roomle

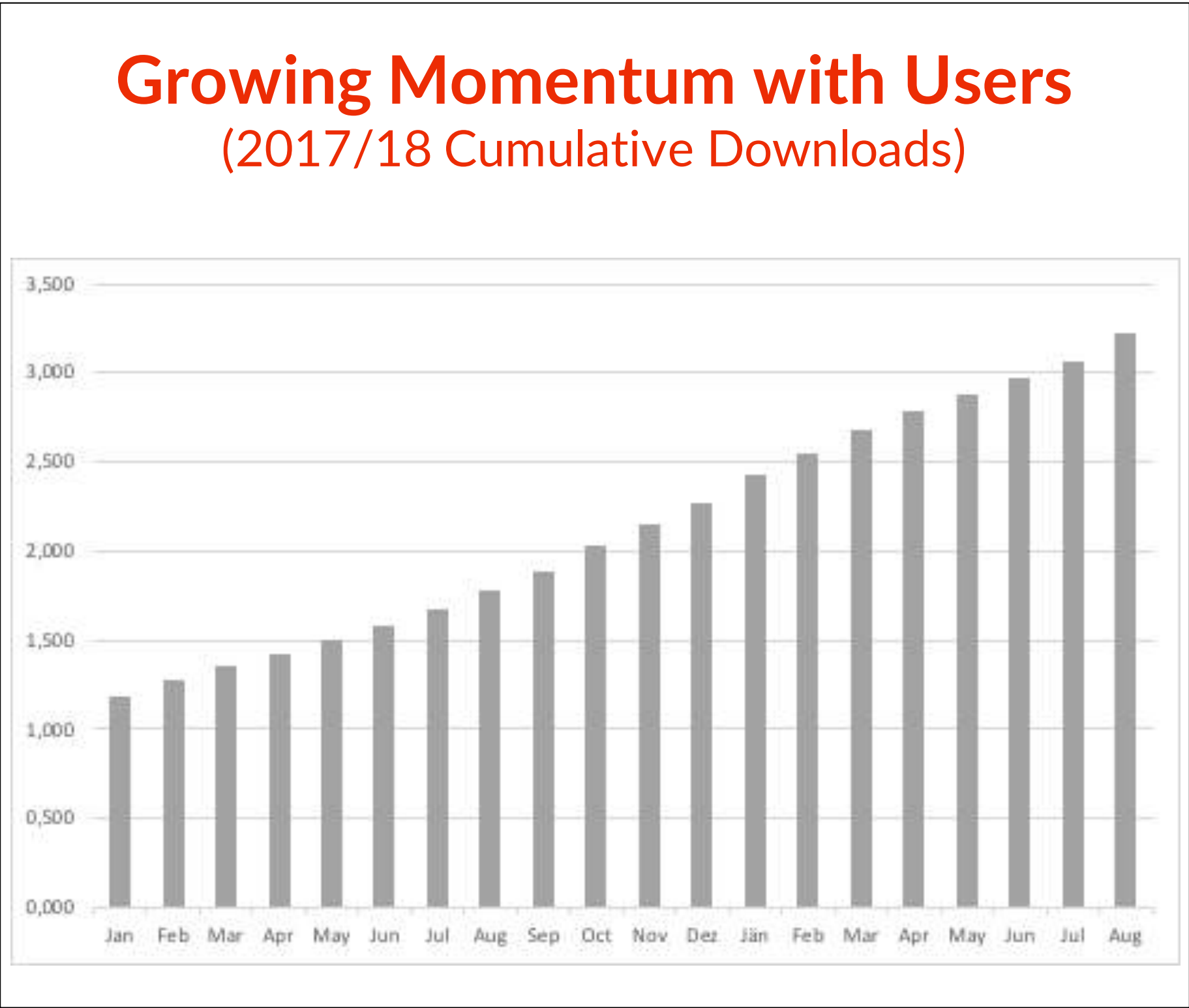## The leading cloud-based digital furniture platform

Digitize properties & turn plans into experiences

Roomle changes the way how furniture & properties are presented, selected, customized & bought.

Consumers & professionals love what we do:

roomle

Growing Momentum with Users
(2017/18 Cumulative Downloads)

organic traction
without any advertising

continuous growth
3rd party integration

iPad/iPhone downloads

3 Mio+

user-generated floor plans

7 Mio+

huge brand product catalog

4k+
+ double-digit growth

new downloads every month

120,000+

Award winning

reddot award 2017 best of the best

ANNUAL MULTIMEDIA AWARD
2018 SILBER

GERMAN DESIGN AWARD NOMINEE 2018

UX DESIGN AWARDS
nominated 2017

8TH ANNUAL AUGGIE AWARD FINALIST

DIGITAL BUSINESS TRENDS
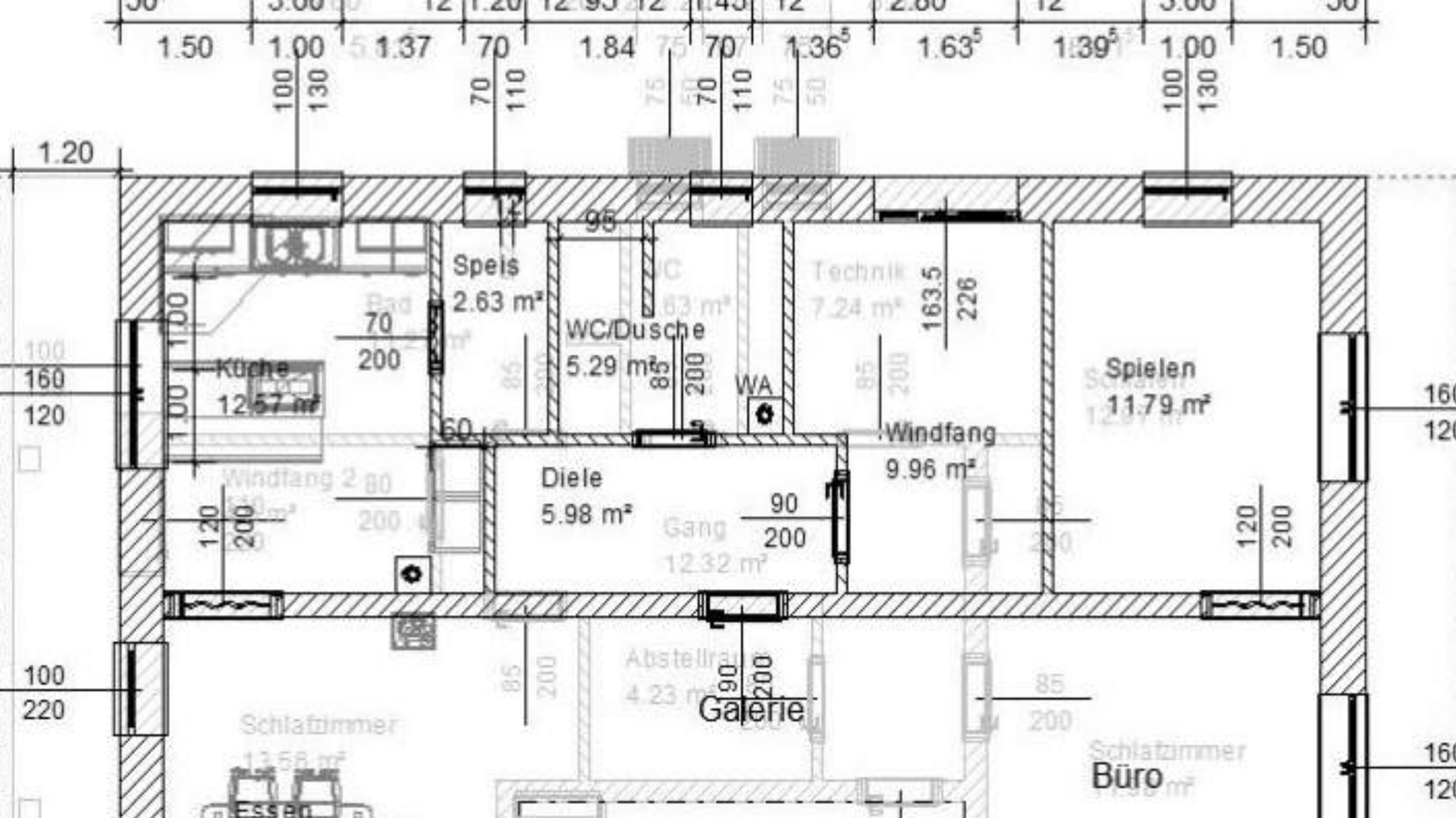
DiD Digital Interior Day

