AUDAX LABS

Audax Labs helps Architex deliver a Customized, Personalized and highly immersive user experience to its buyers.

How Audax Labs helped Architex deliver customized, personalized, and immersive user experience to its buyers.

Case Overview

Architex® is a leading supplier of contract textiles, providing interior and outdoor design solutions. Architex is constantly improving its customer service experience delivery, and exploring new ways to deliver more personalized experiences to its clients and partners.

With that in mind, Architex wanted to leverage the power of Augmented Reality (AR) to be able to offer to its clients an ecosystem in the form of a platform. Using this platform, clients can offer to their end buyers a fully immersive shopping experience. The buyers can try the new products in a virtual environment before purchasing them.

Architex were seeking a technology partner to create an AR solution so that Architex can enable its client-partners to enable their end buyers to view furniture and upholstery materials of their choice virtually, in their own environment, before the final product is chosen.

Architex awarded the AR application development project to Audax Labs. Audax Labs provided a top-notch AR solution for Architex fully customized to Architex's needs.

Client Need

Architex has been creating contract textiles, interior and outdoor design solutions for two decades. Their core business area is design, furniture and upholstery. As such, when it came to developing a technology solution, Architex realized they needed to partner with a specialist in this space.

Architex wanted to provide its customers and users a pathbreaking and rich user experience, letting them visualize designs and upholstery virtually using Augmented Reality. The app would also greatly improve Architex's sales team's ability to demonstrate product features to prospective buyers.
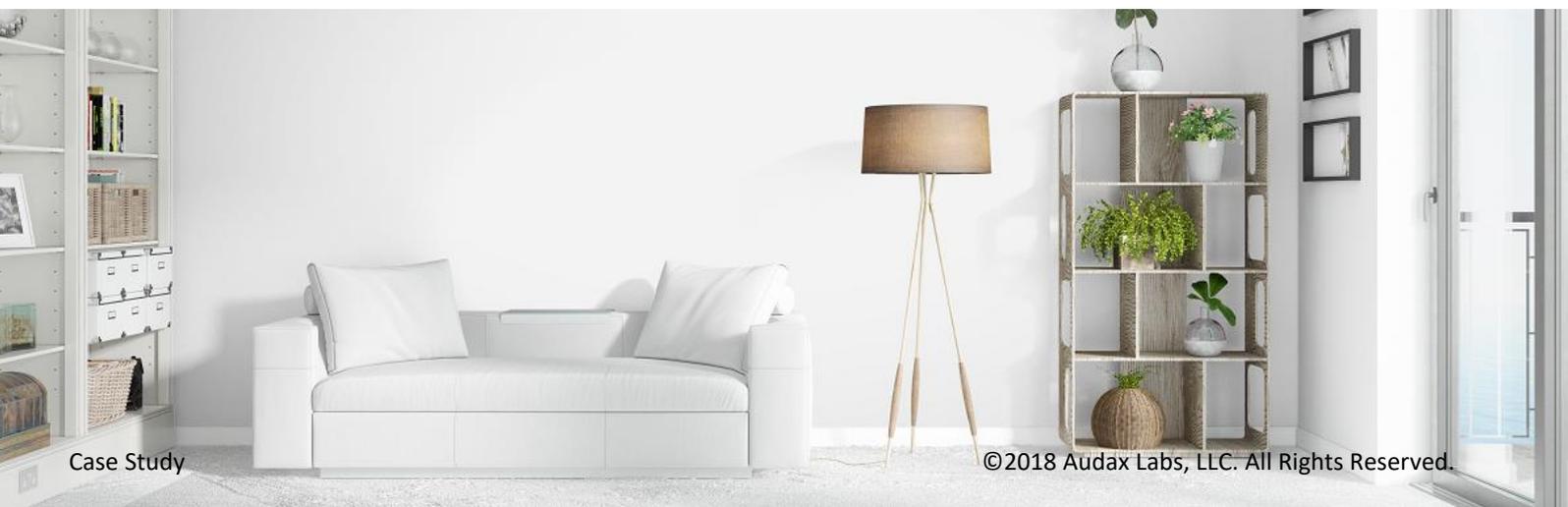
Our Solution

Audax Labs provided Architex an Augmented Reality app for iOS and Android smartphones, iPad and Tablets. The AR app allows users to select and place virtual furniture objects in to their physical space. The app provides an immersive way to see and interact with items of furniture.

AR creates an overlay of digital information upon the real-world environment. This means that the users can point a smartphone at a surface, ideally a floor, and see various furniture items. They can see a virtual image of the furniture, drapes or windows curtains and so on.

Users can use this tool to test out an array of upholstery options, designs and patterns virtually to be able to visualize their product's final design even before it is made.
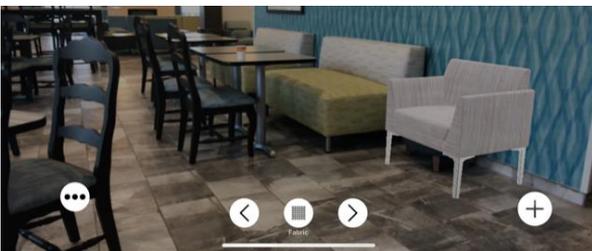
How Architex Benefitted

Building an augmented reality app requires extensive mobile and web development capability, and skills including 3D modelling, computer vision and imaging expertise. By choosing to work with Audax Labs, Architex were able to rapidly turn their idea into a fully functional end product.

With the AR app, Architex is able to deliver a more personalized, enhanced and fully immersive experience to their buyers.

Architex is well-positioned to deploy the AR platform for their business, wherein they will be able to virtualize their physical inventory through 3D models.

A potential benefit is that the cost incurred in creating and maintaining fabric swatches can be reduced significantly.

Contact Audax Labs

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About Audax Labs

Audax Labs offers Application Services, Product Engineering, and solutions for transformative digital technologies including Augmented, Virtual and Mixed Reality.