



Press release

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IKEA launches IKEA Place, a new app that allows people to virtually place furniture in their home

IKEA announces the launch of IKEA Place, an augmented reality (AR) application that lets people confidently experience, experiment and share how good design transforms any space, such as a home, office, school or studio. From sofas and armchairs to coffee tables, all of the products in IKEA Place are 3D and true to scale so that every choice is just the right size, design and function.

"IKEA Place makes it easier to make buying decisions in your own place, to get inspired and try many different products, styles and colours in real-life settings with a swipe of your finger. Augmented reality and virtual reality will be a total game changer for retail in the same way as the internet. Only this time, much faster," says Michael Valdsgaard, Leader Digital Transformation at Inter IKEA Systems.

Built on Apple's new ARKit technology, IKEA Place marks an important milestone in the IKEA digital transformation journey. IKEA is one of the first home furnishing brands in the world to bring this technology to people, shifting the way we purchase furniture in the future.

The app automatically scales products – based on room dimensions – with 98% accuracy. The AR technology is so precise that you will be able to see the texture of the fabric, as well as how light and shadows are rendered on your furnishings.

"ARKit gives us the opportunity to help shape the development of AR as an accessible tool for real-life decision making," continues Michael.

In addition to digitally placing IKEA products in a room, the app allows people to capture the setting in the app and share as an image or video with friends. They can then purchase the products directly through their local IKEA website.

More than 2,000 IKEA products will be available in the app at launch, and in the future, the app will play a key role in the launch of new product lines. The products in the first release will focus on larger furniture products for the living room: all sofas, all armchairs, all footstools, all coffee tables and top-selling storage solutions that can be placed on the floor. Some of the most recognised IKEA products are available on IKEA Place, including: the VIMLE sofa, the STRANDBON winged chair and the LISABO side table.

"Now, technology has caught up with our ambition. AR lets us redefine the experience for furniture retail once more, in our restless quest to create a better everyday life for everyone, everywhere," says Michael.

How to use IKEA PLACE:

- Make sure you have upgraded your device to iOS 11.
- Download the IKEA PLACE app for free from the Apple App Store.
- Scan the floor in your place.
- Browse the list of products available in the app.
- Select a product that you want to place.
- Move and place the product into the space, it is as simple as that!

About IKEA

IKEA stores and e-commerce sites offer well-designed, functional and affordable, high-quality home furnishing products, that are produced with care for people and the environment. There are several companies working under the IKEA Brand, all sharing the same vision: *to create a better everyday life for the many people*. IKEA was founded in Sweden in 1943.

About Inter IKEA Systems B.V.

Inter IKEA Systems is the worldwide IKEA franchisor and owner of the IKEA Concept and has the assignment to continuously develop the IKEA Concept and ensure its successful implementation.

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