High demand
for individualizable homes & furniture

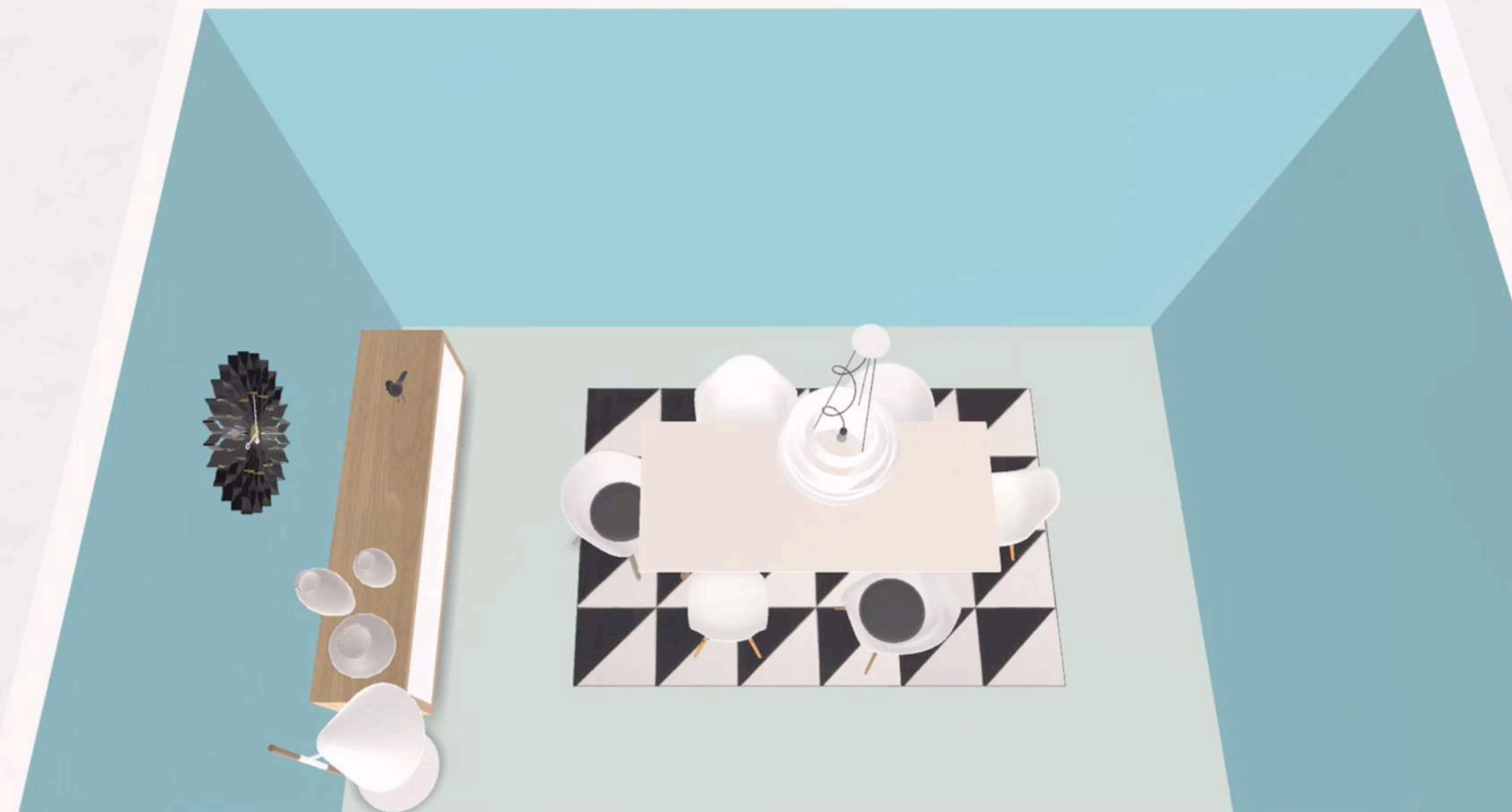# Increase engagement & property sales with personalized planning & home staging

