



Inter IKEA Systems B.V.
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IKEA sparks home furnishing ideas and inspiration through Artificial Intelligence

Today is the launch of the next generation of the IKEA Place app, which uses Artificial Intelligence to offer users curated and personalised home furnishing advice.

IKEA Place launched in 2017, allowing people to virtually place true-to-scale models of IKEA furniture in their own homes. Today the app adds new features that combine Artificial Intelligence and Augmented Reality. Now people can do more than just place furniture; they can get smart home furnishing tips and recommendations based on curation, context and behaviour.

To make the app more inspiring and easy-to-use, IKEA Place now comes with interior design ideas to inspire, solve furnishing challenges and just make people smile. The app lets you define areas you want to furnish and provides unique and relevant suggestions based on your preferences and IKEA home furnishing knowledge. With the new features, you can furnish a whole space with just a few taps. You can also point your camera at any piece of furniture, anywhere, and find the most similar IKEA product instantly.

The ultimate goal is to inspire people through combining technology with knowledge of how people live their lives. "Sometimes we all need that little bit of inspiration that sparks new ideas. That's exactly what we want to achieve with IKEA Place." says Gerry Rogers, Digital Transformation Leader at Inter IKEA Group.

With many more features in the pipeline, IKEA Place will continue to bring new ways of experiencing IKEA to new and existing customers. But technology only tells half the story. "In the bigger perspective, IKEA Place is not about AR or AI. It's about making IKEA home furnishing expertise more accessible. To do so, we are looking into the newest technologies, not for the sake of technology, but to create a better everyday life for the many people" says Gerry.

The updated IKEA Place app is now available on supported iOS Devices (iPhone and iPad). An updated Android version is planned for the near future.

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About IKEA

IKEA offers well-designed, functional and affordable, high-quality home furnishing, produced with care for people and the environment. There are several companies with different owners, working under the IKEA Brand, all sharing the same vision: to create a better everyday life for the many people. Inter IKEA Group is the group of companies that connects IKEA franchisees with range development and suppliers, and aligns the overall IKEA strategic direction.