Point & Place® AR Shopping positively impacts Add To Cart Rate for Computing Category.

Shoppers reacting positively to a new way of spatial shopping with Laptops, Printers, External Hard Drives and Data Storage.

London, UK, 21 January 2019 – Eyekandy, the global leader in A-Commerce for retailers and brands, today shared the results of a two-month, dedicated Computing Category test, focusing on the sales uplift impact of the Point & Place AR shopping platform on major UK retailer DixonsCarphone.

The test, deployed on the currys.co.uk site, analysed over a three month period and ran across a range of products in the Computing Category including; Laptops, Printers, External Hard Drives and Data Storage.

On average, across the Computing Category, test results showed that of the shoppers who viewed products in Point and Place and placed a product in their home in AR, 44.12% returned to the Currys product page and added to cart. In contrast, shoppers who did not use Point and Place, the test recorded only 6.21% of shoppers added to cart.

For shoppers specifically in the Data Storage category, the test recorded a 21.98% add to cart rate when the shopper used Point and Place, compared to 5.28% add to cart rate when shoppers did not.

Similarly, for Printers, add to cart rates increased from 10.53% to 20.80% when shoppers used Point & Place; and for Laptops, the test showed an increase

from 2.73% to 15.34% add to cart rate when the shoppers used Point & Place.

Stuart Ramage Online Trading Director of Dixons Carphone commented;
'Fantastic to see the Point & Place AR Platform having a positive impact with our shoppers. Not only are we seeing encouraging add to cart rates when shoppers place the products in AR in their own home, but we are also seeing them use the platform on an ongoing basis'.

Andy Shackleton Chief Executive Officer at Eyekandy commented; 'Point & Place is the world's most popular AR shopping platform for brands, retailers and shoppers. It's been well justified by our brand partners as a solid ROI initiative. With the impressive results from one of Europe's biggest retailers, we are thrilled that the hard work and investment in the technology is perfectly placed to reduce the 'imagination gap' for shoppers when shopping online'.

Point & Place has won numerous awards over the last six months alone including; Best Use of Multichannel award at the prestigious London eCommerce

Awards, UK App Awards Winner, Best Business Awards (Best Innovation), 2019 Marketing PR Design Awards Winner (Most Innovative Shopping Platform) and BMA Best Mobile App 2018 (Finalist).

About EyeKandy

Founded in 2016, in London, United Kingdom, Eyekandy is a global leader in the innovation, curation and deployment of Augmented Reality Experiences for Commerce. Point & Place is the world's most popular AR Shopping Platform, counting almost 300 retailers live, across 45 countries and offers a, free, 'Instant On' for retailers to offer AR shopping. With a portfolio of over a thousand, high quality, AR product models, across fifteen product categories including; Home Appliances, Consumer Electronics, Apparel, Furniture and more. Eyekandy have democratised AR Shopping in retail for the many, not just the few.

For more information please visit eyekandy.com or pointandplace.com/showcase Media contacts: pr@eyekandy.com

Currys PC World POINT & PLACE™

On your laptop? Point your phone camera at the QR code to get the DixonsCarphone AR Shopping Platform, Currys Point & Place®.

(Some Android phones need a QR reader)