Static and offline planning with limited visualization

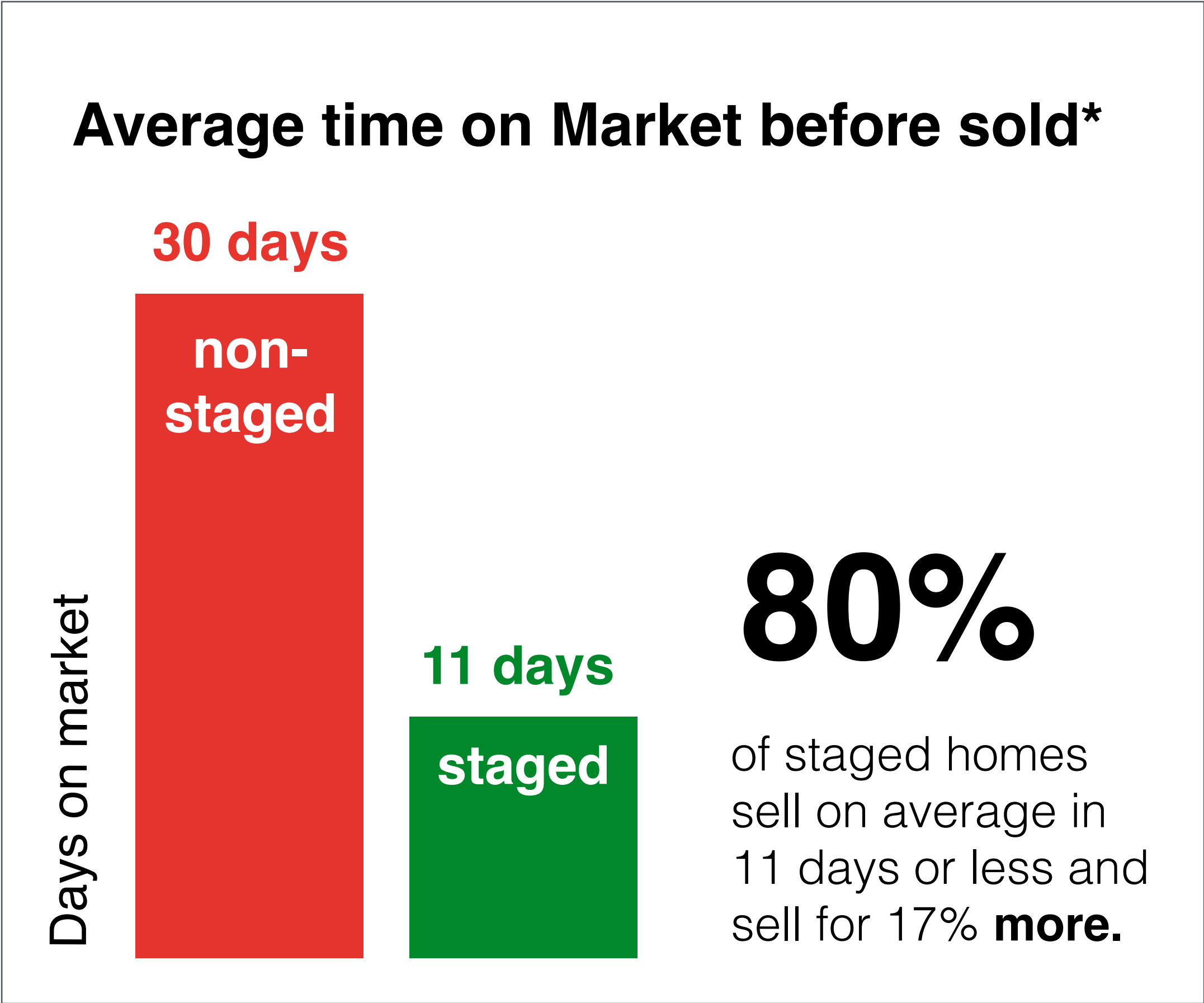THEN

Interactive 3D, AR/VR enabled social planning

NOW

roomle

3D fast loading
high-resolution floor plans

roomle

Interactive floor plans increase sales potential

Only 10% can visualize plans on their own

roomle

Average time on Market before sold*

30 days

non-staged

11 days

staged

Days on market

80%

of staged homes sell on average in 11 days or less and sell for 17% **more.**

Reasons, R.E, agents say, digital staging has value*

- 90% reduced operation time - Planning self-service leads to higher conversion & increased engagement

90%

- Easier to visualize property

81%

- Buyers more willing to walkthrough digitally staged home viewed online

48%

675$ (average price to stage a home) in the traditional / old economy way

Limited inventory, no product customization

THEN

Configure product programs
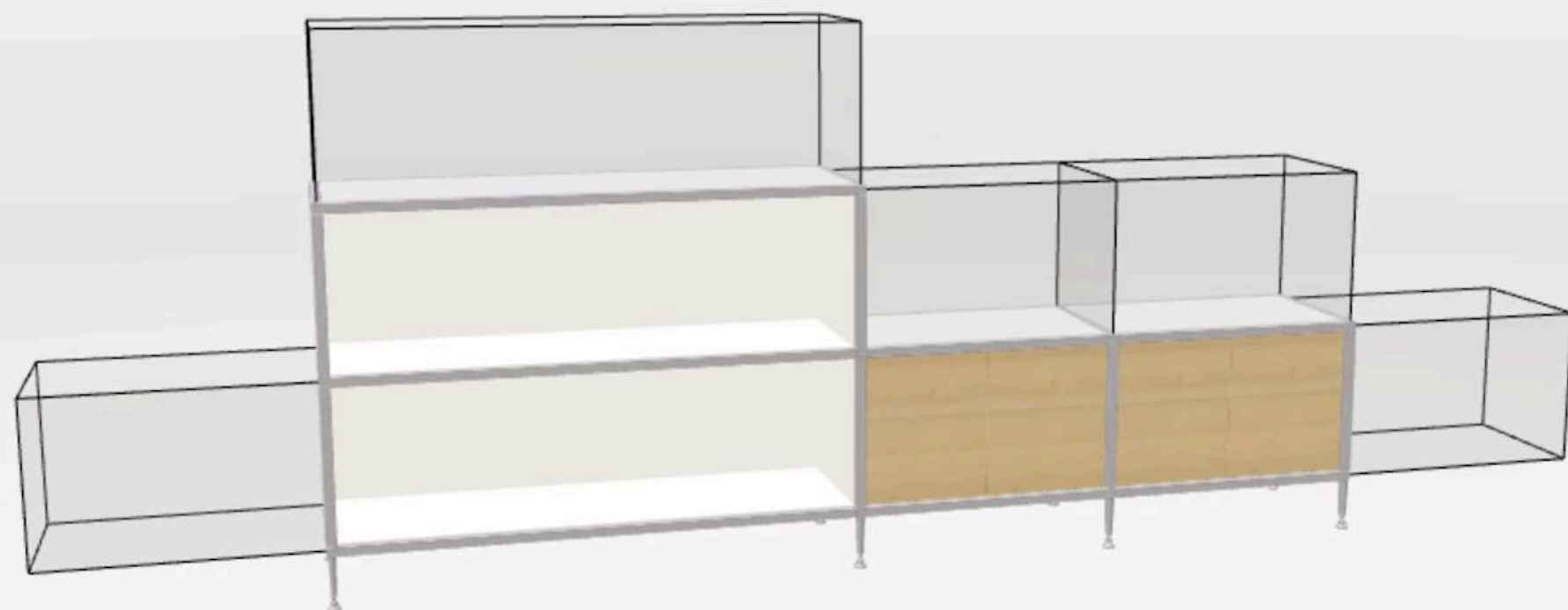
BACK

Add element
Via click or drag and drop

BESPOKE CREATIVE

Shelf

Shelf Element

Shelf Element with door

Shelf Element with drawers

USD 683.68

NOW

Real time configuration and ordering

roomle

THEN

Mis-fit experience, lack of imagination

NOW

Try before you buy experience

roomle

The market opportunity is huge

roomle

€ 30 Bil.
furniture sales (2016)
Germany only

€ 1.8 Bil.
furniture advertising
spendings

€ 850 Bil.
Addressable global R.E. market
by 2025 (€ 3650 total market)

€ 105 Mio.

