



They see it on their wall. They pay *without* *leaving the camera.*

A Shopify app for shops that sell wall art. It shows every piece at real size, in its real frame, on the customer's own wall — and puts the pay button inside the augmented reality.

AUGMENTED REALITY

FRAMES IN MILLIMETRES

A WHOLE WALL, ONE CART

NO APP TO INSTALL



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1 → 5

Pieces per order when the customer builds the whole wall instead of picking one print

0

Apps the buyer installs. It uses the phone's own viewer

5 min

From installing the app to having it running on any Shopify theme

01 The problem

Anyone selling prints online hits the same wall: **the customer can't picture it**. They don't know whether 50 × 70 is big for their room, whether oak goes with their living room, or how it sits next to what's already hanging. That doubt gets paid for in abandoned carts and in returns over size.

02 If you sell five pieces, you pay for five pieces

Almost every app in this space charges a flat fee. Two thousand references or fourteen — you pay the same. For an illustrator selling their own work, or a small shop just starting out, that means paying for a catalogue you don't have.

That's why the **Artist plan** exists: **\$0.40 a month for each piece that has AR switched on**. No minimum. Switch on six prints and you pay for six. Switch two off and you stop paying for them.

PIECES WITH AR	ARTIST	FLAT FEE (PRO)	WHAT SUITS YOU
3	Free	—	The free plan, no card and no expiry
6	\$2.40	\$19	Artist
20	\$8.00	\$19	Artist
48	\$19.20	\$19	They cross here: from this point, Pro
500	\$200	\$19	Pro, no argument

The break-even is **48 pieces**. Below that, paying per piece works out better; above it, the flat fee does. You don't have to work it out: the dashboard tells you where you stand and which one suits you.

WHAT THIS ACTUALLY MEANS

AR stops being a big-shop thing

An artist selling twelve prints pays **\$4.80 a month** to have augmented reality on all of them. That's less than a coffee a week, and it's exactly the same technology a shop with two thousand references uses: the same native viewer, the same frames in millimetres, the same pay button inside the camera.

And before paying anything, the **free plan** is three pieces with AR, no card and no expiry date. It isn't a fourteen-day trial: it's a plan, and it can stay that way forever. The only difference is that an InRoom mark shows on the widget.

03 The piece on their wall, at real size

The customer taps a button and the augmented reality viewer **on their own phone** opens. No app to download, no account to create. The piece anchors to the wall and shows at its real size, in the frame you're going to ship them.

IPHONE	ANDROID	DESKTOP
Quick Look Apple's viewer, the same one they use to look at furniture before buying it. The app hands it a USDZ model generated on the fly with the artwork and its frame.	Scene Viewer Google's viewer, already on the phone. Same model, GLB format.	A QR and that's it A panel opens with the code. Scanning it opens the product page on their phone and the AR fires on its own : the customer doesn't have to look for anything.

04 Zero friction: they pay without leaving the camera

This is where the sale is normally lost. The customer sees the piece, doubts the size, goes off to measure, and by the time they come back — if they come back — they've cooled off. InRoom cuts that path short: **the pay button lives inside the augmented reality viewer**.

TAP 1

«See it on your wall»

From the product page. The iPhone's own viewer opens and the piece anchors to the wall, at its real size.

WHILE THEY LOOK

The native bar

Underneath, iOS shows the title, the size they picked and the price, highlighted. It isn't a sticker of ours: it's the system's own bar.

TAP 2

«Pay now»

That exact variant goes into the cart and lands in your Shopify checkout, where Apple Pay and Shop Pay are native.

Two taps and no trip back to the product page. The sale closes at the moment the customer is most convinced — looking at the piece hanging in their own living room — instead of sending them back to the page to think again.

WORTH KNOWING

InRoom never touches the money

The price on the bar is informational. The charge is made by **your Shopify checkout**, with your gateway, your terms and your rates. The app doesn't process payments or store cards: it only puts the right variant in the cart and sends you a customer who has already decided.

AND THE SMALL PRINT, SAID UP FRONT

That purchase banner **belongs to iOS and only appears in Safari**: Apple puts it there, not us. On Android the AR works just as well — Scene Viewer, real size, with its frame — but without the banner: the customer goes back to the page to buy. Since most wall-art traffic comes in on iPhone, the short path covers nearly everyone; but you're better off knowing now.

05 Real frames, not flat images

Most apps in this space paste an image onto the wall. InRoom draws the physical object: your moulding defined **millimetre by millimetre**, mounted outside the artwork, with its mat, its bevel and the glare off the acrylic. Wood with grain, metal with sheen, or matte lacquer.



