










Over The Last Year, Snapchat Has Used Acquisitions To Bolster Its Technological Capabilities

DATE	TARGET	PRICE <i>(millions)</i>	CATEGORY	DESCRIPTION
July 2021	 vertebrae 3D & AR COMMERCE	<i>Undisclosed</i>	Commerce	Specializes in helping brands create and manage the 3D versions of their products
May 2021	 WaveOptics	\$520.0	Hardware	Supplier of the augmented reality displays that power Snapchat's new Spectacles glasses
April 2021	 pixel 8	\$7.6	Map	Crowdsourced and perpetually updating map that fuses terrestrial and aerial data into one model
March 2021	 FIT ANALYTICS	\$124.4	Commerce	Apparel size-recommendation engine that helps online shoppers virtually find the right clothing size
January 2021	 StreetCred	<i>Undisclosed</i>	Map	Startup building a platform for location data, similar to a mobile game where users compete to map their city
January 2021	 Ariel AI	< \$10	Technology	Mobile software powering the next generation of consumer experiences through real-time 3D human perception and reconstruction
November 2020	 voca.ai	\$70.0	Audio	AI replacements for call centers that can answer questions and converse with customers who call
November 2020	 Voisey	<i>Undisclosed</i>	Audio	App that connects singers, songwriters, artists, and producers through collaborative songwriting
October 2020		<i>Undisclosed</i>	Commerce	Software that detects clothing and furniture in screenshots people upload from their phones

Outside of retail, what other shopping experiences can benefit from the integration of AR?