

3D App Rooomy – The New Way to Drive Home Furnishings & Real Estate Sales

Turns Any 2D Room Image into 3D for Interactive Decorating

SAN JOSE, CA (January 9, 2015) – Tired of having shoppers tell you they can't visualize how that new sofa, lamp or carpet will look in their current living room or the one in the house they're thinking of buying? In early 2015 they will be able to get a clear picture (literally!) with [Rooomy](#)® – a first-of-its-kind iPad shopping app that instantly converts any room image into an interactive, photorealistic 3D space and lets users decorate it from a catalog of home furnishings that can be moved around like chess pieces to create their perfect design.

Rooomy will provide a new sales channel for both home furnishings retailers and the real estate community, utilizing proprietary interactive 3D technology developed by NedSense subsidiary [LOFT](#) that has already been successfully deployed in in-store settings. It is also the first technology that connects the two sectors to help them reach consumers at the precise moment when they are considering a home purchase or property rental.

3D Selling Power

Crate&Barrel, Havertys, Blu Dot and Wayfair and other leading retailers have already signed on as affiliates, making their products available for “e-decorating” on the Rooomy app. Users will be able to test different options, move items around, see what fits, and even change materials and colors with a tap, viewing each permutation in a virtual 3D replica of their room. They will also be able to collect and share ideas, get inspiration from interior designers, and more with the app's social tools.

Real estate brokers, investors and managers will be able to upload their properties into the app by subscription, enabling consumers to experience each space in 3D as well as visually remove the current owner's furniture and replace it with new items from Rooomy's retail partners. The technology can also be used to stage rooms by merging retailers' products with select properties.

“It's one thing for shoppers to see a chair or coffee table they like online. It's another to figure out if it will look too big or too small in their family room, if they'll like one fabric better than another, or if it will go with the rug they've already put in their shopping cart,” said Pieter Aarts, CEO of LOFT. “With Rooomy, consumers can experiment with as many products and furniture layouts as they like in a 3D rendering of their actual room. This provides major new sales opportunities for the home goods retailing and real estate sectors.”

Tap, Drag, Swipe

Users simply download the Rooomy app, upload a room photo (or take one with their iPad), and tell the app how many walls are visible in the image as well as the room height. In seconds, Rooomy will calculate the rest of the measurements and generate a true-to-life 3D replica that will serve as a canvas for users' creativity. They can then “clean” the image to remove unwanted furniture or other objects, and go shopping in the Rooomy catalog from the same screen.

Want to try an item? Just drag it and drop it into the room. Reposition it? Take a finger and swipe. Shoppers can also change upholstery or wall colors with a tap, see a closeup of a fabric or rug texture with a pinch, and rotate the room to view the layout from the top, bottom, left or right. If a desk or entertainment center won't fit, Roomy will show them the problem. If they want to see more details or buy it, a tap will take them to the product page.

Unlike static 2D floor plans, the interactive 3D perspective supplied by Roomy also makes it possible to see precisely how items will fill the space, how they relate to each other and so on. No other app can deliver these 3D benefits.

Roomy is scheduled to launch to consumers in first quarter 2015. To arrange a demo, email pieter.aarts@loft-nedsense.com.

About LOFT

LOFT's first-of-its-kind 3D customer experience engine enables consumers to create an interactive 3D space from a 2D room image and populate it with home furnishings from brand partners. The LOFT technology is used by leading retailers to aid in-store shopping, can be integrated with brand websites to provide a 24/7 3D showroom, and will drive an iPad app called Roomy that can also be used to help the real estate community sell or lease properties. LOFT is a subsidiary of NedSense, a global provider of high-quality software solutions and services for retailers, manufacturers and designers. NedSense is listed on NYSE Euronext Amsterdam (NEDSE). For more information, visit www.loft-nedsense.com or www.nedsense.com.