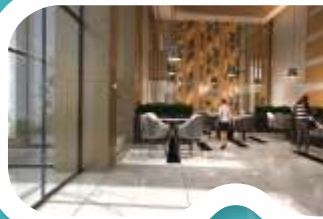


# Transform your business into a virtual showroom with iAugment

▶ Kitchen  
& Cabinets



◀ Apparels



▲ Hospitality



▲ Glass



▲ Bath Fittings



▲ FMEG



▲ Automotive

 **iAugment**<sup>®</sup>



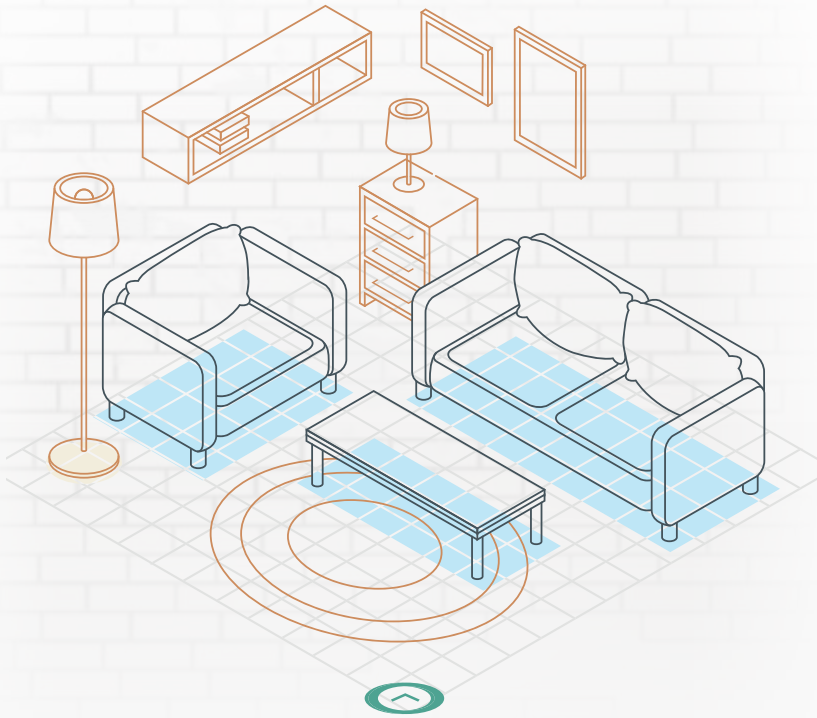
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**The technology-driven environment is constantly embarking on milestones! Being able to bring the concept of virtual showrooms to reality is one such.**

**iAugment is a phygital product offering that acts as a virtual showroom to create product-based experiences , allows brands to display products in a variety of settings, creates experiences for multiple personas, and lets them navigate & see & how their products look in different scenarios.**

**It enables users to have close to real-life experiences by using visual technologies.**

It is offered in two modes:

**Assisted • Unassisted**

Assisted mode integrates with Teams, Zoom, Webex, WhatsApp, and Facetime sales advocate (store rep) to be actively involved in the experience and target sales closure.