THIS IS WHAT THE APP REPRODUCES: THE EDGE OF THE MOULDING, THE WIDTH OF THE MAT AND THE BEVEL BETWEEN THE TWO

WHAT YOU DEFINE	IN WHAT UNIT	WHAT CHANGES IN THE AR
Moulding thickness	Millimetres	The edge seen from the side and the shadow it casts
Mat width	Millimetres, per axis if needed	The air between the artwork and the frame
Depth	Millimetres	How far it stands off the wall
Acrylic	Yes or no	The reflection on the glass
Rules by size	Optional	A wider frame for the large posters

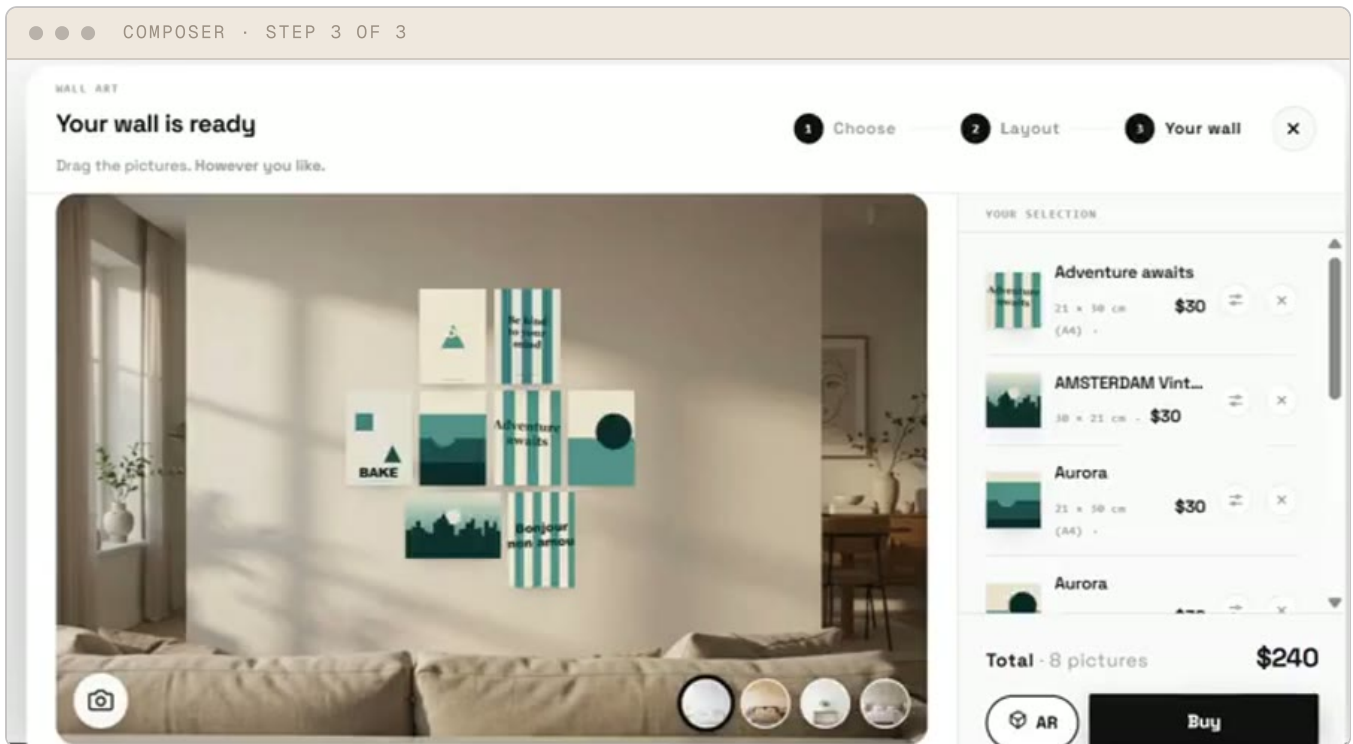
Each frame is tied to a value of your products' «Frame» option, so when the customer switches variant, the render, the price and the AR's 3D model all change with it. **The app never creates or edits your variants:** it reads what you already sell.

