Dixons Carphone Adds AR Shopping

Written by Frederick Douglas
09. August 2019

Dixons Carphone announces a "world first" addition to the Currys PC World eCommerce website-- augmented reality (AR) capability allowing customers to place a 3D model of a product anywhere in the house.

Co-developed by Eyekandy and Flixmedia, the AR experience uses WebAR technology. It allows a regular web browser to use the sensors in mobile devices to allow users to interact with a 3D model and place it within a space. The AR experience is signalled by the Point & Place AR logo, and is available for around 700 products, with more to follow in the future.

"We want to help our customers choose the right products for them, whether through demos in stores, expert advice from our colleagues or via our website," Dixons Carphone says. "Being able to visualise those items in your own home before you make a purchase is an incredibly exciting next step in our customers' shopping experience."

The retailer adds the technology has already brought results, claiming the app version of Point & Place AR has lead to a sales uplift of up to 30% in "some" product categories.

Dixons Carphone Adds AR Shopping

Written by Frederick Douglas
09. August 2019

Go [Augmented Reality Brings Products on Currys PC World Website to Life](#)