5% market share
7% facilitation fee

€ 90 Mio.

5% market share
about 300k products

€ 2,5 Bil.

3% invested in home staging
10% market share

Furniture: € 200 Mio. revenue potential (Germany only)
R.E.: € 2,5 Bil. revenue potential (globally)

Roomle provides fully embeddable solutions for the market

2D/3D
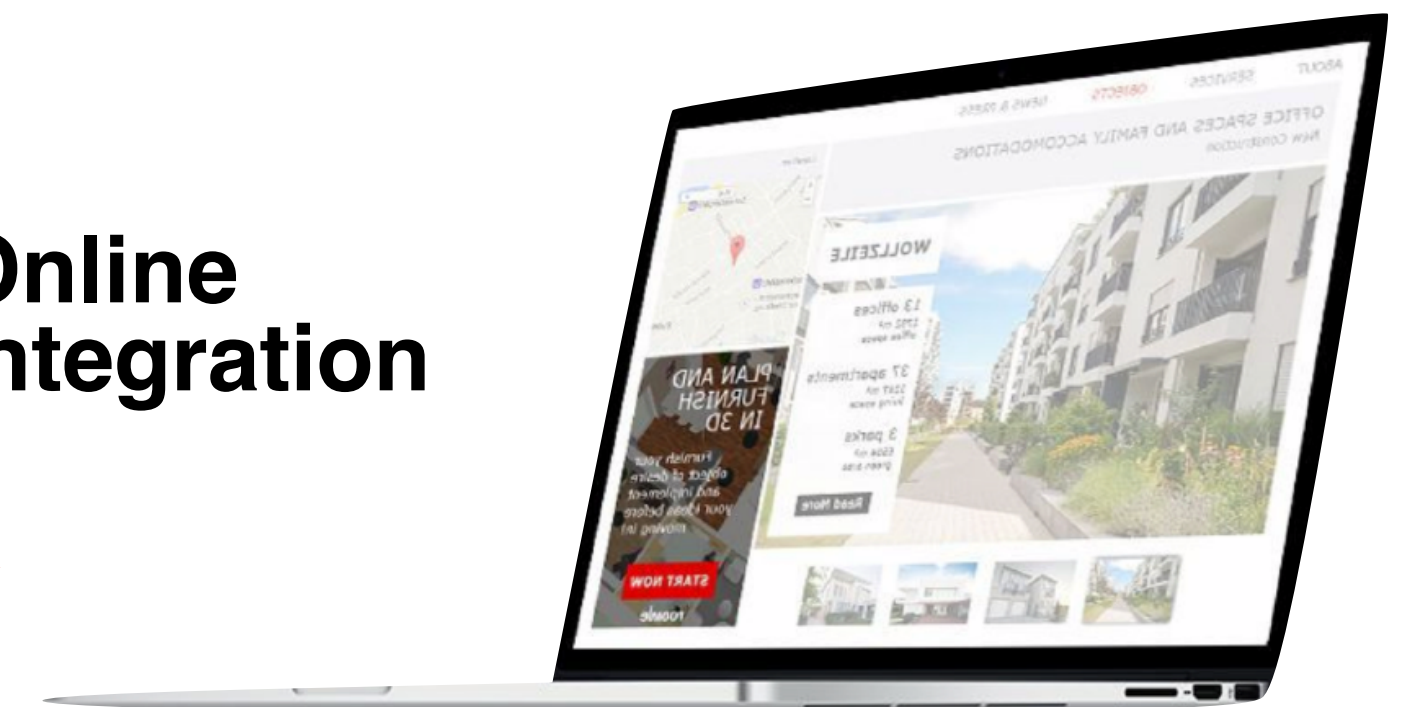Multi-platform **floorplanner**

Unlimited access to
4 000+ brand products & planning items

HD Images (CGI)

Online integration

Multi-Plattform 3D Configurator
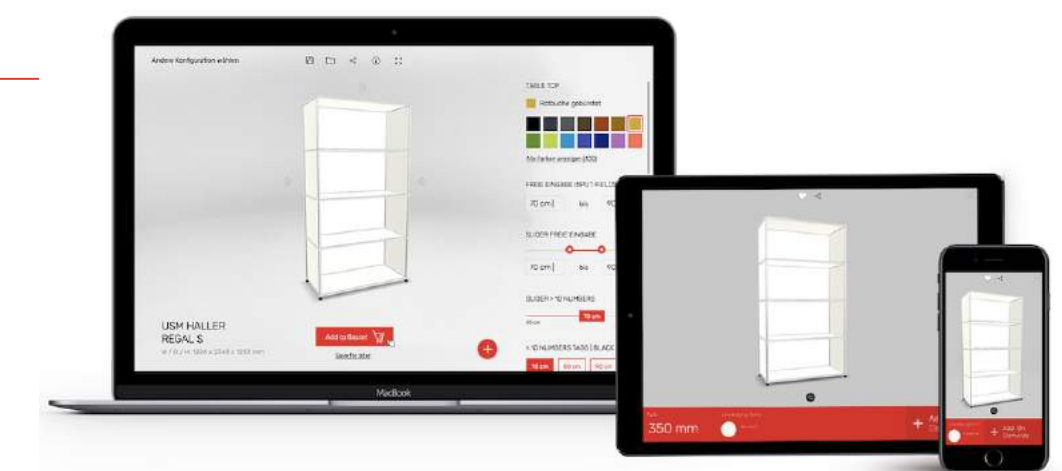
AR visualization

ARKit

ARCore

roomle
platform

Artificial home staging services

VR & Mixed Reality visualization

Microsoft HoloLens
magic leap
HTC
Google

Platform users
3 Mio+

Published in minutes, embedded in seconds

roomle

Easy & fast floor plan
setup & furnishing

Advanced 3D room
planning & views

SaaS platform

to easily manage every floor
plan & product on all platforms

Advanced API

for seamless integration

hocoma.roomle.com

Roomle 3D Home & Office Raumplaner. Einfache Visualisierung von Wohnideen für Haus, Wohnung und Möbel

Roomle Highspeed Configurator

Hocoma
a DIH brand

DE

White-Label

The Total Solution

JETZT ANMELDEN!

presentation

••••••••••

Passwort vergessen?

