

Sony Uses AR to Fit TVs in Customers' Homes

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Customers wanting to check how (or if) a new TV will fit in their living room get a means to do so through Envision TV, an app Sony claims can accurately determine which TV size is perfect for the space in question.

"As we continue to stay home, this app offers a new way for our customers to confidently purchase a Sony TV in the comfort of their living rooms," the company says. "We hope this new technology takes the guesswork out of shopping online."

The app allows users to view TVs either mounted or on a stand. They can also check all details of the selected TV, including HDMI and other ports, and check out all features. The TVs found within the app are, perhaps obviously, Sony models, but it does provide something of a rough benchmark for the sizes of sets from rival companies.

Envision TV runs on Android and iOS with AR capabilities, meaning either an iPhone 6s or later or an ARCore-enabled Android device running Oreo or later.

Go [Sony Electronics Announces the Envision TV AR App, Bringing Sony's TVs Straight to Your Home](#)