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ZEPHYR'S NEW AUGMENTED REALITY APP IS SHAPING THE FUTURE FOR VIRTUAL KITCHEN DESIGN

Zephyr Kitchen Experience inspires kitchen design one hood at a time



Zephyr, the company that continues to lead the specialty appliance category with innovative product design and technology, today introduces the first luxury appliance Augmented Reality (AR) App – Zephyr Kitchen Experience. Homeowners, designers, and builders alike can now self-discover Zephyr's range hoods in 3-D through a cutting-edge, interactive, easy-to-use AR experience.

The new Zephyr Kitchen Experience app is an immersive multi-sensory tool that takes customers from inspiration to reality. It lets the users discover kitchen ventilation solutions by selecting different hood styles, sizes and features while also exploring the hood's internal components. Once a hood is selected via the app, the user can explore it in greater depth with live animation and feature pop-ups.

In addition, the app gives customers an X-ray glimpse into Zephyr's patented PowerWave™ Blower technology in action, using 3-D animation. Augmented Reality allows the hood to be placed in the kitchen to determine which style and size works best with the kitchen design and layout. Live AR features let the user explore fan speeds, lighting, delay-off timers and finishes.

"Augmented reality is already playing an important role in how consumers make purchasing decisions – especially when it comes to their homes," says Zephyr President Luke Siow. "Our goal is to make customers more comfortable exploring ventilation solutions, while also educating them on design options and functionality. The Zephyr Kitchen Experience app is an inspirational tool to help customers envision their dream kitchen with our range hood, using AR. It literally takes you from inspiration to reality."

Users can display and manipulate the hood in their own kitchen using the Zephyr Kitchen Experience app, or select different kitchen designs for inspiration. The app enables the homeowner or designer to realistically envision the space with a Zephyr hood and take a photo of the final frame, download the image to save, or send it via SMS. The app is available on mobile phones and tablets and can be downloaded on the Apple App Store and Google Play. The products currently included are Anzio, Lucé, Roma Pro, and Titan. Additional range hood models and Presrv wine and beverage coolers will be added in Summer 2020.

The Zephyr Kitchen Experience App received the W³ Silver Award that celebrates digital excellence by honoring outstanding websites, web marketing, video, mobile sites/apps and social content. Visit www.zephyronline.com for more information on the Zephyr Kitchen Experience app.

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The Pro Collection features the groundbreaking PowerWave™ blower technology and is the ultimate workhorse in the kitchen. The 3-Phase blower system offers more power with less energy, and is virtually silent—so your creations can bring all the drama.

For more inspiration visit our San Francisco Design & Experience Center

zephyronline.com

ZEPHYR

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