



Point & Place[®] AR Shopping drives Add To Cart Rate for the Television Category.

62.12% of shoppers who placed TV's in their home with AR added to cart.

London, UK, 28th January 2019

– EyeKandy, the global leader in A-Commerce for retailers and brands, today shared the results of a two-month, dedicated Television 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 535,000 shoppers and ran across a range of products in the Television Category.

On average, across the Television Category, test results showed that of the shoppers who viewed products in Point and Place and placed a product in their home in AR, 62.12% returned to the Currys product page and added to cart.

In contrast, shoppers who did not use Point and Place, the test recorded only 7.96% of shoppers added to cart.

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