



Overstock.com Launches World's Largest Omni-Channel AR and 3D Customer Experience in E-Commerce, Pioneering Mixed Reality and 3D Models

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Retailer to expand its 3D customer tools to desktop and mobile web in addition to its apps

SALT LAKE CITY, May 20, 2019 (GLOBE NEWSWIRE) -- [Overstock.com, Inc.](https://www.overstock.com) (NASDAQ:OSTK) recently launched the world's largest omni-channel 3D and augmented reality (AR) experience in e-commerce, expanding its 3D models from its award winning mobile apps to mobile web, reaching 100 percent of the retailer's mobile users. This industry-leading AR functionality will also be available on Overstock's desktop site as early as this week.

Building on Overstock's investment over the past three years in AR and 3D experiences, Overstock partnered with [Seek](https://www.seek.com), an AR industry leader specialized in web-based AR, to build on this innovation. Today, whether they're using the mobile app or browsing online, Overstock shoppers can seamlessly view true-to-life size 3D renderings of thousands of products from top selling categories like furniture, home goods, and décor on all platforms and view these products in their room with AR.

"Technology and innovation are at the core of who we are," said Sumit Goyal, Chief Digital Officer at Overstock.com. "With more than half of our customers shopping on mobile devices, we are constantly looking for opportunities to enhance the customer experience no matter how they shop and give our customers more confidence while shopping online. I'm proud of our employees and partners, like Seek, that have dedicated countless hours to embed this technology in our platform and help us launch the world's largest omni-channel AR experience in e-commerce."

Overstock first launched the AR feature within its mobile app for iOS users in September 2017 and extended its AR capabilities to Android users in early 2018. Due to its consistent tech innovations, and recent AR integration, Overstock has been awarded seven consecutive Mobile Web Awards and was a [2018 Appy winner](#) for its intuitive retail apps. With this new integration, Overstock's mobile web sites can utilize the same technology and capabilities as its award-winning mobile apps.

Overstock's advanced 3D capabilities will now allow customers to view life-size 3D renderings of products, creating a heightened confidence and ease while shopping online. The new AR feature offers the most accurate representation of product dimensions in the highest resolution, giving shoppers a true-to-life view of how a product will look in their space, alongside their existing furniture and décor.

"The partnership between Seek and Overstock constitutes one of the biggest steps towards mass adoption of AR to date", said Jon Cheney, CEO and founder of Seek. "With a retailer of the caliber and size of Overstock taking the lead, consumers will begin to expect the same level of innovation from others. Now that web-based AR is possible, I believe that within just a few short years, this will be a standard on any e-commerce website."

For more information on Overstock's award-winning apps, visit <https://www.overstock.com/apps>

About Seek

Since 2016, Seek has revolutionized the augmented reality industry with its various platforms. Today, Seek leads the way in web-based AR with a focus on eCommerce, providing a seamless AR experience directly on websites through its flagship product, SeekView. Seek has broken through the barriers of apps and high cost to bring a scalable and affordable solution for any brand to begin using augmented reality to increase sales and reduce returns. With a world-leading cross-platform solution (iOS and Android), brands can confidently offer 3D and AR views of their products without forcing users to download a brand-specific app. Seek's team is dedicated to allowing brands to help their customers make better buying decisions.

About Overstock.com

[Overstock.com, Inc.](https://www.overstock.com) Common Shares (NASDAQ:OSTK) / Series A Preferred (Medici Ventures' iZERO platform: OSTKP) / Series B Preferred (OTCQX:OSTBP) is an online retailer and technology company based in Salt Lake City, Utah. Its leading e-commerce website sells a broad range of new products at low prices, including [furniture](#), [décor](#), [rugs](#), [bedding](#), [home improvement](#), and more. The online shopping site, which is visited by nearly 40 million customers a month, also features a marketplace providing customers access to millions of products from third-party sellers. Overstock was the first major retailer to accept cryptocurrency in 2014, and in the same year founded Medici Ventures, its wholly-owned subsidiary developing and accelerating blockchain technologies to democratize capital, eliminate middlemen, and re-humanize commerce. Overstock regularly posts information about the company and other related matters on the [Newsroom](#) and [Investor Relations](#) pages on its website, [Overstock.com](https://www.overstock.com).

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This press release contains certain forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. Such forward-looking statements include all statements other than statements of historical fact. Additional information regarding factors that could materially affect results and the accuracy of the forward-looking statements contained herein may be found in the Company's Form 10-Q for the quarter ended March 31, 2019, which was filed with the SEC on May 9, 2019, and any subsequent filings with the SEC.

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