06 Sell the wall, not the picture

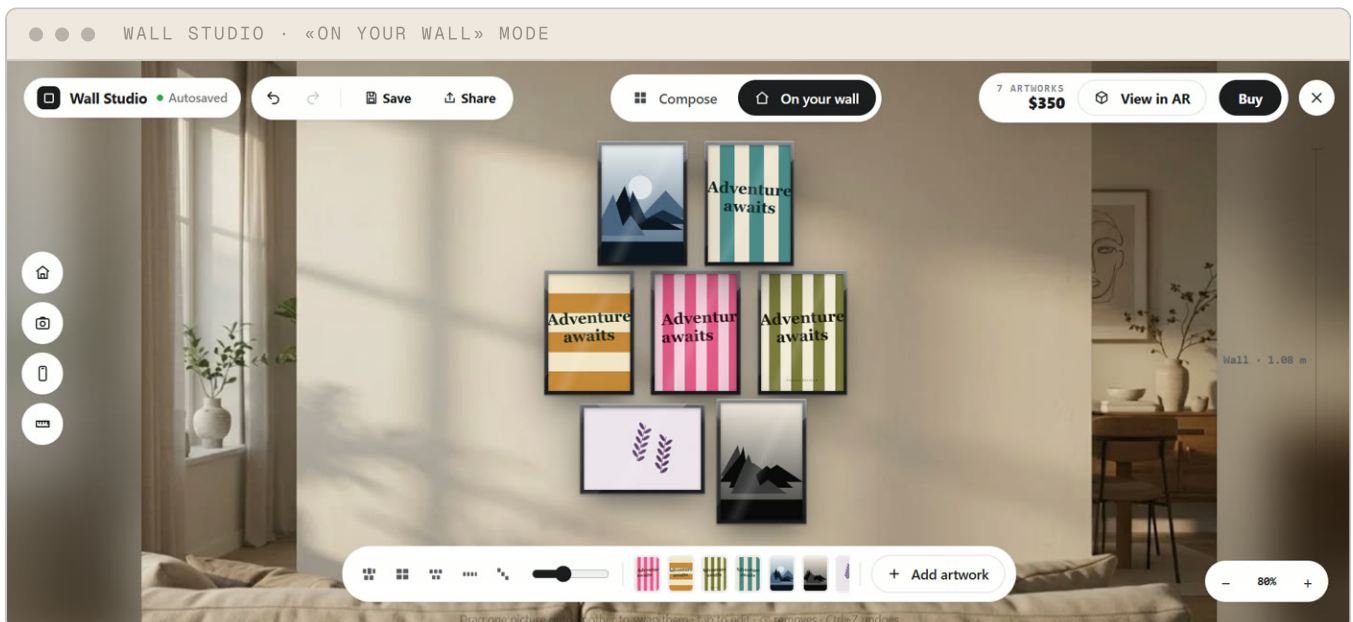
This is where the order value moves. There are two tools, depending on how involved the customer wants to get.

The **Composer** is the quick route: three steps on the collection page — pick pieces, see three arrangements built with them at their real proportions, adjust, and the whole thing into the cart at once, marked as a set.

The **Wall Studio** is for the customer who wants to decide: a full-screen studio where they drag to swap, tap to edit the frame, undo with Ctrl+Z, and see the measurements in **real centimetres** of the set they're about to hang. With an «On your wall» mode over a calibrated room photo, or over a photo of their own living room.



