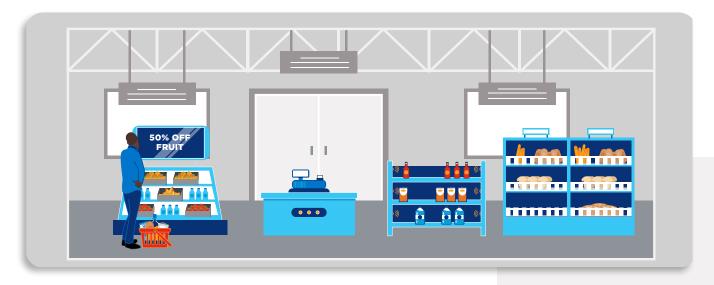
Edge-enabled AR/VR customer experiences

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



Customer uploads reference photo and puts on VR headset



On-premises edge analyzes photo and creates a custom virtual environment



Secure, high-quality video is transmitted to VR headset for customer to engage with



¹McKinsey retail expert interviews, January 2022

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%

Improving customer confidence through product usage by

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

EXPLORE EDGE SOLUTIONS

www.lumen.com/edge

Services not available everywhere. Business customers only. Lumen may change, cancel or substitute products and services, or vary them by service area at its sole discretion without notice. ©2023 Lumen Technologies. All Rights Reserved. **TECHNOLOGIES**