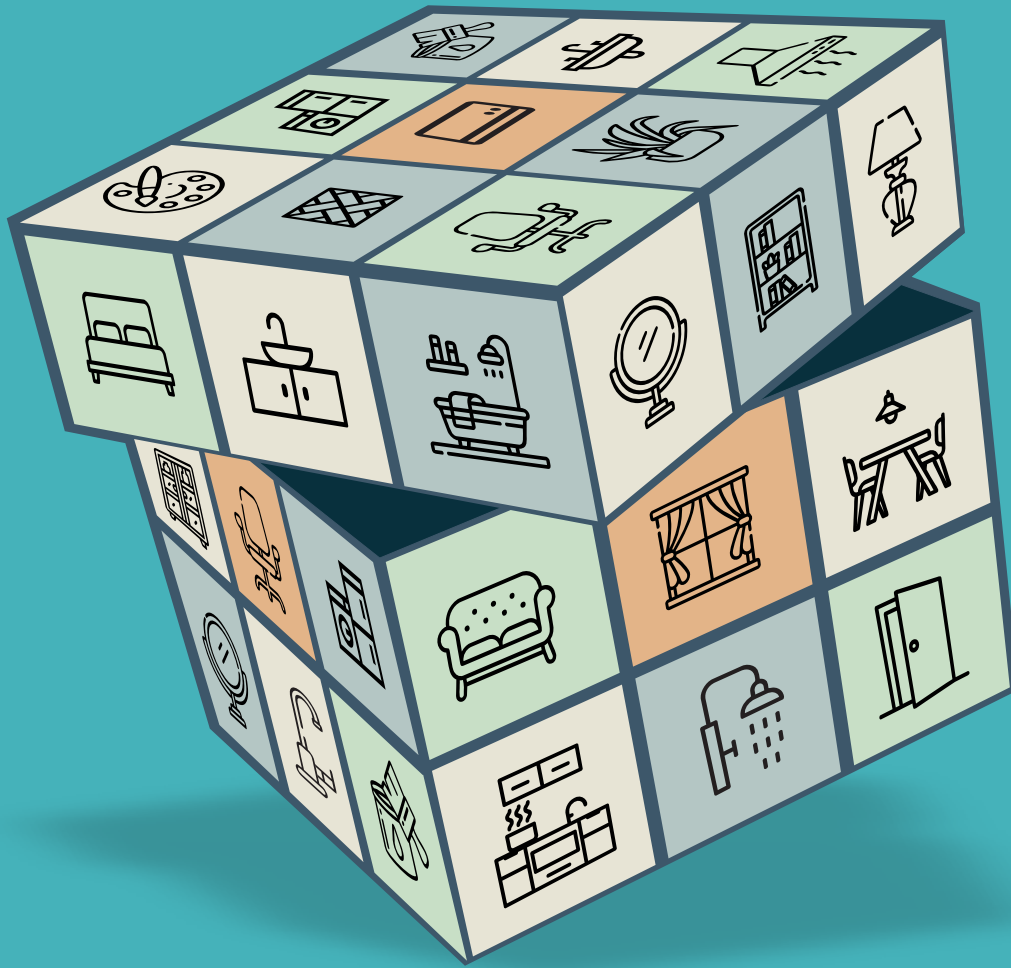
In unassisted mode, however, the customers take the journey themselves throughout the store.

In both scenarios, the brand gets to have deep insights into the customer behavior and preferences, and over a period- the brand can use this data to enhance customer experience and products. It has a technologically strong backend that provides these insights by harnessing AI, ML & Analytics technology.

iAugment is flexible to be used in a virtual-only mode as well as can enhance the experience in a physical store using phygital pieces of technology.

This phygital platform uses augmented & virtual reality! One can robustly use iAugment in products of various manufacturing industries such as Tile , Kitchen Equipment , Furniture, Automobiles, Real estate, Lighting, TV , Apparel & Garments , Home Construction Industry, Sports equipment, Eye Wear, Luxury goods, and many more.

Virtually any brand today is a prospect for iAugment.



## How is iAugment Beneficial?

Go universal, without crossing the borders.

iAugment is that weapon for brands that can work as their ambassador while streamlining digitally.

**Here is how it is beneficial:**



**Make everyone  
interact  
with your product**



**Reduce the  
maintenance costs**



**Transform business  
into entertainment**



**Explain your business  
in an engaging way**

## Key Features of iAugment



### Impactful, Immersive & Interactive

Virtual Showrooms bring new ways to interact with customers. Now seeing a product is just the tip of the iceberg. Engage with your targeted audience in an interactive experience that highlights what makes your brands unique & the products special.

From digital books and product presentations to interactive product imagery, your buyers will have access to view the product like it is already in front of them.



### Persona-Centric selling

Go persona centric. Show products to walk-in customers differently and to the potential customers the other way.

With iAugment, put the customers first. With its robust virtual showroom experience, you do not just get to give your customers a comfortable experience, but also the one that makes them prefer visiting the virtual showrooms any day, anytime.



### Video Calling Integration

This feature allows you to have human interaction with your customers virtually, take them on a showroom tour, provide product information, and answer queries, all this to make sure the experience feels the same, but virtually.



### Lego-like Flexibility

Virtual showrooms allow you to engage with your customers the way you want. Make the content reachable to them in the form of 3D interaction, PDFs, playlists, scenes, webpages, and a lot more.



### Bottomless repository for curated content

You have the freedom to show content to the participants with no limits or restrictions.

Technology allows you to go with no hindrances or restrictions so that you can add as much content as you want.



### Infinite Showroom Space

With iAugment, you are never short of space. Show your showroom spaciouly, as well as elegantly, with each product kept perfectly in its place.

# Get Connected to Futuresoft, Stay Connected to Global Success



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