



HYPERREALITY
TECHNOLOGIES

INTERACTIVE VISUALIZATION ACROSS YOUR CUSTOMER TOUCHPOINTS



Challenges

- How to get customers to engage with the products better, experiment with design & provide self-service ?
- Visualizing application of product in an actual setting vs looking at a small sample.
- Logistics of showcasing all SKU's in limited physical settings.
- Providing remote product experiences at partner locations.

Use Cases

- Interactive design experience at Sales Office & Experience Centers.
- Expansion of showrooms to additional locations.
- Post-sales interactive customization tool at Design Centres

Features

- Interactive customization of space with your products.
- Collaborative session with sales executive
- Budget & detail integration
- Inbuilt CMS for Product Management
- Adding / Export shortlisted - as PDF along with Renders.

Hyperreality offers a solution for home decor industries seeking improved customer engagement during new home constructions and renovations. Our end-to-end visualization platform allows customers to interactively visualize and experiment with your products across various touchpoints, from online web to immersive experiences for offline retail showrooms . Customers can also experience your products in their space through our "customized visualization" service or opt for standard space visualization built as per your needs.

Hyperreality Solution

Standard
Space

Customized
Space



Web



VR



Paint



Tile &
Ceramics



Sanitaryware



Modular
kitchen



Furniture



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