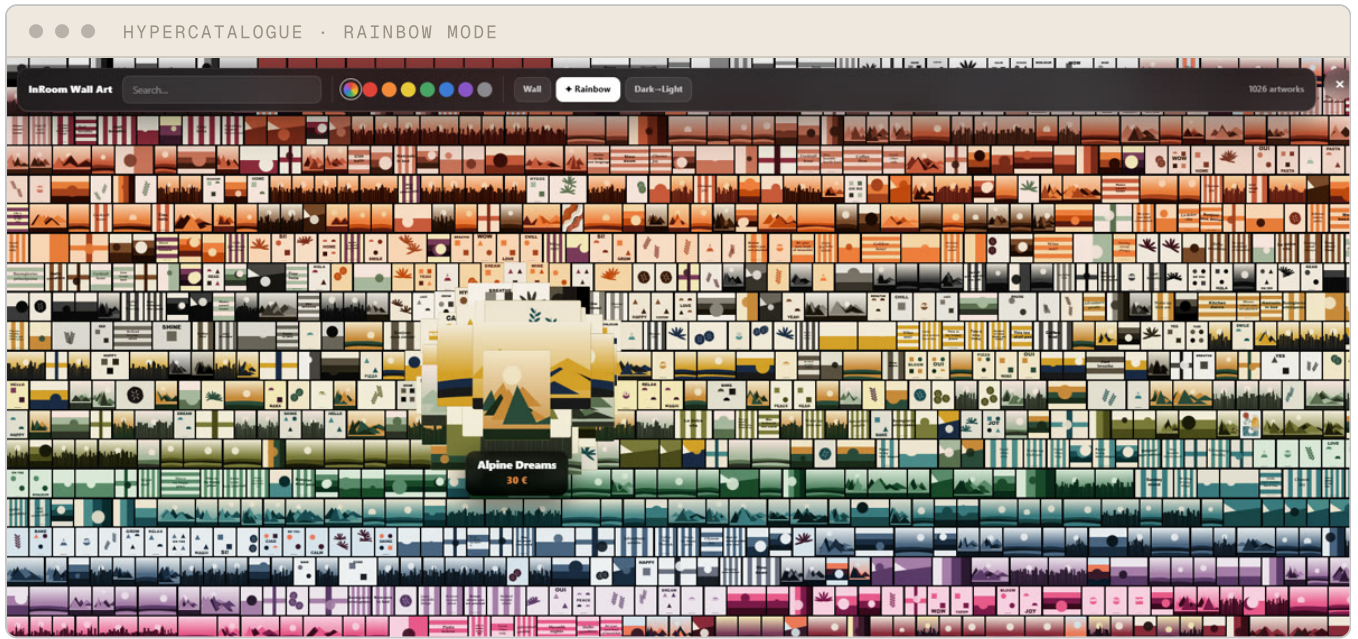
COMPOSER Eight pieces arranged, every variant resolved and a single cart of \$240. The AR button takes that same wall to the phone's viewer.



REAL SCREENSHOT The full-screen studio: drag to swap, tap to edit the frame, Ctrl+Z to undo, and the wall measured in real metres — 1.08 m here. The seven pieces, \$350, are bought in one go from the bar at the top.

07 The Hypercatalogue

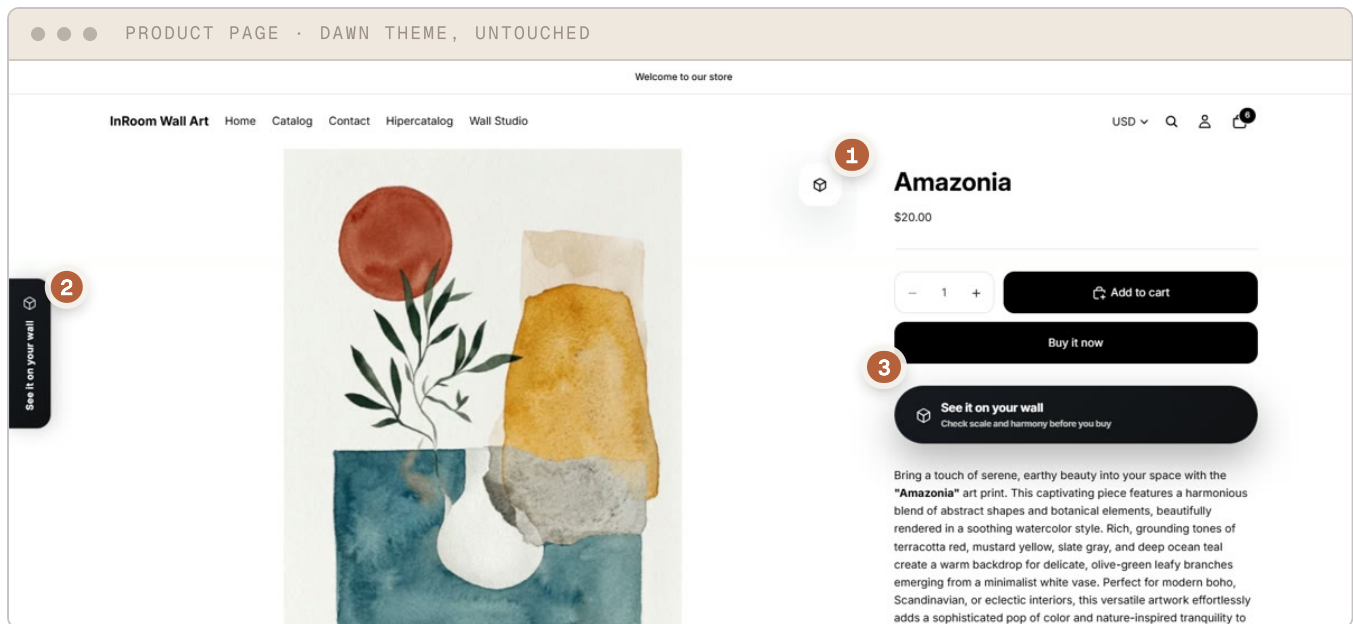
Three hundred prints in a grid of twenty-four per page die on page three. The Hypercatalogue turns the whole catalogue into a place you travel through, with a lens that magnifies wherever the customer moves, and a colour filter in which **each piece's dominant tone is worked out automatically**. Because nobody buys art by reference number: they buy «something terracotta for above the sofa».



