

FITTINGBOX RELEASES NEW 3D VIEWER TO PAIR WITH VIRTUAL TRY-ON FOR A COMPLETE ONLINE EXPERIENCE

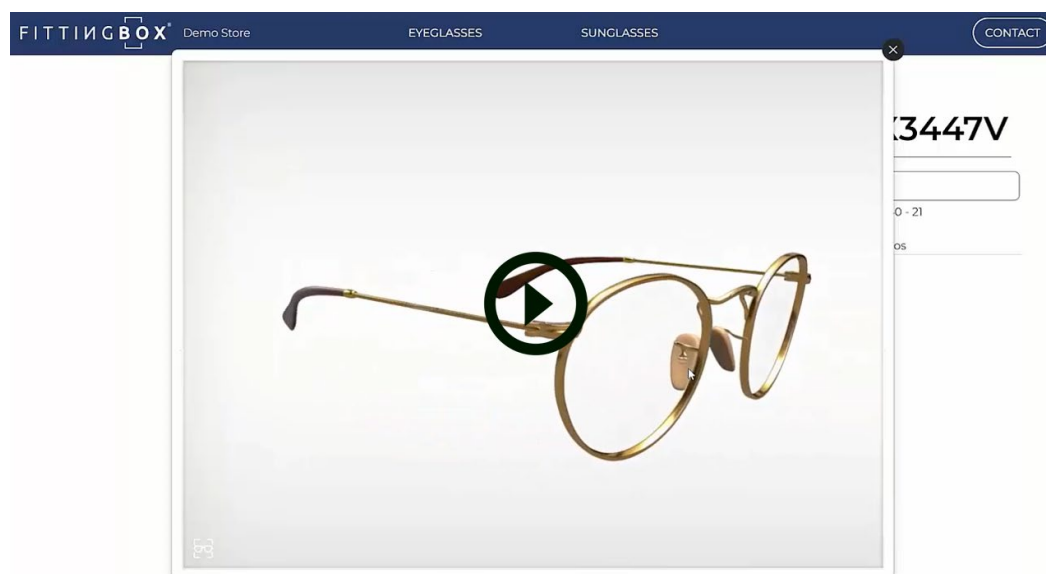
TOULOUSE, FRANCE (September 18th, 2024) – Fittingbox, the world leader in eyewear virtual try-on and 3D digitization of glasses, announces the release of its brand-new and immersive 3D Viewer. The multi-patented company adds yet another innovative solution to an ecosystem of modules that goes hand-in-hand with its virtual try-on, providing a 360° shopping experience to glasses wearers.

Fittingbox's 3D Viewer allows users to examine a frame under every angle by rotating it and zooming in and out on specific parts of the selected pair of glasses. In addition to manipulating a digital frame, the 3D Viewer lets users switch from a 3D view to virtual try-on, and vice versa, with a single click. 



 Restart position

The solution, paired with virtual try-on, gives full control to customers over their shopping journey. This feature mimics shoppers' behavior instore as they would instinctively go back and forth from trying glasses on to inspecting them in detail.



To maximize customer engagement, the 3D viewer icon is automatically displayed inside the virtual try-on experience and vice versa to allow users to begin their shopping experience with either virtual try-on, or the 3D view of the glasses they selected.

Viewing a product in 3D and being able to check it in detail is a great way to let customers interact with a product even more, giving them an extra level of engagement. According to [a survey conducted by Amazon](#), there is a “2X improvement in purchase conversion observed on average when customers click on Virtual Try-On or View in 3D buttons”.

“Giving users the opportunity to instantly switch from the 3D view to the virtual try-on enhances their shopping experience, making it more engaging, interactive and enjoyable.” says Fittingbox’s CEO Benjamin HAKOUN. “The 3D viewer is not only a great feature for e-retailers but for frame manufacturers too, as it showcases their glasses from all angles, emphasizing the uniqueness, craftsmanship, and distinctiveness of each pair.” adds Mr. HAKOUN. “This new product magnifies the company's commitment to delivering consumer-focused products that not only enhance customer satisfaction but also drive higher engagement and boost ecommerce conversion rates.”

Fittingbox’s 3D Viewer, along with the company’s other customizable solutions, allows eyewear businesses to provide a unique, immersive online shopping experience to their customers.

About Fittingbox

Based in France (Toulouse) and in the USA (Miami), Fittingbox has established itself as the world leader in virtual fitting and eyewear digitization. Fittingbox, the pioneer in Augmented Reality (AR) in Eyewear and frame digitization in 3D, develops cutting-edge optical solutions based on machine learning, computer vision, and now Diminished Reality (DR). Quietly behind the scenes as the technology for the largest optical and luxury groups worldwide, Fittingbox was the first to launch the “virtual mirror” allowing consumers to try glasses on via a desktop or mobile device, in real time, thanks to augmented reality. The company generates more

than 143 million virtual fittings per year and represents the largest database of 3D frames in the world, with over 195,000 pairs.

For more information please visit: <https://www.fittingbox.com/> or contact Elodie Filaquier: elodie.filaquier@fittingbox.com