



CAESARSTONE LEVELS UP CUSTOMER EXPERIENCE WITH BYOND XR'S INTERACTIVE HOME 3D VISUALIZER

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[Caesarstone](#), the publicly traded quartz surface company, has partnered with retail tech startup [ByondXR](#) to design an interactive, 3D home visualizer that enables customers to visualize Caesarstone products in photorealistic environments.

A market leader since 1987, Caesarstone's pioneering quartz countertops are made from raw materials and blend sophisticated design with highly engineered durability. With ByondXR's state-of-the-art 3D visualization tool, Caesarstone's customers can browse materials and personalize choices in real-time, inside their desired kitchen. Using the highest level of 3D photorealism rendering, the experience brings customers' imagination to life and significantly increases conversion rates and engagement for Caesarstone.

With home renovation rising exponentially due to the pandemic, Caesarstone has capitalized upon the demand by investing in an innovative XR (extended reality) program that ensures the safety of customers, eliminates the need to visit a physical showroom, and enables customers to make considered purchases.

With a user-friendly interface, digital managers worldwide can effortlessly navigate the system and confidently present Caesarstone products to customers.

With ByondXR, Caesarstone customers can now view the company's products in 360° realistic environments, allowing them to choose their preferred style as well as view catalogues in a completely new and immersive way. Additionally, customers can mix and match products, colors and surfaces such as walls, countertops, backsplash, flooring and cabinets as well as order samples on the fly and share their preferred designs online.

The home visualizer allows Caesarstone to gain insight into the customer preferences that drive decision making. It also provides them with efficient service based on their choices, removing the stress from the home renovation process. ByondXR also integrated multilingual and multi-region catalogs into the experience, allowing Caesarstone to quickly deploy a localized version of the visualizer in numerous countries, increasing customer engagement and building a new demographic of consumers.

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“Caesarstone chose ByondXR to create a best in class 3D visualization tool and quickly deploy it in multiple markets in order to bring our customers around the world an interactive photo-realistic experience that helps them make better decisions during the overwhelming process of space renovation,” said Hagit Bartal Persky, Director of Global Digital Acceleration at Caesarstone.

Caesarstone’s home visualizer can be accessed [here](#).

ABOUT BYOND XR

Founded in 2016, ByondXR is transforming retail through its immersive commerce platform. By creating virtual environments which mimic a real-life store or showroom, buyers and consumers can access products remotely, from anywhere in the world. The customizable, 3D experiences take consumers and buyers on an interactive, virtual journey where they can view products with photorealism, thus eliminating the need to travel to a physical space. With the current geographical and safety limitations, ByondXR's virtual solutions have given retail a lifeline and a competitive edge in this ever-changing climate.

For more information about ByondXR, more virtual experiences and downloadable assets – including images – [visit ByondXR’s online press kit](#).

ABOUT CAESARSTONE

Caesarstone is a leading manufacturer of premium quality quartz surfaces. Established in 1987, the company pioneered high-quality surfaces utilizing advanced technologies and expertise. Caesarstone continues to lead the industry with new trends and colors of high-quality surface consisting of up to 93% quartz, they retain the cool tactile qualities of nature’s strong stones with enormous application possibilities including kitchen countertops, bathroom vanities, wall paneling, furniture and more. Caesarstone offers a product that is highly functional, design forward and beautiful. The unique and rich variety of colors, patterns and textures enable customers to find their ‘ultimate surface’ and create their own unique space. Caesarstone’s extensive designs are constantly evolving and developing to meet the latest global trends and the highest level of international quality standards.

More information on Caesarstone: caesarstoneus.com, [Facebook](#), [Twitter](#), [YouTube](#), [Pinterest](#), and [Instagram](#).

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