



Contact: Dawn Brinson
The Media Matters, Inc.
dbrinson@themediamatters.com
336.956.2488

Somerton Dwelling Debuts Virtual Reality Technology at Fall Market

Corona, CA, Oct. 13, 2016—Along with welcoming visitors to a brand-new showroom at the upcoming High Point Market, Somerton Dwelling is harnessing the power of technology to further enhance the customer experience.

The company has hired SubVRsive, an Emmy-nominated company based in Austin, Texas, which works with top brands to provide their story using virtual reality. Market attendees can find Somerton Dwelling in the IHFC, Wrenn wing, W646.

“This emerging technology will improve retailers’ and designers’ experience in the showroom, and make shopping Somerton Dwelling more efficient and smarter,” notes Dave Pinamonti, Somerton Dwelling’s president.

Showroom visitors have the option of a full immersion virtual reality experience using an Oculus Rift headset to stand inside and interact with Somerton Dwelling’s virtual product display, or they can opt to watch the virtual reality video on a monitor. In either case, the viewer will see several of Somerton Dwelling’s collections in a completely new environment.

“Using virtual reality technology in the furniture industry has massive implications,” explains Austin Mace, SubVRsive’s CEO. “Entire showrooms are now able to be virtualized and experienced by retailers and consumers. We are able to take an experience that traditionally requires hundreds of thousands of square feet to condense it down to a significantly smaller footprint. As VR continues to be an adopted experience, soon we will be able to bring the showroom experience almost anywhere.”

SubVRsive’s clients include Showtime, MTV, and Capital One. The company builds gear as needed for each project and creates all types of VR content and 360° video. Filming the Somerton Dwelling project took place over a series of days in a residence in California, allowing for a realistic look and feel for the products’ settings.

“The use of emerging technology is changing and enhancing the way the furniture industry does business,” adds Rita Ho-Bezzola, Somerton Dwelling’s CEO. “We’re thrilled to be able to bring this cutting-edge technology to our customers at fall market, and be one of the first furniture brands to do so.”

Appointments are now being accepted for the High Point Market. Retailers and interior design professionals can contact Somerton Dwelling to arrange a showing.

#

About Somerton Dwelling

Somerton Dwelling offers fashionable and functional home furnishings that reflect a modern sensibility for today's living environments. With a focus on small and moderate size homes, Somerton Dwelling specializes in dining, bedroom, and accent furniture that helps their customers live the life they love. The company is committed to continually improving their environmentally friendly production process by using low VOC finishes, sustainable woods and packaging made of recycled materials. With distribution centers on the west and east coasts, the Somerton Dwelling corporate headquarters is located in Corona, CA. Visit Somerton Dwelling at www.somertondwelling.com and on [Facebook](#), [Twitter](#), [Pinterest](#), [YouTube](#), [Google+](#), and [Instagram](#).

About SubVRsive

SubVRsive is an Emmy nominated virtual reality company based in Austin, Texas. SubVRsive. We are dedicated to helping brands, networks and movie studios create immersive experiences of impact using the latest in emerging VR technology with customized solutions purpose-built for capturing pixel-perfect results. Visit www.subvrsive.com for more information.