Natural wood furniture manufacturer TEAM 7 takes a significant step into the future with Metaroom by Amrax®

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TEAM 7 is revealing itself as an innovative technology leader and is setting new standards in the digitalization and design of rooms through its collaboration with Amrax®. In a pilot project with the Salzburg-based DeepTech start-up, the renowned natural wood furniture manufacturer is testing the Metaroom Beta app, a multi-patented digital all-in-one solution in real time that supports employees in TEAM 7 stores in realizing their interior design projects in an innovative way.

TEAM 7 puts an end to conventional room measurement for your furnishing concepts. Starting in November, the artificial intelligence (AI) of Metaroom by Amrax® will take project planning in TEAM 7 stores to a new level. The app makes it possible to digitize customer rooms in just a few seconds on an iPhone or iPad. This allows employees to concentrate on the essentials: designing living spaces according to individual customer wishes.

With TEAM7 and Metaroom in three steps to a unique project experience:

Scan: digitize rooms in seconds
Thanks to the Metaroom App, TEAM 7 customers and store employees can now put aside their measuring tapes, folding rules and electronic measuring devices. From now on, tedious room measurements and number errors when taking measurements are history, significantly minimizing time and the sources of error. In just a few seconds, the App can be used to scan an entire room on an iPhone or iPad and generate a true-to-scale 3D model. In addition to room dimensions, windows, doors and furniture, the digital twin contains important information regarding the colors and textures of the scanned room.

See: Room design revolutionized
Metaroom by Amrax® saves the 3D model with preview in the library. This means the room is always available and digitizing a room is easier and faster than ever before. The 3D room scan offers a simple solution for TEAM 7 customers and employees, minimizes the risk of errors and saves an enormous amount of time when planning furnishings. Once a room has been scanned, the digital twin can be opened in common CAD programs. Now the redesign of the room can be started directly, with no limits to individual wishes.

Collaborate: Premium planning for a unique project experience
TEAM 7 enables an exclusive planning experience with Metaroom by Amrax®. As soon as TEAM 7 has completed a project, it can be shared directly with the clients in the app and brought to the screen. Customers experience their newly designed room virtually in an unprecedented way. Customization requests can be made easy and efficiently and quickly presented to the client. The result is a win-win situation: maximum TEAM 7 customer satisfaction thanks to the simple workflow and a reduction in returns or complaints.

Georg Emprechtinger (Managing Owner TEAM 7 and Chairman of the Austrian Furniture Industry): "Digitalization is an important trend that influences and changes our lives and economies every day. In the furniture industry, we need to drive automation and digitalization in order to remain efficient and competitive in the long term. With Amrax®, we have found a partner who will lead us as a pioneer into a new era of furniture planning."

Martin Huber (CEO of Amrax®): "We conduct research and development in the field of digitization and design of spaces for the interior design sector. In doing so, we use mobile devices such as smartphones and develop artificial intelligence methods, in particular machine vision. Our development results for

digital spatial understanding, coupled with artificial intelligence, enable new interactions and additional touchpoints with customers. We are pleased to have found TEAM 7 as our first pilot customer and a sustainable, innovative partner for collaborative exchange. Through the high quality of our collaboration, we are creating attractive solutions and the know-how of the future."

Metaroom by Amrax®
Amrax®, the technology platform behind Metaroom was founded in April 2020 with the goal of exploring new digital ways to digitize and design spaces. It uses forward-thinking 3D technology to reimagine space planning and interior design. Amrax® offers solutions that are fast, inspiring and user-friendly. Interdisciplinary collaboration in the fields of computer vision, deep learning and virtual reality enable these groundbreaking innovations. The team consists of 25 visionaries, AI and computer vision experts, software developers and marketing experts working on the creation and marketing of the product. Headquartered in Salzburg, Austria, Amrax® also operates in Vienna and the USA.

TEAM 7
TEAM 7 is the pioneer for sustainable design furniture made of real natural wood. Back in the early 1980s, long before the organic boom, the Austrian company decided to consistently go the "green way" and switch its production entirely to wood from sustainable forestry. The entire production process takes place in the company's own factories in Upper Austria. By controlling the entire value chain, TEAM 7 can ensure environmentally friendly manufacturing and high quality as well as delivery reliability and independence.
TEAM 7 does not manufacture to stock, but to customer specifications. Manufacturing exclusively to order allows maximum flexibility to fulfill personal wishes in all living areas - whether kitchen, dining, living, sleeping or child.

The Metaroom app is currently compatible with all LiDAR-enabled Apple devices (iPhone Pro and iPad Pro). The app has been used by TEAM 7 since October 2022, and the beta version will be available to more B2B customers starting November 3rd.
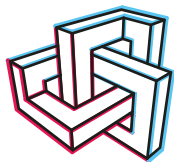
All information, including video and pictures, is available and free of use in our press room.

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