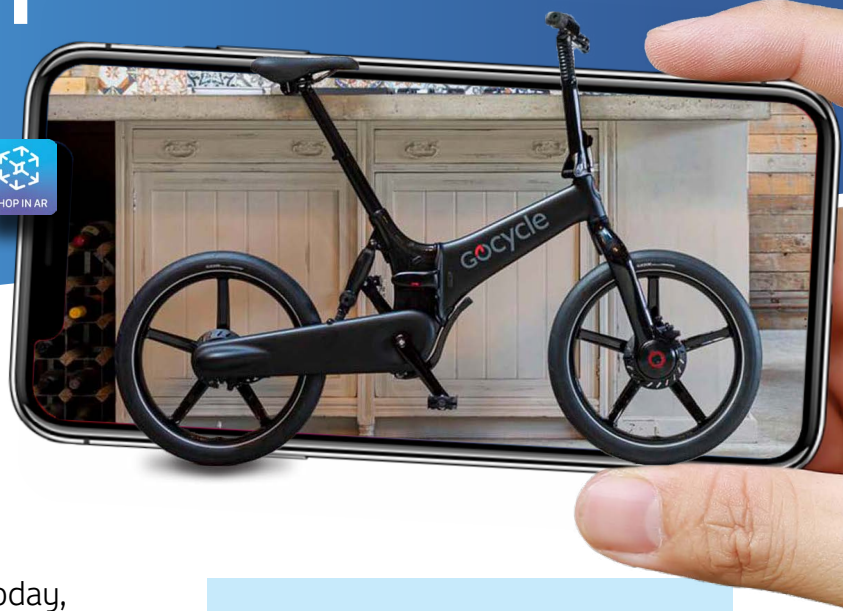


# EYEKANDY LAUNCHES NEW SHOPPING SERVICE BLENDING AUGMENTED REALITY WITH LIVE VIDEO



## Velorution

April 28th, 2021, United Kingdom, London; Today, Eyekandy one of the world's leading Augmented Reality (AR) Providers for commerce, launched a pioneering new sales solution with Velorution, the premium urban lifestyle cycling store.

The Eyekandy retail solution uniquely blends Live Video with Augmented Reality shopping. Garrett Albanese, Chief Marketing Officer at Eyekandy added; "The world is now purchasing online more than ever and shoppers are looking for a personalised

**Jonathan Cole, Chairman of Velorution said;** "We were really excited when Eyekandy approached us looking for a UK partner to launch the solution. The pandemic has meant that bridging online and offline sales became important almost overnight. Whilst our physical stores were lucky enough to remain open during 2020, we, like many others, saw a huge uptick in online business and Eyekandy helped us meet that demand. When I trialed the solution for myself I was blown away. I was sending screenshots to all my contacts! In a short period of time, over 40% of people who were shown the solution on [velorution.com](http://velorution.com) chose to use it - it's allowed the team at Velorution to close sales efficiently and wholly online, without the customer ever setting foot in store"

**"It's allowed the team at Velorution to close sales efficiently and wholly online, without the customer ever setting foot in store"**

Jonathan Cole,  
Chairman of Velorution

and immersive online experience that rivals, or transcends, actually going to a store. Our unique blend of live video with augmented reality shopping delivers the perfect balance for people to enjoy this innovative experience and move ahead on their path to making a purchase."

Try it for yourself here >

### About Eyekandy

We're changing the way the world shops with Augmented Reality. Based in London and Chicago, Eyekandy is the world's leading Augmented Reality (AR) Provider for commerce. We partner with Brands and Retailers across the world to produce engaging AR shopper experiences in store, online and in print. Our multi award winning, global AR shopping Platform, 'Point & Place', is the world's most adopted AR shopping platform, with hundreds of retailers connected across 30+ countries. Eyekandy has won numerous industry awards as we deliver innovation in creative ways to drive sales and engagement from shoppers with immersive ways to shop and browse.

**Further enquiries: [Garrett@eyekandy.com](mailto:Garrett@eyekandy.com)**

### About Velorution

Velorution is a premium urban lifestyle cycling store. Established in 2012, Velorution is a hub for forward-thinking, urban-centric bike brands and accessories. Their aim is to be a go-to destination for customers on the lookout for an urban, folding or electric bike and maybe a unique, boutique cycling accessory to go with it. Velorution numbers four stores across London - Marylebone, Hackney, Islington and Chelsea - with a website selling bikes and cycling accessories direct to consumers across the UK and abroad. A small, fleet-of-foot team manage all aspects of the business, from store sales, buying and finance through to marketing and web development.

**Further inquiries: [lawrence@velorution.com](mailto:lawrence@velorution.com)**