Made with ♥ by roomle

Presse   Nutzungsbedingungen   Datenschutz   Impressum
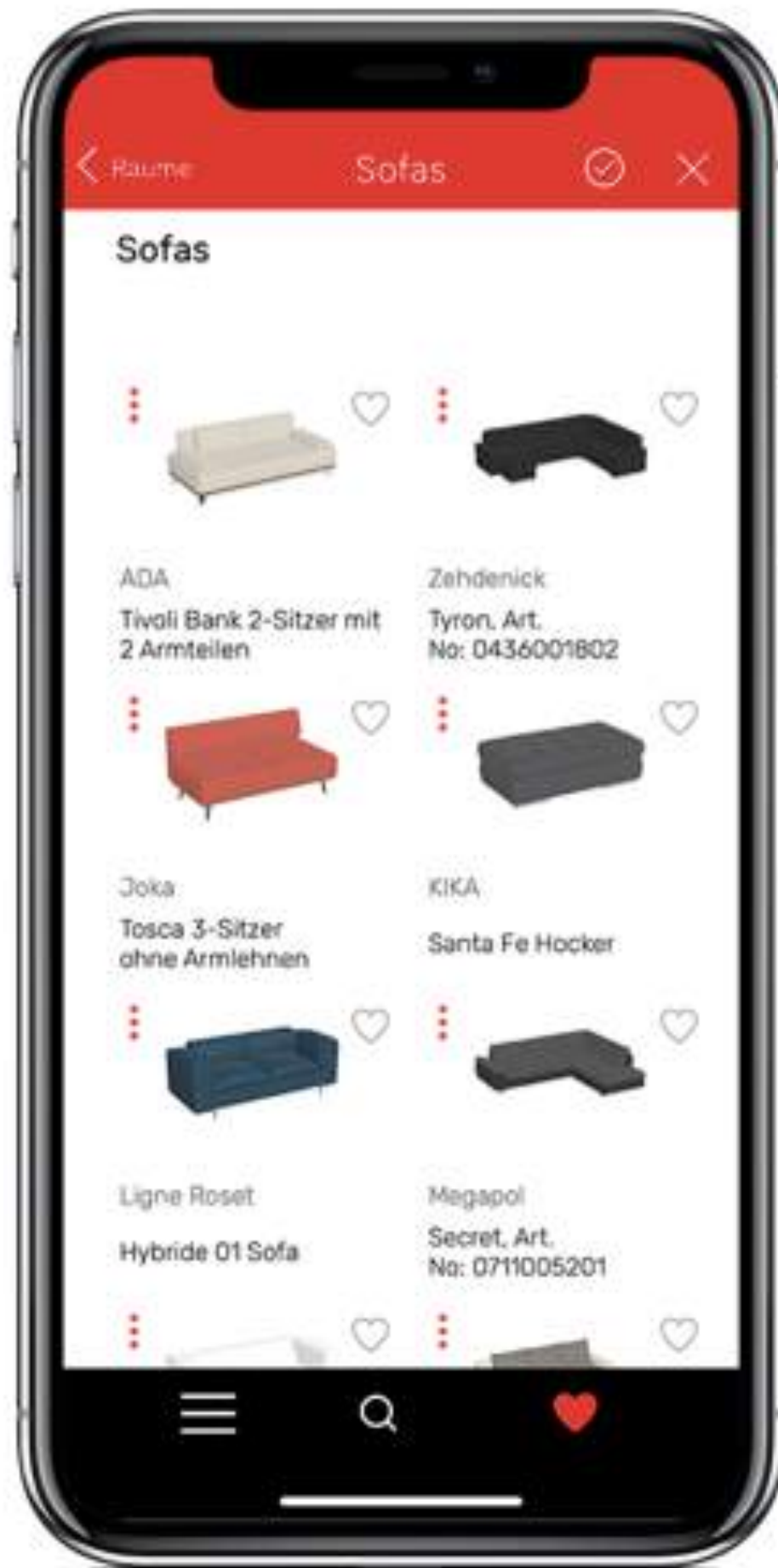
Roomle makes buying furniture easy and fun through a streamlined mobile experience

