



## AUGMENTED REALITY ENTERS DUVIVIER CANAPES' WORLD



**Maison Duvivier Canapés launches its innovative mobile app with augmented reality.**

An innovation that transforms the customer experience making it easy for them to access the entire brand's collection at any moment, choose a model and complementary furniture and visualise them directly in their own living area.

In addition, the application provides sales advisers with a powerful sales support tool.





## Duvivier Canapés, French craftsman's excellence since 1840

Maison [Duvivier Canapés](#) is renowned in exceptional high-end furniture. Since 1840 it has combined outstanding craftsmanship with a wealth of materials, among the most beautiful in the world, to design and manufacture sofas, armchairs and furniture made entirely in France.

In this modern day to meet interior design needs customisation is essential. Maison Duvivier Canapés offers many collections with multiple options for its customers: choice of materials, colours, accessories, shapes, dimensions and seat depths.



Photo credit - Didier Delmas

## 3D designed for the consumer

Building on its position in the field, the brand recently took the digital path and now offers a 3D configuration application with augmented reality.

Directly in store, the sales adviser assists the customer with his/her project. The application is the tool that allows the sales adviser to present the entire Duvivier Canapés collection in its entire range in 3D, and thus increase the available space in the store. It will assist the customer in designing their dream interior, choose the models, dimensions, upholstery and colours, and finish options, all thanks to the application.



Innersense offers accurate and representative 3D models in a photographic aspect. The computer graphic designers focus on the material's visual aspect accentuating the leather grain, the stitch style, the fabric material and the grain of the wood. The quality of the object presented in 3D is essential to provide a true representation of these exceptional products and transform the customer experience into a real decoration project.

### Transforming the customer experience with augmented reality

Recent studies show that consumers expect more digital technology from brands and distributors. Far from abandoning stores, potential customers want to encounter a different experience. Experiential marketing has embraced the subject emphasising the impact of in-store integrated solutions such as 3D personalisation and augmented reality, ultimately increasing the actual act of purchasing. The sales adviser therefore achieves an experience with an emotional connection for their customers.



### ABOUT MAISON DUVIVIER CANAPES

Since 1840, Maison Duvivier Canapés has combined outstanding craftsmanship with the wealth of materials, among the most beautiful in the world, to design and manufacture exceptional sofas, armchairs and furniture. In 2006 the brand was one of the first to be awarded the "Company of Living Heritage" label, a guarantee of French excellence and traditional know-how. All products are manufactured in their two manufacturing sites in the Vienne region, near Poitiers, in the South West of France.

## ABOUT INNERSENSE

Innersense is the French expert in 3D digital technologies and augmented reality dedicated to furniture and the home.

Innersense today supports more than 50 manufacturers, distributors and e-commerce businesses in implementing 3D web configurators, professional mobile apps and augmented reality apps for the general public.

Thanks to a team of 25 people, the fast-growing company is already deploying its solutions in several European countries and plans to set up operations in Italy and the USA by the end of the first quarter of 2018.



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