adoption of
immersive technology is
already shifting
the business landscape.

2

Humans think 'visually',
offering huge
opportunities
for customer engagement.

3

The future of commerce
is visual, leveraging
immersive environments.

4

Businesses use cases
for 3D and AR
are evolving at speed.

5

Real world results
show the scale of the impact –
and the opportunity.

More about Enhance

Our mission is to blend the physical and digital realms to generate richer customer experiences, greater efficiency, increased performance, and meaningful data insights for the benefit of all.

Leveraging the latest immersive technologies, we offer clients the opportunity to harness the power of extended reality to create visually stunning customer experiences that boost active engagement and enhance customer journeys.

At our core, we are an organisation that creates and distributes digital content at scale, reaching audiences worldwide. Starting with the e-commerce sector, we bring partners the latest 3D and Augmented Reality technologies so they can pioneer the future of online shopping experiences and benefit from data insights that originate beyond traditional 2D environments.

For this purpose, we have built a team of industry experts, developers, content creators and visionaries to offer stakeholders an extended reality where customers can bring brands into their homes on demand, visualise large products and big-ticket items in their environments and make ever more informed purchasing decisions.

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