



Retail VR Uses Matterport Digital Twins to Improve Retail Operations and Merchandising

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Luxury fashion brand saves 1,200 tons of carbon emissions with a single virtual showroom by eliminating unnecessary travel

SUNNYVALE, Calif., Jan. 27, 2022 (GLOBE NEWSWIRE) -- Matterport, Inc. (Nasdaq: MTTR), the leading spatial data company driving the digital transformation of the built world, today announced that Retail VR, a virtual reality and augmented reality platform, has enabled dramatic cost and time-savings for a variety of retail clients, from food to fashion brands, through the adoption of Matterport digital twins. Using Matterport Pro2 3D cameras and software development tools available to Matterport platform partners, Retail VR is enabling retailers around the world to collaborate with store employees and connect with visitors and customers using a shared digital version of each physical location.

"As the world continues to shift online, retailers must adapt with innovative, virtual shopping experiences," said Adrien Zanelli, Co-Founder and Head of International Business Development for Retail VR. "Combining Matterport's digital twins with our virtual and augmented reality platform will continue to unlock new efficiencies and cost savings for our clients, while also helping them meet their customers' expectations for an immersive, online shopping experience."

Digital twin adoption helps high fashion retailer cut carbon emissions

When luxury fashion buyers were unable to visit showrooms in Milan and Paris, Retail VR used Matterport Pro2 3D cameras to create digital twins of these locations for their retail customers, allowing them to provide high-definition 3D visuals and a realistic showroom experience for buyers to continue engaging remotely. With virtual access to showrooms, seasoned buyers can view a garment from any angle and zoom in for closer inspection of its seams or texture. Retail VR can also integrate a retail customer's product catalog and layer on multimedia functions to enable sales representatives to click on Mattertags within the virtual showroom to see item specifications or show videos highlighting merchandise when clients show interest. Prior to having access to digital twins, buyers were required to travel to Europe from the U.S. or Asia to view new collections and place orders. In recent years, there has been a greater attention to environmental sustainability and net-zero initiatives. With just one virtual showroom for Kenzo, a fashion company based in Paris, Retail VR helped save 1,200 tons of carbon emissions by eliminating travel.

World's largest cream and cheese manufacturer uses digital twins to streamline retail merchandising

To ensure shelves are stocked and organized correctly, supermarkets rely on accurate diagrams that indicate the placement of retail products on shelves, called planograms, from the brands they stock. Lactalis International, a multinational food manufacturer and Retail VR client, utilized Matterport digital twins to showcase its food packaging and provide accurate planograms in 3D to stockists, replacing sterile diagrams with an engaging 3D object. Its new, virtual approach to retail tagging helps Lactalis get faster buy-in from supermarkets for its proposed product assortment. Using Retail VR software in tandem with digital twins, product assortment options are generated instantly, reducing the number of meetings required from five to one and saving up to weeks of time.

"It is exciting to see the innovation such as Retail VR's solutions being driven from our extensive and growing platform partner ecosystem," said Conway Chen, Vice President of Business Development and Alliances. "Matterport digital twins have integrated seamlessly with the Retail VR platform to improve digital shopping experiences, drastically accelerating innovation and efficiency for its retail clients, which demonstrates the enormous value of Matterport digital twins."

Learn about how Retail VR is leveraging Matterport technology as a platform partner [here](#).

About Matterport

Matterport, Inc. (Nasdaq: MTTR) is leading the digital transformation of the built world. Our groundbreaking spatial data platform turns buildings into data to make nearly every space more valuable and accessible. Millions of buildings in more than 170 countries have been transformed into immersive Matterport digital twins to improve every part of the building lifecycle from planning, construction, and operations to documentation, appraisal and marketing. Learn more at matterport.com and browse a [gallery of digital twins](#).

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Forward-Looking Statements

This document contains certain forward-looking statements within the meaning of the federal securities laws, including statements regarding the benefits of the business combination, the services offered by Matterport, Inc. ("Matterport") and the markets in which Matterport operates, business

strategies, debt levels, industry environment, potential growth opportunities, the effects of regulations and Matterport's projected future results. These forward-looking statements generally are identified by the words "believe," "project," "expect," "anticipate," "estimate," "intend," "strategy," "future," "forecast," "opportunity," "plan," "may," "should," "will," "would," "will be," "will continue," "will likely result," and similar expressions (including the negative versions of such words or expressions).

Forward-looking statements are predictions, projections and other statements about future events that are based on current expectations and assumptions and, as a result, are subject to risks and uncertainties. Many factors could cause actual future events to differ materially from the forward-looking statements in this document, including the expected benefits of Matterport's partnership with Retail VR, Matterport's ability to implement business plans, forecasts, and other expectations in the industry in which Matterport competes, and identify and realize additional opportunities. The foregoing list of factors is not exhaustive. You should carefully consider the foregoing factors and the other risks and uncertainties described in documents filed by Matterport from time to time with the U.S. Securities and Exchange Commission (the "SEC"). These filings identify and address other important risks and uncertainties that could cause actual events and results to differ materially from those contained in the forward looking statements. Forward-looking statements speak only as of the date they are made. Readers are cautioned not to put undue reliance on forward-looking statements, and Matterport assumes no obligation and, except as required by law, does not intend to update or revise these forward-looking statements, whether as a result of new information, future events, or otherwise. Matterport does not give any assurance that it will achieve its expectations.