PREKSH

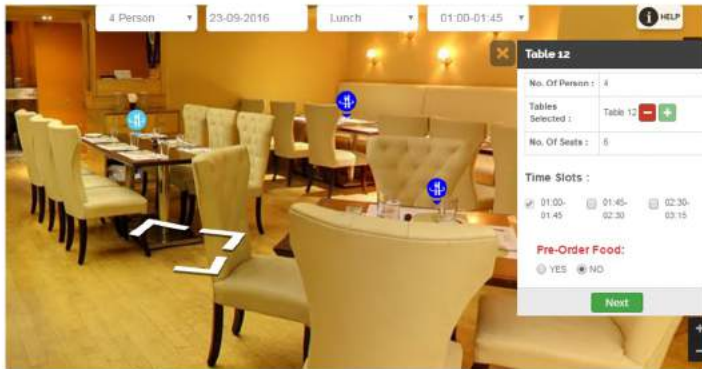## What is Preksh

At Preksh, We design Augmented Reality (AR) programs that enhancethe experiences of shoppers all over the world. Our company was founded by four technology specialists brought together by a shared appreciation of AR software.

The Shift to Digital

The growth of the Internet means people are now more likely to shop from home, rather than visiting a shopping mall. Despite its convenience, there is a disadvantage to online shopping: Items shown online often look different than they do in person. With Preksh, consumers get a realistic view of the items they want to purchase without having to visit a brick and mortar store.

Creating an Immersive Shopping Experience

Preksh uses the latest API technology to simulate the experience of walking through a store. First we create an integrated website. We then take 360-degree photos of our client's store. Customers can click on the products on the shelves to see more information, select options and make a purchase.

Built for Small Businesses

Increasingly, offline retailers are launching online stores. Without the right guidance this can be a difficult and confusing transition. That's why we provide our offline merchants with a detailed guide that eases their transition into the world of online retailing.
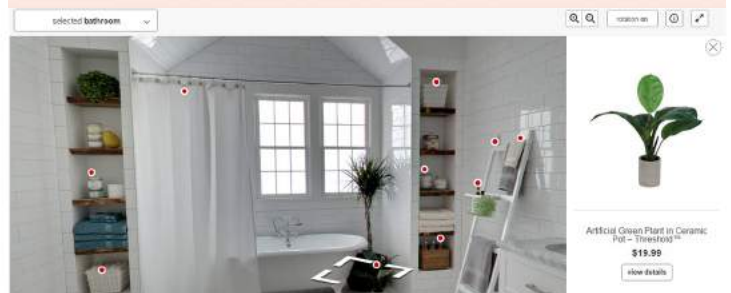
www.preksh.com

Benefits Beyond a Website

- The brilliant visuals of our virtual stores increase the time customers spend browsing our merchants' online stores.

- Customers around the world can browse through an online store, just as if they were walking through the real location.

- Merchants can observe the shopping habits of their customers – such as most viewed items – via our comprehensive analytics service.

The Preksh Experience

Shoppers navigate online stores by clicking directional arrows shown on their device screens. They can also browse a specific section of the store by selecting a department from the store's main menu. To make a purchase, shoppers simply click the item they want to buy, check its size and color options, then add it to their shopping cart.

Features

Merchandise appears in real time and our websites are updated every 5 minutes in order to reflect current inventory.

- Shoppers can either pick up items from the store or have them delivered to their homes.

- Shoppers can use our services to contact store owners and department managers to learn about product details and availability.

- Works on any Platform – Our services can be accessed via computer, mobile device and tablet.

- Store Analytics – Preksh shoppers can view and share live store reports with each other and exchange shopping reviews.

- Easy Integration – Our customized API can be integrated into pre-existing e-commerce websites.

Preksh is currently in the **DEV Korea Accelerator**, as part of the **K-Startup Grand Challenge**.

CONTACT
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