

INHAABIT Launches Advanced 3D Configurator Platform to Transform Online Shopping Experiences

A New Era of Interactive eCommerce Experiences



INHAABIT

Mulgrave, Victoria Apr 17, 2026 ([IssueWire.com](https://www.issuewire.com)) - INHAABIT, an Australian-founded, globally operating technology company, is strengthening its position in the 3D product configuration space for retailers and manufacturers. The platform combines advanced 3D visualization with Augmented Reality (AR), helping brands improve how customers explore and buy products online.

The platform supports product customization, real-time configuration, and spatial visualization using tools like the [3D product configurator](#) and modular configurators/layout planners. It gives clients a clearer picture of the product size, style, and fit before making a purchase online on ecommerce websites.

A Growing Shift Towards Interactive Ecommerce

INHAABIT's platform is designed to support a shift that is happening across the global digital retail sector. Today, customers want to view products in 3D, rotate them, and compare alternative options before making a purchase. This reflects a broader shift in buying decisions.

Interactive tools such as the 3D configurators and modular configurators enable brands to showcase thousands of product options without the use of static images. Customers can customize materials, colors, and components in real time and see live pricing updates. This minimizes hesitation and assists users in making decisions faster.

As online competition intensifies, this approach is increasingly being adopted by retailers in the large home furniture, outdoor kitchens, and public space furniture sectors. The platform is also compatible with existing ecommerce systems and simplifies the way brands upgrade their digital showrooms without having to rebuild their sites.

3D & Modular Configurators Bring Products to Life

The 3D product configurator, [3D furniture configurator](#), and modular configurators (including outdoor kitchen configurators, 3D bench configurators, and park layout configurators) enable customers to view products in 360 degrees. Instead of relying on flat images, customers can interact with a digital version of the product, changing finishes, sizes, and add-ons instantly.

Customers can explore thousands of possible product combinations and visualize any configuration in ultra-realistic 3D. This gives clients clarity and confidence during the buying process.

For manufacturers with complex product ranges, the [3D bench configurator](#) also streamlines internal workflows. Sales teams can guide customers through options in real time, reducing friction during the decision-making process.

Modular Planning for Complex Product Layouts

INHAABIT's modular configurators and layout planners allow users to design and configure larger, more complex systems rather than just individual products. This includes use cases such as outdoor kitchens, modular seating systems, and public space layouts.

Unlike traditional room planners, these tools are built specifically for configurable product systems, enabling users to assemble, customize, and visualize large-scale product arrangements with precision.

Meeting the Needs of Global Digital Retail Market

The global ecommerce market is growing steadily, and there is a growing need for more immersive digital shopping tools. INHAABIT's platform is built to support this growth by offering scalable 3D and AR solutions tailored for retailers of different sizes.

Homeware, construction and lifestyle brands are using 3D visualization to improve product discovery and consumer trust. With online competition growing, interactive product experiences are increasingly becoming a market differentiator.

“Customers no longer have a desire to just look at products. Today, customers want to understand everything about the products before they buy them. When people are able to configure and experience products in 3D, they feel more confident in their decisions. This leads to better outcomes for customers as well as retailers.”

- Jordan Yim, Chief Technology Officer at INHAABIT

Key Benefits of INHAABIT’s 3D Platform

- Real-time 3D product visualization with accurate materials and sizing
- Interactive product customization with instant updates
- AR-powered spatial viewing for real-world placement
- Increased customer engagement and longer on-page interaction
- Higher conversion rates through improved purchase confidence
- Ability to configure and visualize thousands of product combinations in real time
- Faster sales cycles by enabling customers to explore and validate options independently in ultra-realistic 3D

About INHAABIT

Founded in 2017, INHAABIT is a Software as a Service (SaaS) company with a global client base that specializes in ecommerce 3D and Augmented Reality (AR) solutions. The platform enables retailers and manufacturers to create immersive product experiences with advanced configuration software, and modular configurator systems.

With [INHAABIT](https://www.inhaabit.com), businesses from all around the world are able to deliver a complex range of products with simplicity and interactivity in an engaging and visually rich way that helps increase online sales.



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