

October 16, 2018



Macy's and Marxent Partner On Largest Virtual Reality Rollout In Retail History

Macy's offers virtual reality experience in approximately 70 stores nationwide and plans to open 20 more by January 2019

Virtual reality experience reduces return rates to less than 2 percent

Technology boosts customer confidence in furniture purchase and increases basket size

NEW YORK--(BUSINESS WIRE)-- Macy's (NYSE:M) and Marxent today announced that the companies' partnership is the largest virtual reality rollout in retail history, with approximately 70 Macy's VR installations in stores nationwide. The companies expect to add another 20 locations by January 2019. In partnership with Marxent, Macy's is enabling customers to discover products and make informed buying decisions using the Macy's VR furniture experience.

"Macy's is constantly looking for ways to bring excitement and fresh experiences to our customers. Through the Macy's VR furniture experience, we are giving our customers a new way to visualize a large selection of furniture products. Customers design their living space and, using a VR headset, immerse themselves in the virtual rooms they create. VR is a practical application proven to drive sales and a terrific example of combining technology and the human touch," said Hal Lawton, president of Macy's.

In the three pilot stores, VR-influenced furniture sales have increased by more than 60 percent versus non-VR furniture sales and decreased returns to less than 2 percent. Customers are more accurately visualizing their spaces and adding multiple furnishings with confidence. The program also allows Macy's to offer a full range of furniture in a dramatically smaller space.

"With Macy's VR furniture experience, customers can take a 2D floorplan and transition it to 3D in real time," said Beck Besecker, co-founder and CEO of Marxent. "Macy's VR for furniture is an easy to use application and consumers have a huge selection to choose from. The technology decreases return rates and VR gives customers a real omnichannel experience."

Another exciting addition is an augmented reality furniture experience called "See Your Space IRL." The technology allows customers to virtually place Macy's furniture products in their actual living spaces. "See Your Space IRL" is now available on the Macy's mobile app for iOS on the iPhone 7 and newer, and will be available on the Macy's app for Android in 2019.

LIST OF MACY'S VR STORES

Arrowhead Towne Center	AZ
Chandler Fashion Center	AZ
Pleasanton Furniture	CA
Northridge Fashion Center	CA
Santa Ana Mainplace	CA
Victoria Gardens	CA
Fresno Furniture	CA
Thousand Oaks	CA
Roseville Furniture	CA
Los Cerritos Center	CA
Northgate	CA
Downtown LA	CA
Mission Valley Home	CA
Valley Fair	CA
Del Amo Fashion Center	CA
Montebello Home	CA
Monterey Furniture	CA
South Coast Plaza Home	CA
Walnut Creek Broadway Plaza	CA
San Francisco Union Square	CA
Cherry Creek Furniture	CO
Southglenn Furniture	CO
Park Meadows	CO
Christiana	DE
Dadeland	FL
Pembroke Furniture	FL
Ft Lauderdale Furniture	FL
Aventura	FL
South Dade Furniture	FL
Miami International	FL
Gandy Furniture	FL
Town Center Furniture	GA
Gwinnett Furniture	GA
Mall Of Georgia	GA
Lenox Square	GA
Perimeter Furniture	GA
Old Orchard	IL
Castleton Square	IN
Fayette	KY
Northshore	MA
Boston (Downtown)	MA
South Shore Plaza	MA
Annapolis	MD

Somerset Collection	MI
Southdale Furniture	MN
Mall Of America	MN
Paramus Furniture	NJ
Cherry Hill Furniture	NJ
Rte. 46 Furniture	NJ
Route 22 Furniture Store	NJ
Newport Center	NJ
Summerlin	NV
Las Vegas Home	NV
Herald Square	NY
Carle Place Furniture	NY
Cross County	NY
Brooklyn (Downtown)	NY
Easton Town Center	OH
Tuttle Crossing Furniture	OH
Lima	OH
Summit	OH
Washington Square Furniture	OR
South Hills Furniture	PA
Ross Park Furniture	PA
Northpark Center	TX
Memorial City	TX
Stonebriar Centre	TX
Springfield	VA
Alderwood Furniture	WA

About Macy's

Macy's, the largest retail brand of Macy's, Inc. (NYSE:M), delivers fashion and affordable luxury to customers at approximately 650 locations in 44 states, the District of Columbia, Puerto Rico and Guam, as well as to customers in the U.S. and more than 100 international destinations through its leading online store at macys.com. Via its stores, e-commerce site, mobile and social platforms, Macy's offers distinctive assortments including the most desired family of exclusive and fashion brands for him, her and home. Macy's is known for such epic events as Macy's 4th of July Fireworks® and the Macy's Thanksgiving Day Parade®, as well as spectacular fashion shows, culinary events, flower shows and celebrity appearances. Macy's flagship stores -- including Herald Square in New York City, Union Square in San Francisco, State Street in Chicago, Dadeland in Miami and South Coast Plaza in southern California -- are known internationally and are leading destinations for visitors. Building on a more than 150-year tradition, and with the collective support of customers and employees, Macy's helps strengthen communities by supporting local and national charities giving more than \$52 million each year, plus 153,000 hours of volunteer service, to help make a difference in the lives of our customers.

For Macy's media materials, including images and contacts, please visit our online

pressroom at <http://www.macyspressroom.com/>.

About Marxent

Marxent's 3D Cloud™ is used by innovative omnichannel retailers to reduce furniture returns, sell bigger baskets and enhance the customer experience. From 3D Room Design to AR to VR, 3D Cloud™ enables shoppers to plan, visualize and buy with confidence. 3D Cloud™ is a content management and hosting platform for 3D products that scales to the enterprise and powers applications for product visualization and configuration at all points in the customer path to purchase, including Mobile with AR, VR Showroom and Web VR applications. With 3D Cloud™ retail solutions, buyers can visually configure, price and quote projects with multiple components and customizations. For more information, visit www.marxent.com.

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Source: Macy's