reddot award 2017
best of the best

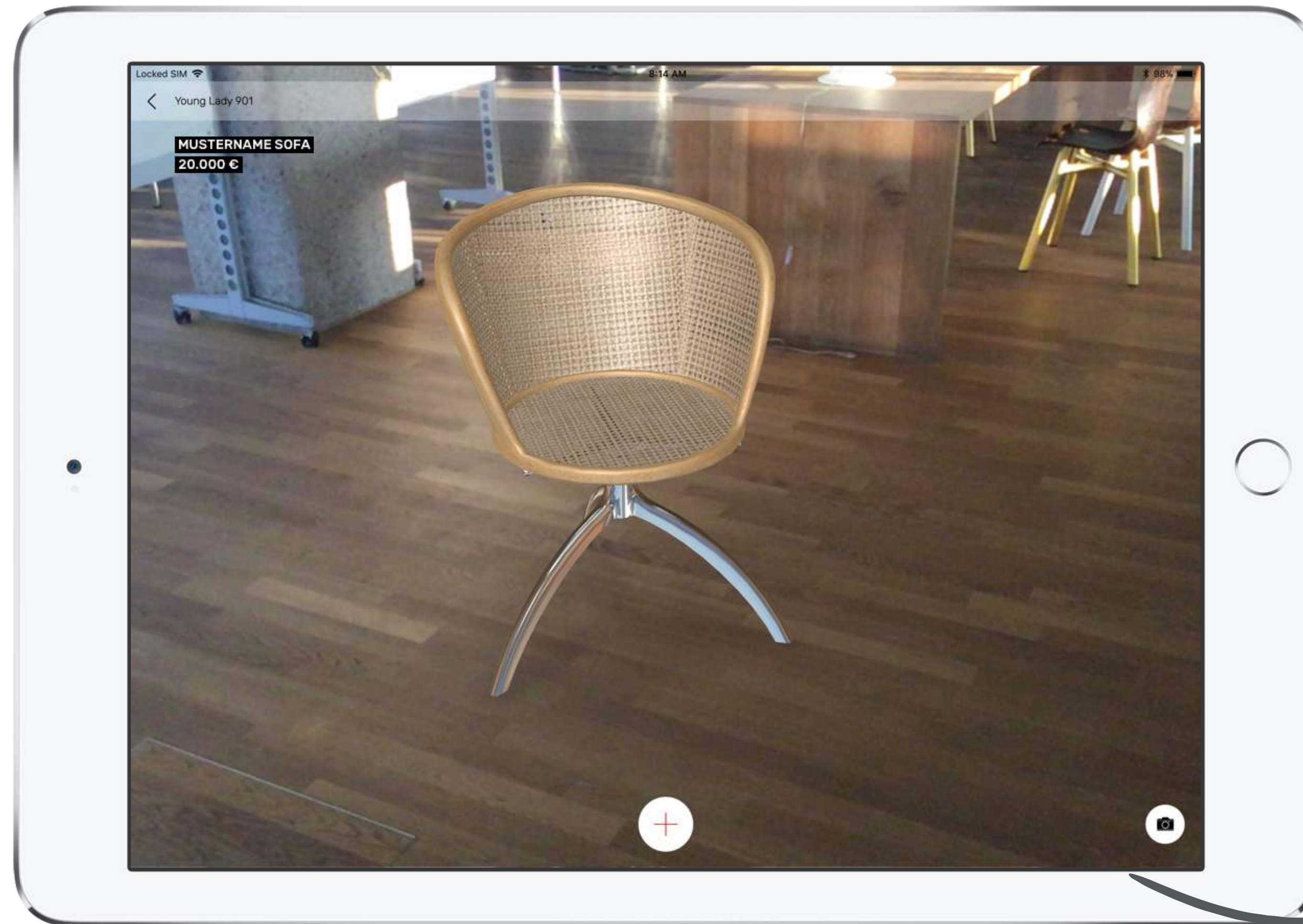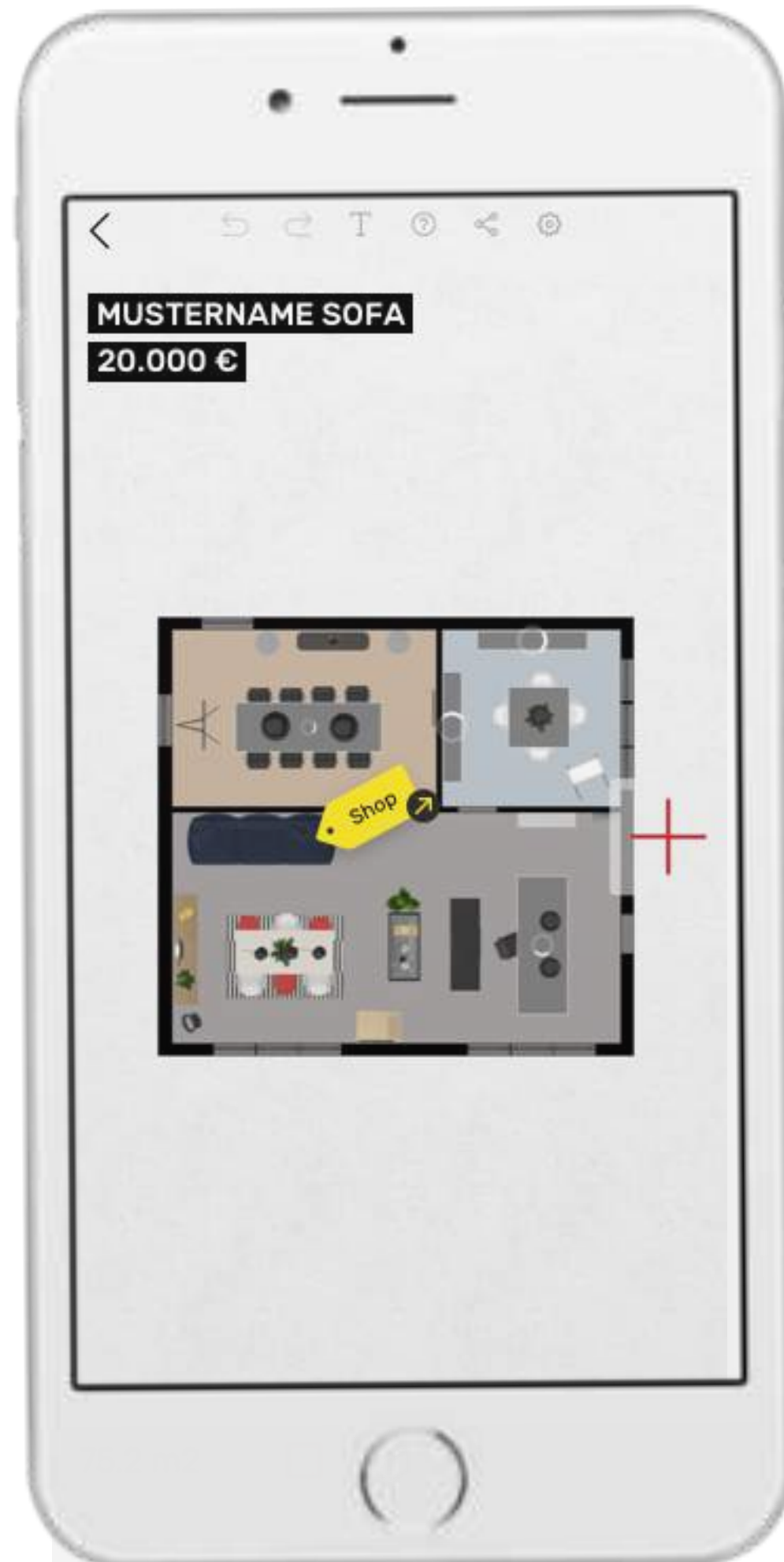Searchable product catalogue & favorites

