

Abstract

Imagine the inability to compete in the modern retail market place. It can be prohibitively expensive for small businesses to keep up with large companies like Amazon. Placer levels the playing field. We provide the augmented reality technology to independent furniture manufacturers so they can give their customers an immersive shopping experience similar to that found in store. By providing a universal accessible platform, we will help a diverse segment of the industry thrive, that would otherwise get left behind. We plan to compliment the independent manufacturers' business model and allow their creativity to lead to new innovations.

Equity

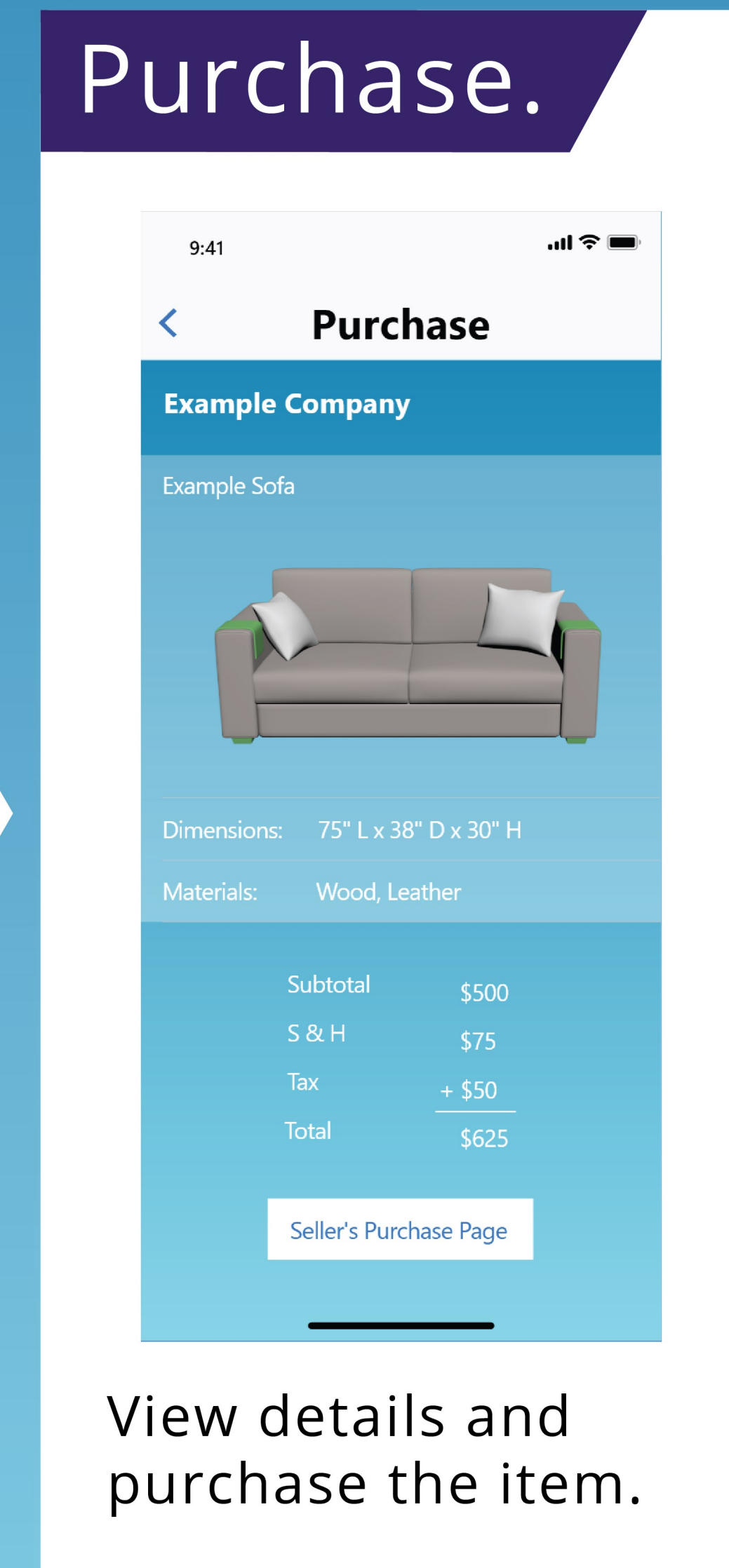
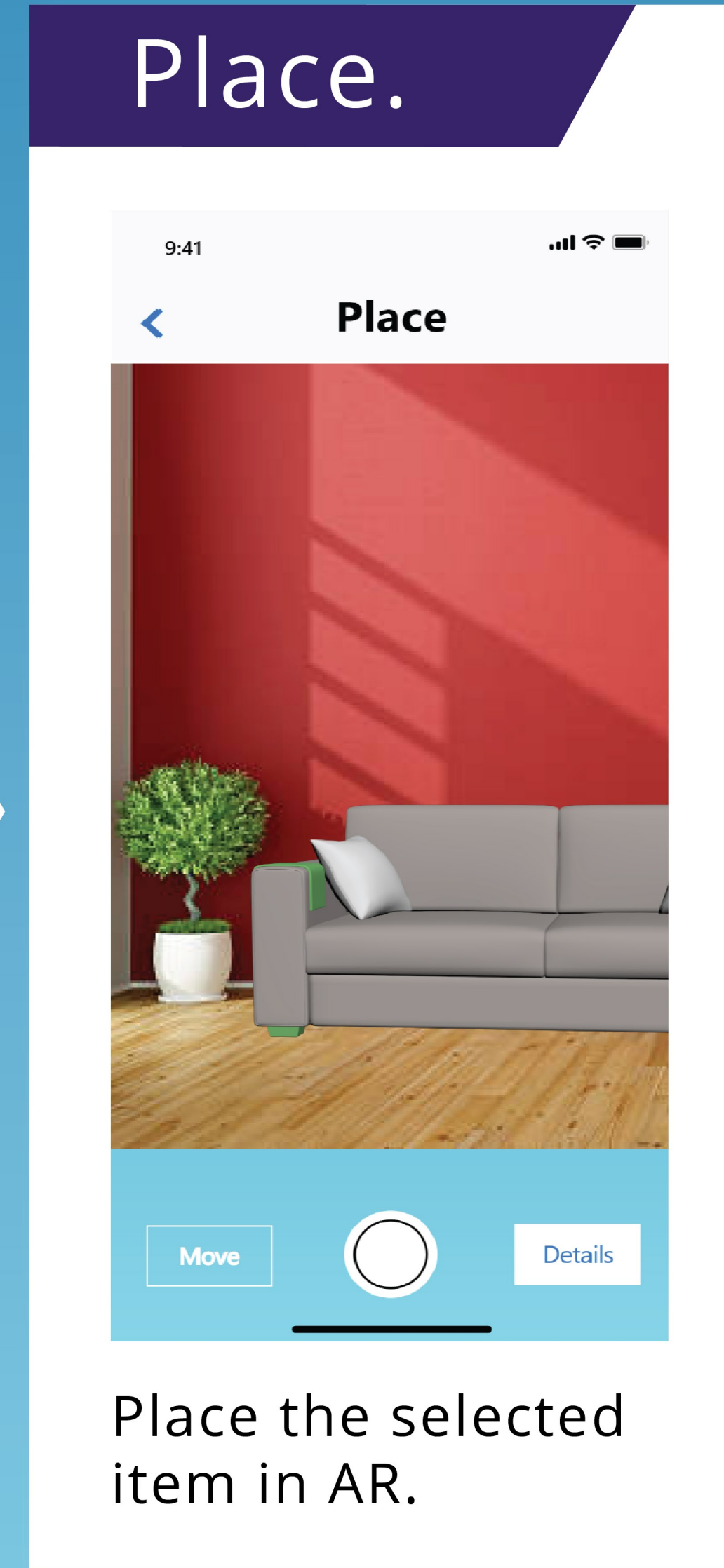
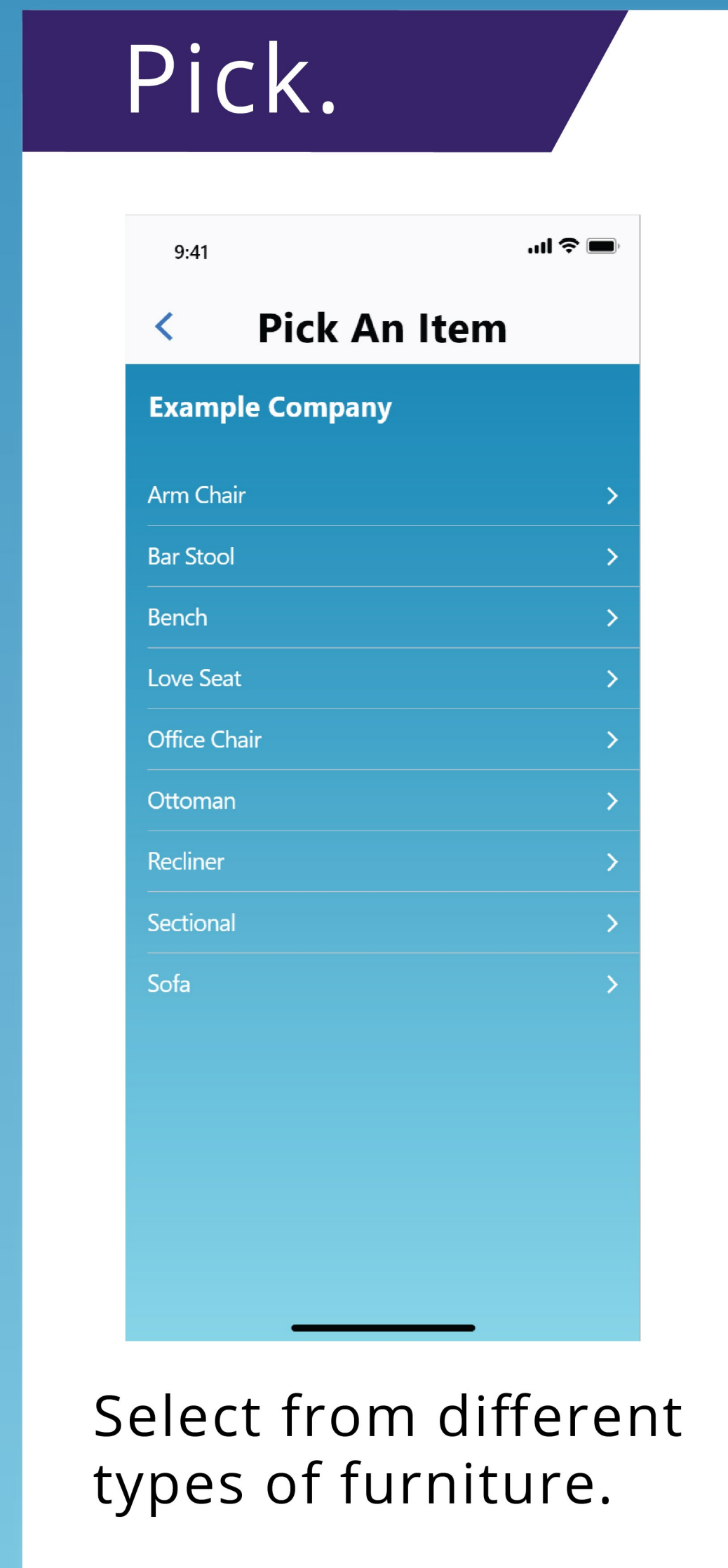
With companies like Amazon and Ikea currently using augmented reality technology in their online store, the technology gap between large businesses with deep pockets and small companies is growing wider. This widening gap causes small businesses to lose customers and may even cause them to go out of business. Placer gives small companies access to augmented reality technology with an integrated marketplace giving them the power to compete with retail giants.

Implementation

Equity in the marketplace is our mission, so how do we make that happen? We created a simple, streamlined application that would allow companies to showcase their products. Companies can link their product line to our marketplace and give potential customers the ability to see their wares inside their home through augmented reality. With our app linking directly to any company that is featured, users have the ability to quickly and easily buy furniture that they like. Want to test a piece of furniture, but the company isn't featured on Placer? No problem, with the ability to input custom dimensions users can test out any sized object. It's that simple, not get placing!

Audience

We aim to provide our technology to the customer base of our partnered companies. Our application allows for all ranges of people to view the companies' products. Whether our companies market to college students living together in dorms, a couple living in their first apartment, or a family living in their own home, they will be able to place virtual objects in their environment. As our list of companies expands along with their target demographic, our audience will be broadened.



Shawn Namdar



Connor Hawthorne



Benjamin Nogawa



Matthew Wong



Who Are We?

