

## Expivi



Source / Link: <https://www.expivi.com/en>

### Technology area:

- Artificial Intelligence
- Big Data
- Digital Twins
- IoT and IIoT
- Cybersecurity
- VR/AR
- Robotics
- Automation
- System Integration
- Smart Sensors
- Additive Manufacturing
- Other

### Type of good practice:

- Company
- Project
- Initiative
- Programme
- Other

### Target market segments:

- Discrete (smart) manufacturing
- Automotive
- Aerospace
- Metal processing
- Consumer goods
- Pharmaceuticals and chemistry
- Food and agriculture
- Health
- Textiles
- Others

### Summary:

Expivi's platform uses a 3D configurator and Augmented Reality to help brands give their consumers an immersive shopping experience. With our technology, consumers can individualize products and feel empowered in their purchasing decisions. We make it possible for consumers to get a digital look and feel of products, pick colors and textures, engrave or include text, and really make the product their very own. The options are endless for retailers, but they don't have to produce anything before the orders have actually been placed — more choices for shoppers, fewer products in inventory. With this easy and intuitive user interface, consumers get an accurate representation of products, can see the items in their own environment, and get real-time pricing — before making the purchase. That's the Expivi solution. The platform is integrated with SAP, Salesforce, SAP Hybris, Magento, WooCommerce, Shopify and many more.

### Detailed description

The Expivi platform empowers companies to increase online sales by implementing AR technologies. The platform is much more than a 3D product configurator, it is a service dedicated to helping businesses grow. As a cloud-based SaaS solution, customers only need to setup their products once and they can use the same data across all of their channels. Expivi provides an extensive API and plug & play

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extensions for easy integration into their existing e-commerce and ERP solutions. Integrating augmented reality enriches customers online experience and shortens the path to purchase. As a result, clients often see a higher conversion rate and happier customers. The solution gives them the power to personalize products on desktop and mobile and their customers can view the results instantly from anywhere in the world.

One company that decided to adopt the Expivi was Stemeseder. Stemeseder is an Austrian company specialised in premium aluminium systems for decades and offers multiple lines of products. For their doors line, they have chosen to use Expivi's 3D configurator as this product line has a lot of different options. Their customers are able to customize the doors to their liking and see it from the outdoor angle but also from the indoor angle. They also wanted to give a more unique user experience to their customers, so they've decided to use Expivi's Augmented Reality feature as well. Thanks to the AR functionality, customers are able to view the configured doors in their own setting, so they can make much better buying decisions.

### Beneficial Results

Some of the benefits that the Expivi platform brings to its users are:

- Opportunity to take the in-store shopping experience online. Expivi allows its users to meet the growing expectations of their online customers;
- Customers of online shops are able to see exactly what they are buying, which means more confidence, less returns and less inventory for the online shop or for the producer;
- Opportunity to increase online sales.

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