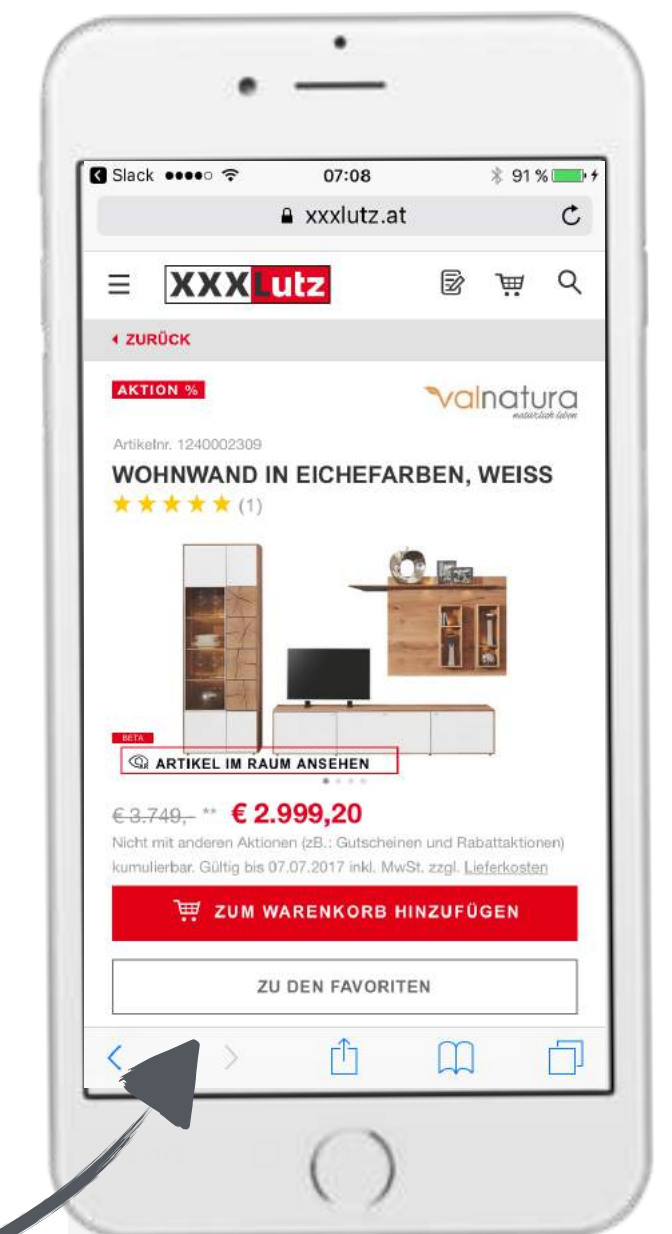Product details and configuration

Advanced room planning & views

3D vizualizations, walkthroughs and AR

Planning-based furniture ordering
Retailer Connections

Affiliate Links to 3rd Party Shops

roomle

Cart		Single price	Price

Vitra
DSW Chair
W 46cm / H 81cm / D 55cm
€240,00 | €240,00 | 1

Vitra
DSW Chair
W 46cm / H 81cm / D 55cm
€240,00 | €240,00 | 1

Hay
About a Chair
W 59cm / H 79cm / D 52cm
€230,00 | €460,00 | 2

Hay
Hay Copenhague Table CPH30
W 200cm / H 74cm / D 90cm
€230,00 | €230,00 | 1

Foscarini
Le soleil Pendant Lamp
€1002,00 | €1020,00 | 1

Planning-based furniture ordering
Retailer Connections

Total 15 articles **EUR6.360,00**   **Checkout now**

AI
authored
interior
design
suggestions
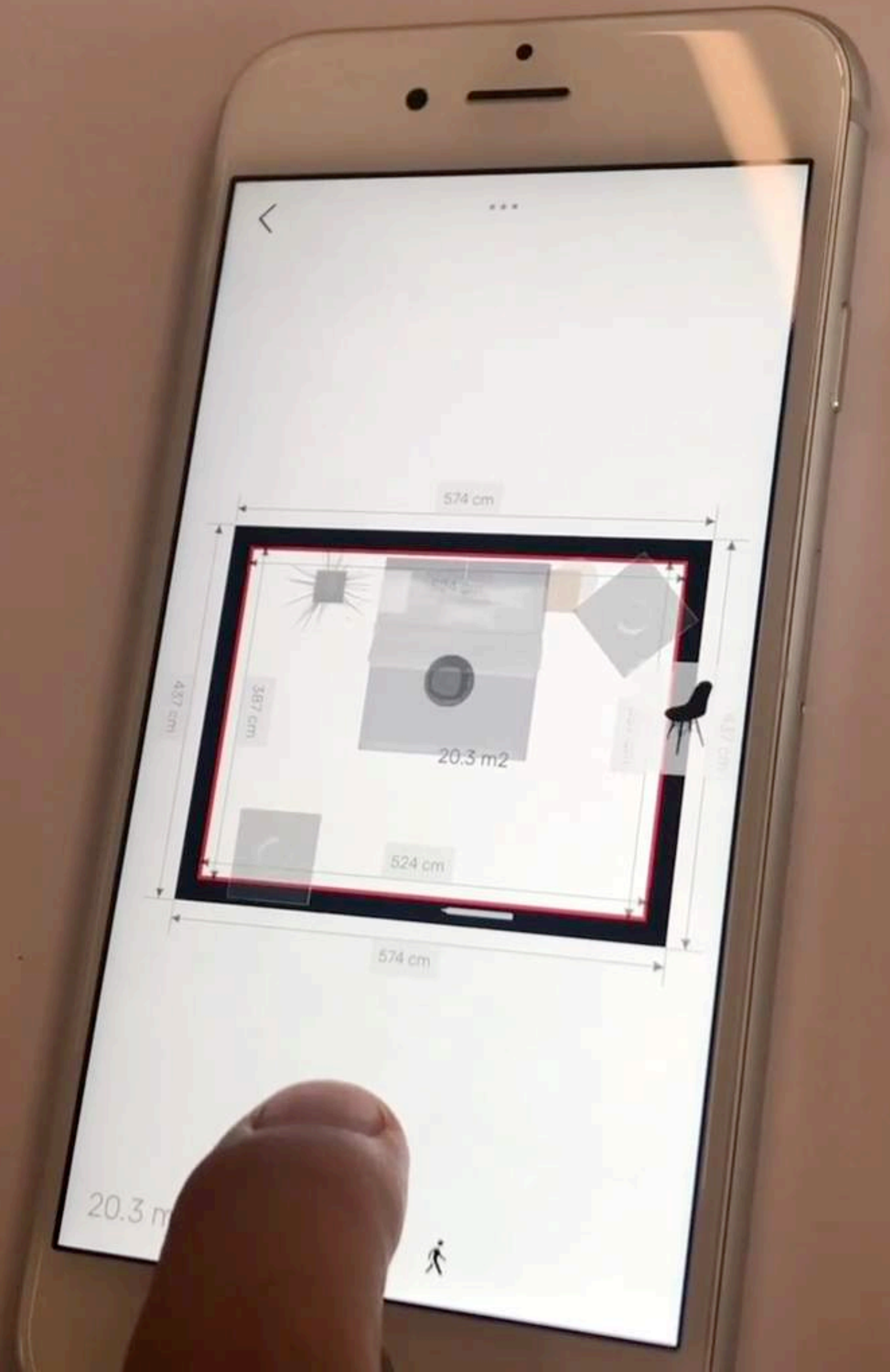
Roomle offers the broadest cross-platform support with the richest 3D interactive experience & fastest time-to-market

channels

web/ mobile/ mixed reality/VR

VIRTUAL R.E. TOURS VIRTUAL R.E. TOURS

PROPERTY 3D/VR VISUALIZATION

VR now

Archilogic

VUFRAME

ALLVR
EXPERIENCE YOUR DESIGN

IMMOMENTO

Deutsche Grundriss AG

matterport

roomle Platform

- Setup 3D floorplans yourself
- Easy furnishing
- Virtual walkthroughs
- Artificial home staging
- Fast online integration

