**Edge-enabled AR/VR customer experiences**

Home improvement retailers employ edge computing to offer customers interactive AR/VR product viewing experiences to boost consumer confidence and increase store traffic.

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### How in-store AR/VR experiences work

1. Customer uploads reference photo and puts on VR headset
2. On-premises edge analyzes photo and creates a custom virtual environment
3. Secure, high-quality video is transmitted to VR headset for customer to engage with
4. Data is sent from store locations to the public cloud for long-term storage

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### Potential benefits

- **Increasing in-store traffic by an average of** 20-35%¹
- **Improving customer confidence through product usage by** 125%¹
- **Improving memory of hands-on product usage vs. video-only learning by** 35%¹

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¹ McKinsey retail expert interviews, January 2022

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