



**MEDIA RELEASE**

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## **First-to-market AR technology from THE Shed Company set to transform the in-store customer experience industry-wide**

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THE SHED COMPANY LAUNCHES INDUSTRY FIRST AR APP – OCTOBER 2017

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Gold Coast based shed franchise, THE Shed Company has today launched its industry pioneering Augmented Reality (AR) App, which allows customers to experience their shed in 3D prior to purchase as part of their in-store experience.

From carports, garages and steel kit homes to commercial hangars, factories and sheds, THE Shed Company provide premium customised steel structures to suit any project.

As industry innovators, THE Shed Company is dedicated to developing new ways of enhancing the customer experience both in-store and digitally, with AR allowing for greater flexibility and choice in design and a more engaging customer service experience.

The new technology, developed by their team of programmers in-house is the first of its kind and is set to transform the customer experience industry-wide.

THE Shed Company Business Manager, Brett Sinclair said that THE Shed Company AR App was developed after the business noticed an experiential gap in the customer purchase process.

*“Augmented Reality and Virtual Reality technologies are on the rise and will soon take over the customer shopping experience as we know it,”* said Sinclair.

*“In this digital age, our customers have often researched our products online prior to visiting one of our 27 stores, which means it’s crucial our bricks and mortar offering innovates, engages and improves our offering overall.*

*“We understand that buying a shed or structure can be a big investment, so our customers want the ability to ‘see’ their product prior to purchase and tailor elements to suit their needs. Doing this through AR reduces the perceived risk and makes this process much more personal to each individual.”* He said.

From 16 October 2017, customers will be able to experience their shed or structure in 3D using THE Shed Company’s new AR App, by visiting one of 27 stores across Australia.



To find out more about THE Shed Company or find a store, call 1800 821 033 or visit <https://www.theshedcompany.com.au/>

To see how THE Shed Company AR App works, visit <https://www.theshedcompany.com.au/news/augmented-reality>

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### **About The Shed Company**

Based on the Gold Coast in Queensland, The Shed Company are one of Australia's leading premium steel kit building suppliers. From carports, garages and steel kit homes to commercial hangars, factories and sheds, The Shed Company provide customised steel structures to suit any project. Since beginning in 2005, the company have grown significantly, winning multiple franchise awards and working with some of the country's biggest material suppliers including BlueScope Steel and Colorbond Steel.

For more information on THE Shed Company, call 1800 821 033 or visit <https://www.theshedcompany.com.au>