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%¹
- Improving customer confidence through product usage by 125%¹
- Improving memory of hands-on product usage vs. video-only learning by 35%¹

¹ McKinsey manufacturing expert interviews, January 2022