

- AR FOR ECOMMERCE-



1. What does AR stand for?

AR stands for AUGMENTED REALITY and it "complements" the real world with new images or information. It is all about enriching reality with computer-generated content.

2. AR or VR?

AR extends reality but does not replace it. VR (virtual reality) completely replaces surroundings with a virtual environment.



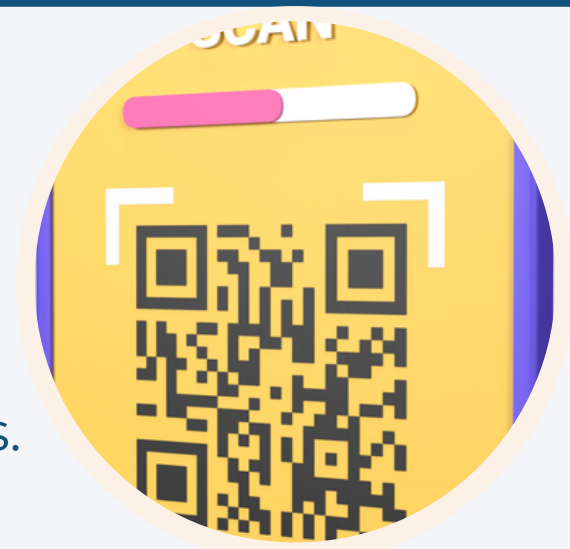
3. What are examples of AR in ecommerce?

The possibility of trying on, measuring and physically checking the product.



4. And AR solutions in ecommerce?

3D visualization, QR codes, filters, virtual fitting rooms or virtual sellers.



5. Do you need special equipment?

Yes, but a smartphone is enough. any equipment that combines digital content related to your real environment is an AR device.

