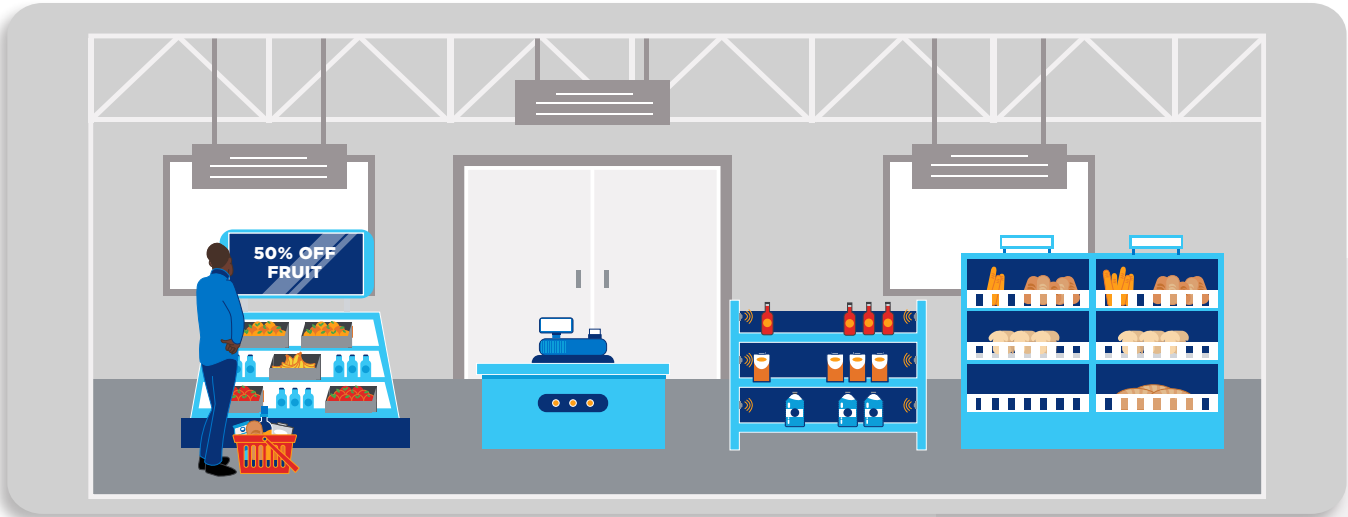


# Edge-enabled AR/VR customer experiences

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



## 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

## Potential benefits

Increasing in-store traffic by an average of

**20-35%<sup>1</sup>**

Improving customer confidence through product usage by

**125%<sup>1</sup>**

Improving memory of hands-on product usage vs. video-only learning by

**35%<sup>1</sup>**

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<sup>1</sup>McKinsey retail expert interviews, January 2022

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