

# Nextech Web Enabled Augmented Reality (AR) eCommerce Solution Goes Live with Shopify WordPress and Magento

VANCOUVER and TORONTO, Dec. 11, 2018 /CNW/ - NexTech AR Solutions (the "Company" or "NexTech") (CSE: NTAR) (OTC: NEXCF) (FSE:N29) is pleased to announce that its development team has achieved a major milestone by successfully integrating its patent pending web enabled AR eCommerce solution with Shopify, WordPress, and Magento. With this integration all Shopify merchants, Magento merchants and WordPress sites which together comprise about 90% of eCommerce, will have the ability to easily integrate AR shopping experiences into their sites.

"With this full integration of our web enabled AR, NexTech has created an elegant, seamless and game changing AR shopping solution setting the stage for the rapid adoption of AR into the eCommerce landscape" comments Evan Gappelberg CEO of NexTech. He continues "integration with Shopify, WordPress and Magento was a big step forward, moving us rapidly out of beta and closer to the global launch of our web enabled AR eCommerce platform".

Video Clip:

[NexTech Bloomberg Video](#)

According to Statista, global eCommerce sales in 2018 will hit over \$2.8 trillion dollars with 60% occurring on a desktop computer and 40% happening on a mobile device. NexTech's web enabled AR eCommerce solution works on every browser including but not limited to, Chrome, Firefox, and Safari and on every device including desktops, laptops, iPads and all mobile phones. With a web enabled AR solution NexTech has eliminated the need to download an app which was the biggest friction point of AR adoption.

AR has been rapidly scaling into the eCommerce landscape through early adopters like IKEA whose app lets you see the furniture in your house by overlaying a digital twin of the object in your living room. Alibaba, Starbucks, IKEA, Houzz and others have been driving AR eCommerce because the results show significant increased interaction and sales. Houzz reported that it gets 11X its sales conversion rates using mobile AR versus their standard app. Meaning a consumer is 11X more likely to buy a couch if they use AR to see what the couch looks like in their house. These kinds of statistically material results will continue to drive the rapid adoption of AR into eCommerce especially if no app download is needed.

"Our integrations run deep, allowing for single click buying right from the AR experience itself." comments Reuben Tozman, COO of NexTech. "Having all three major eCommerce platforms up and running with our patent pending technology solidifies us as the first mover in the AR eComm space".

NexTech is continuing to test and build out its AR eCommerce offerings which includes using AI to create a guided and knowledgeable curator who knows an individual shopper's style, sizes and preferences, as well as AR holograms acting as personal shopping assistants.

## About Shopify

Shopify is the leading cloud-based, multi-channel commerce platform. Merchants can use the software to design, set up, and manage their stores across multiple sales channels, including web, mobile, social media, marketplaces, brick-and-mortar locations, and pop-up shops. The platform also provides merchants with a powerful back office and a single view of their business. The Shopify platform was engineered for reliability and scale, making enterprise-level technology available to businesses of all sizes. Headquartered in Ottawa, Canada, Shopify currently powers over 600,000 businesses in approximately 175 countries and is trusted by brands such as Red Bull, Nestle, Rebecca Minkoff, Kylie Cosmetics, and many more.

## About WordPress

WordPress is the world's most popular content management system, so it's about as popular as can be. WordPress dominates other markets, like eCommerce, so it's definitely not just for blogging. [According to W3Techs](#), **WordPress powers 32.0% of all the websites on the Internet**, including those without a content management system (CMS) or with a custom-coded CMS. And if you limit the data set to only websites with a known CMS, WordPress' market share gets even more dominant. In that case, WordPress holds a 59.5% market share for content management systems on websites with a known CMS.

## About Magento

With over 300,000 businesses and merchants plus \$155 billion in digital commerce in 2018 Magento is the World's #1 eCommerce Platform. Magento is an open-source eCommerce platform written in PHP. The software was originally developed by Varien, Inc, a US private company headquartered in Culver City, California, with assistance from volunteers. Varien published the first general-availability release of the software on March 31, 2008.

## About NexTech AR Solutions Corp.

NexTech is bringing augmented reality to the Cannabis market by turning 2D products into exciting 3D consumer experiences. NexTech is currently developing a proprietary and disruptive Augmented Reality (AR) advertising and education platform that uniquely engages by connecting brands and retailers through a fully immersive 3D AR experience called Native AR. NexTech launched its ARitize™ app in August 2018, which is capable of hosting many brands 3D objects and augmented reality experiences. NexTech also owns a large and diverse revenue generating App Portfolio that is deployed on the iTunes and Google play store which it intends to ARitize™.

## On behalf of the Board of NexTech AR Solutions Corp.

"Evan Gappelberg"  
CEO and Director

*The CSE has not reviewed and does not accept responsibility for the adequacy or accuracy of this release.*

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