web/ mobile

ONLINE COMMUNITIES

roomido

houzz

FLOOR PLANNER

floor planner

rooomy

HomeDesign 3D

MagicPlan
As Easy as Taking a Picture

PROFESSIONAL RETAIL TOOLS
(process focus)

pCon PLANNER

GO 2B

DIOMEX
EXPLORE HIDDEN POTENTIALS

furnplan

web/local desktop

Planner 5d

Room Sketcher

Crystal Design

DIVA
DIGITALER VERKAUFS-ASSISTENT

content richness

2D content

3D/AR content

interactive 3D configurable content

Trusted by the world's leading brands and retailers   **roomle**

XXXLutz

Leading European furniture retailer with €4B revenue

Christian Schellhorn
Chief Digital Officer
XXXLutz KG

" Buying furniture should be a fun experience. Our customers want to define their own products, to actively shape them and expect the best possible sales advice - off and online! With the experiences enabled by Roomle, we are on the pulse of time and offer shopping with a difference. "

BERTELSMANN
G+J SCHÖNER WOHNEN

Top European publisher and leader in media for architecture and design

Andrea Fischer
Managing Director
G+J Living Digital GmbH

" Roomle brings the SCHÖNER WOHNEN inspirations into every living room, easy and effortlessly. This is how we satisfy our customers' need for a 'here and now' experience. This inspires the imagination and facilitates the purchase decision. "

TEAM7

Leading European manufacturer of premium furniture products

Georg Emprechtinger
Managing Director
TEAM 7 Natürlich Wohnen

" With Roomle, Austrian design classics can be configured in 3D or viewed in augmented reality at the push of a button. Another step to optimally accompany the furniture buyer on their way to their dream furniture and to inspire their imagination - online and stationary. "

We have an exceptional team to win

Albert Ortig
CEO

- Serial Entrepreneur
- Founder & CEO of Netural, a leading digital agency with 50+ employees
- MSc. Business Administration

Dr. Peter Lasinger
CFO

Viktoriya Peeva
Content Expert

Dr. Stephan Lechner
Technical Advisor

Brita Piovesan
PR/Marketing

Markus Zancolo
CTO

- 3yrs CTO @ Roomle
- 3yrs mobile dev @ Netural
- MSc. Mathematic and IT

Robert Huemer
Mobile Expert

Georg Kothmeier
Frontend Expert

Stephan Schober
Mobile Expert

Andreas Atmender
3D Expert

Michaela Fraundorfer
Head of Sales

- 4yrs head of sales @ Roomle
- 5yrs international @ Sales Red Bull
- MSc. Digital Business Management

Robert Stöttner
Backend Expert

Christian Henzl
Backend Expert

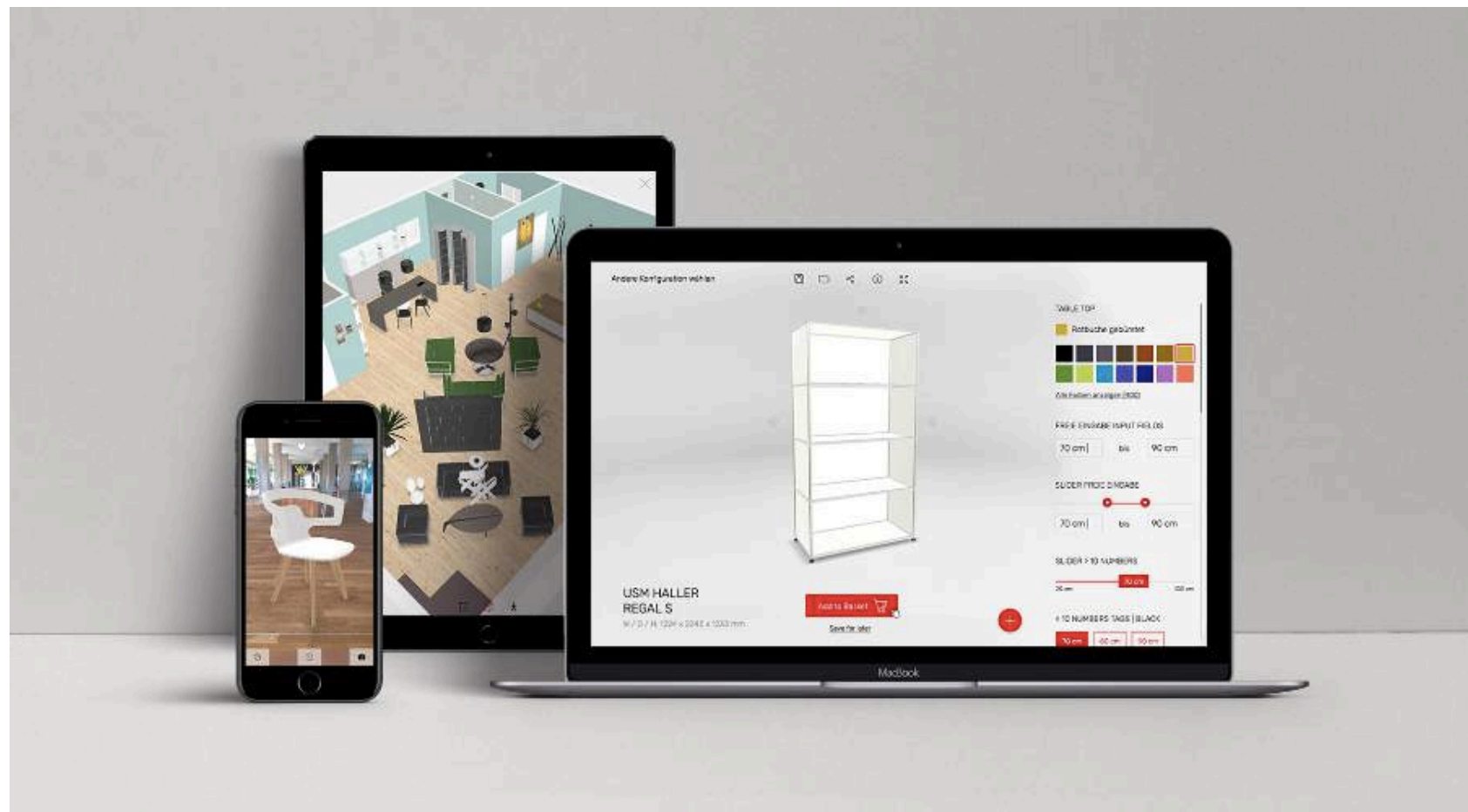**Alexandra Fehkührer**
Backend Expert

roomle

roomle

Plan, furnish, configure & buy

Contact:
michaela.fraundorfer@roomle.com