



Point & Place® Augmented Reality Shopping Platform Adds WebAR Syndication To Expand Retail Network To 600 Retailers, Across 70 Countries.

6/8/19, London, UK: Today, Flixmedia Ltd announced the mainstream adoption of AR shopping with the launch of an additional WebAR feature to the award-winning Point & Place® AR Platform. This allows shoppers to view products, in AR, in their own homes, without the need to download an App.

Point and Place® offers retailers hundreds of the latest products in AR, from over fifty leading brands, including; LG, Microsoft, Harman-Kardon, Mattel, Dyson, LEGO and Samsung with the free platform. The retailer adds a line of code to enable all the latest AR products to be automatically added to their mobile website pages.

The WebAR feature was launched with the UK's largest electrical retailer, Curry's, this week. **Stuart Ramage, eCommerce Director of Dixons Carphone, the parent company of Currys PC World**, said; 'We want to help our customers enjoy amazing technology and, whether they shop in store or online, augmented reality really brings to life what a product will look like in their home. Our app version of Point and Place AR has already seen impressive [sales uplifts of up to 30%](#) in some product categories, showing how valuable this is to customers. We're really excited to integrate this into hundreds of products on

our website and make the experience even easier and more immersive for customers.'

AR is fast becoming mainstream with shoppers, with [Gartner](#) predicting over 100 million shoppers will be shopping with AR in-store and online by 2020.

Carolyn Anderson, Trade manager at LG UK, an early adopter of Point & Place® added; 'LG is committed to delivering the most personalised shopping experience to our shoppers possible. Point & Place® AR enables all our retailer partners to add our range of AR product models to their websites easily'.

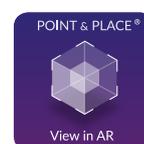
Scott Lester, Chief Executive Officer of Flixmedia commented; 'We are thrilled to continue our journey to change the way people shop with AR. Our commitment to support global brands and retailers to embrace this technology, to offer shoppers a new, personalised and engaging way to shop, has real momentum now.'

About Flixmedia

Formed in 2005 in London, UK, Flixmedia is a world-leading Digital Marketing Technology business whose mission is "turning browsers into buyers". We empower global brands and retailers to sell more by creating, consolidating & sharing engaging digital content on the world's largest retailer websites, and we continuously evaluate its impact to maximise sales conversion.

For more information please visit:
flixmedia.eu

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