

NATUZZI ITALIA

PRESS RELEASE

Natuzzi Italia launches Augmented Store in New York

The mixed reality system revolutionizes the consumer's habits in the furniture market

New York, May 21, 2019 – Natuzzi Italia, the Italian lifestyle brand with a product offer that includes living, dining and bedroom, announces the launch of its first Augmented Store in New York – Madison Avenue. Natuzzi developed a **New Customer Journey** to improve its physical retail experience and customer satisfaction with a novel combination of technological solutions like **Virtual and Augmented Reality, Holographic display, advanced 3D modelling** and interactive product configurator, with existing retail techniques.

This project is born together with **Microsoft** and **Hevolus Innovation**, international partners for mixed reality, with which has been designed an innovative customer journey able to make the shopping experience truly engaging and exciting.

One of the first in the furniture industry, the new journey consists in a **mixed reality system** located in dedicated space in Natuzzi Italia store. By wearing mixed reality headsets, like **Microsoft HoloLens**, the visitor dives into the **Natuzzi Augmented Store**, an endless virtual showroom, where all the furnishing settings created by Natuzzi designers can be seen. Through the Augmented Store visitors can immerse themselves into the beauty of Natuzzi Italia moods and, with the help of the retailer, change to colors, finishes and materials can be made to the entire collection recreated in mixed reality, approaching the best design solutions for their homes.

The retailer co-designs the interior project with the visitor and shows a scaled 3D model with **Holoproject** technology. As if having a 3D printer or the expert hand of an architect, the retailer shows the bespoke project thanks to the HoloLens, showing the model of the room allowing the customer to comprehend and appreciate its details. By wearing immersive mixed reality headsets, the customer will also be able to walk around the project and explore it from every point of view on a real scale, as if it was already manufactured. Before customers leave the store, they will receive a **360° rendering** which they can browse by touching the screen of their phone or looking into a VR headset, and take home and show it to their families.

For 60 years, Natuzzi provides best-in-class customer service and continues to lead with this innovative approach to meeting the needs of today's customers. The mixed reality system is a part of a broader strategy around customer interaction in both the digital and physical space. A digital innovation process that aims to improve the customer experience, reduce the time decision of the final customer and at the same time increase the conversion rate of the orders.

Pasquale Junior Natuzzi, Creative Director and Stylist said: *"The Natuzzi Augmented Store it's a revolution in the interior design and decoration. We have worked with our partners on new customer journey to give consumers an idea of their homes in a way that makes them fall in love. We let them*

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walk their home virtually showing our collection without boundaries. The Mixed Reality system gives us an incredible opportunity to lower the stock and the inventory in our stores and increase the sales per square foot.”

Shelley Bransten, Corporate Vice President, Retail and Consumer Goods Industries, Microsoft, said: *“Providing a unique customer experience is critical in today’s competitive retail environment. At the same time, retailers are looking for ways to reimagine their physical and maximize in store sales, Natuzzi’s new augmented store is a perfect example of how retailers can leverage mixed reality environments with Microsoft HoloLens to reimagine the in-store experience.”*

Antonella La Notte, CEO of Hevolus, concludes: *“We are proud of this partnership with an excellence like Natuzzi with whom we share a common mission: to bring concrete innovation and magical moments from Puglia to the rest of the world.”*

New store concept featuring mixed reality technology will be extended to the entire Natuzzi retail network by 2020.

About Natuzzi S.p.A.

Founded in 1959 by Pasquale Natuzzi, Natuzzi S.p.A. is Italy’s largest furniture house and one of the most important global players in the furniture industry with an extensive manufacturing footprint and a global retail network. Natuzzi is the European lifestyle best-known brand in the upholstered furnishings sector worldwide (Brand Awareness Monitoring Report - Ipsos 2018) and has been listed on the New York Stock Exchange since May 13, 1993. Always committed to social responsibility and environmental sustainability, Natuzzi S.p.A. is ISO 9001 and 14001 certified (Quality and Environment), OHSAS 18001 certified (Safety on the Workplace) and FSC® certified (Forest Stewardship Council).

About Hevolus Innovation

Hevolus Innovation is a B2B company specialising in the research and development of innovative business models capable of transforming its clients’ processes and customer experience. Microsoft's worldwide partner for Mixed Reality and four-time winners of the SMAU 2018 Innovation Award, Hevolus Innovation is a leader in the world of disruptive technologies (Mixed Reality, Artificial Intelligence, Microsoft Dynamics and cognitive services). Hevolus Innovation is aimed at the retail sector of any industry (clothing, furniture, design, sports equipment, etc.) and deals with Corporate Open Innovation for the Würth multinational company. For more details: www.hevolus.it

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