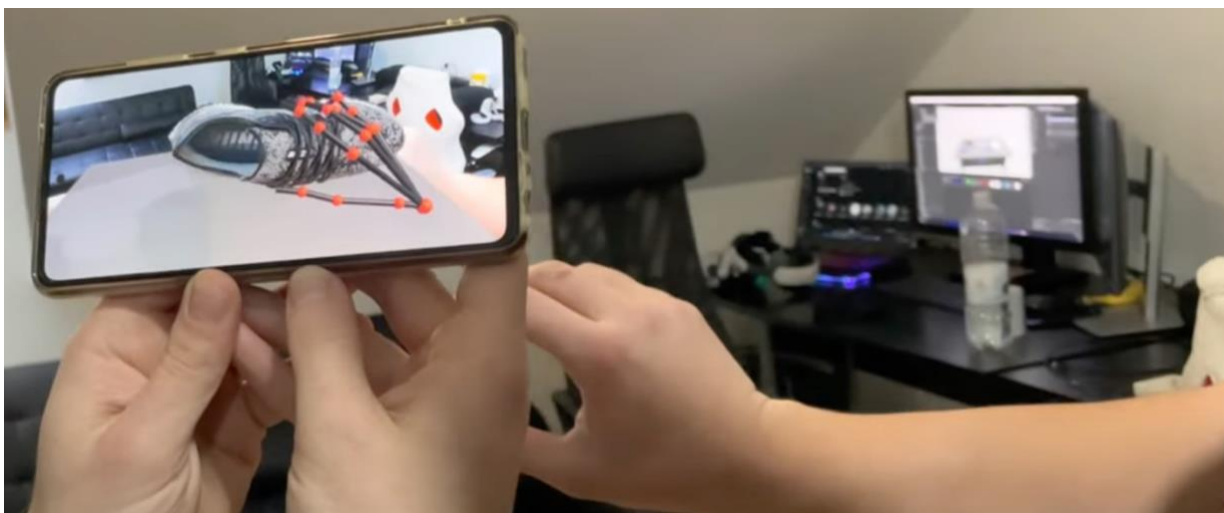


Crunchfish and SpectreXR showcase the ultimate e-shopping experience with AR

Crunchfish's XR Skeleton has successfully been integrated into SpectreXR's OctoXR product to enable gesture interaction with virtual objects. SpectreXR has done a great job to develop a demo application that in a brilliant way showcase the ultimate e-shopping experience with a standard mobile device by using XR Skeleton and OctoXR.



[Crunchfish and SpectreXR have since earlier a partnership](#) that targets to offer customers a powerful object interaction solution in AR/VR. The companies can now proudly present a [demo app](#) targeting e-shopping that show an immersive shopping experience in Augmented Reality.

One of the most exciting things about using hands for interaction in AR is that it enables the users to interact with the virtual world like in real life. The core of it is the ability to grab and manipulate objects, which require both a robust hand tracking technology as well as interaction components that enable all the dynamics and physics behind real objects. The demo app shows how a sneaker shoe can be picked up and turned around to get a closer look before a purchase.

An integrated solution using Crunchfish and SpectreXR software is now available and reduces the time to develop interactive AR/VR apps for e-shopping, live video shopping, Virtual-Try-Ons etc.

"With OctoXR we can show the performance and possibilities with Crunchfish's hand tracking technology and enable new exciting usecases to our customers", says Joakim Nydemark, CEO of Crunchfish Gesture Interaction

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About Crunchfish – crunchfish.com

Crunchfish are a deep tech company developing a Digital Cash platform for Banks, Payment Services and CBDC implementations and Gesture Interaction technology for AR/VR and automotive industry. Crunchfish are listed on Nasdaq First North Growth Market since 2016, with headquarters in Malmö, Sweden and with a subsidiary in India.