



Turning the tide on E-Commerce

*Brick and mortar home furnishing stores
the beneficiaries of industry first*

VICTORIA BC - Picture This Today 3D Inc. is offering the best of both worlds to consumers who enjoy the selection and pricing of home furnishings available online, and the countless more who are joining a new wave of ethical shoppers. "Consumers want to support jobs at home, local economies and companies that demonstrate sustainable process," says Ev Saurette, Founder and CEO of Picture This Today 3D Inc., and its new immersive shopping solution, Gallelia.

See quick preview video: <https://youtu.be/E3A2uemfjM4>

Gallelia offers a curated selection of high quality, local and responsibly constructed product at guaranteed low prices. "We are not about mass marketing or confusing discounts. We offer solid product made by local craftsmen, honest pricing, the confidence of ethical shopping ... and good old fashioned in-store customer service."

Gallelia exclusive catalogues feature photorealistic 3D models of product. Unlike 3D virtual showrooms currently on the market, Gallelia offers high quality renderings showcasing true textures and colours. In a branded platform accessible through websites, sales tablets, store kiosks, and soon Virtual Reality headsets, consumers can replicate their living space in just a few minutes. They change floor and wall coverings, and arrange exact replicas of furnishing products inside their own virtual living space. It provides buyers with a true sense of how the product will fit and appear along side other purchases, and a new confidence in shopping for home furnishings.

"Gallelia is making the home shopping experience fun and easy with high quality imagery and interactive video-game-like functionality," says Saurette. "This is a truly unique opportunity to captivate your customers."

When a customer elects to make a purchase, they will be introduced to a local brick and mortar retailer that carries that product. If the product is not available locally, the shopper may have the option to order online.

In addition to interactive virtual shopping experiences both online and in-store, Gallelia offers additional opportunities to market to new customers. Picture this Today and its Franchisees Network across Canada recently introduced a real estate service that provides accurate and affordable 3D replicas of properties listed for sale, and is about to launch a new application for interior designers. As an added bonus for furnishing vendors, their product catalogues will also be used to stage actual properties, in effect placing their product 'inside' the living spaces of homebuyers and interior design clients.

With multiple ways to attract and engage customers, Gallelia will help brick and mortar home furnishing store increase overall sales and compete against traditional online shopping websites.

About Picture this Today

Picture this Today is the parent company of Gallelia and a Canadian-owned software company based in Victoria, BC that creates interactive 3D virtual solutions for real estate and the furnishing industry.

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