1,026 PIECES Real screenshot. The whole catalogue on one screen, sorted by colour, with each piece's dominant tone worked out automatically. The lens magnifies wherever the cursor goes and shows title and price.

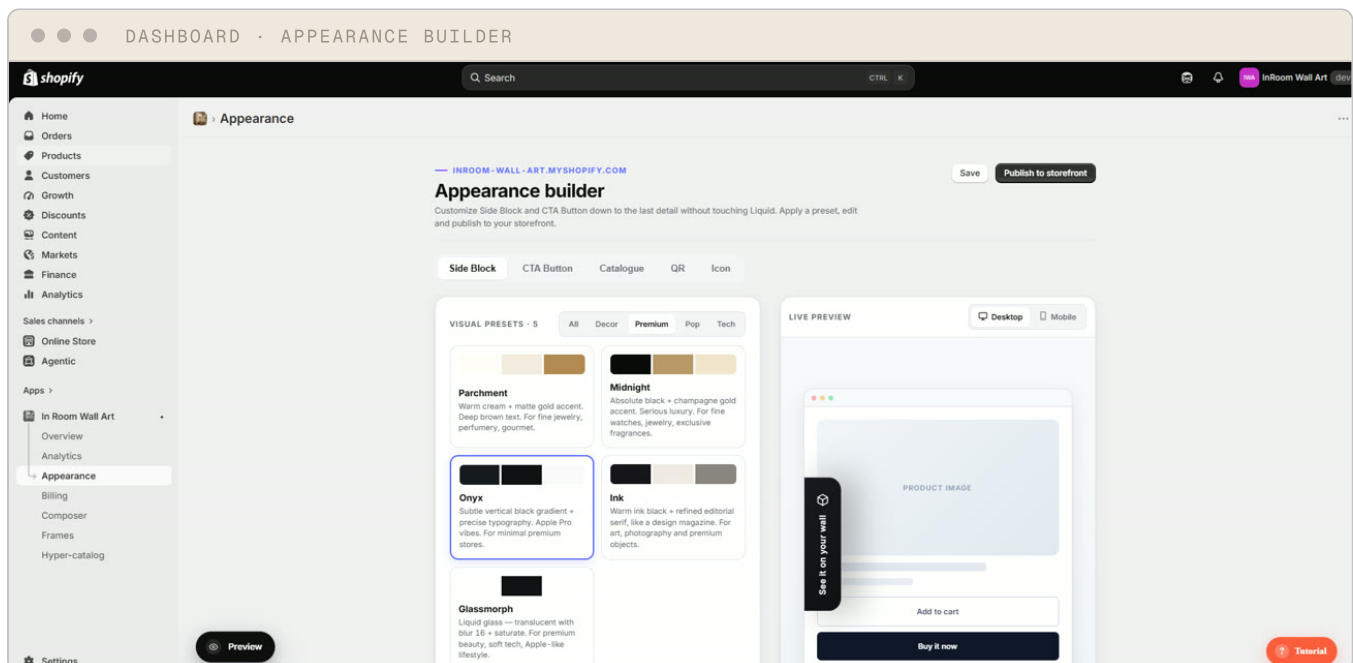
08 It dresses in your shop's clothes

On the product page the buyer sees three elements: the icon over the photo, the side tab and the button in the buy box. All three come with **twenty complete visual identities** —decor, premium, pop and tech— with live preview, and each one can be tuned control by control. The QR panel too, and it can carry the print itself inside the code.



REAL SCREENSHOT This is your product page the moment you switch the blocks on. Not one line is copied into your theme's code.

- 1 The icon**
Floats over the artwork photo, in the corner you choose. It's the least intrusive and the most tapped.
- 2 The side tab**
Fixed to the edge, always visible while the customer reads. It takes up no room in the layout.
- 3 The buy-box button**
Under «Buy it now», with its title and its line. It's the one that converts best.



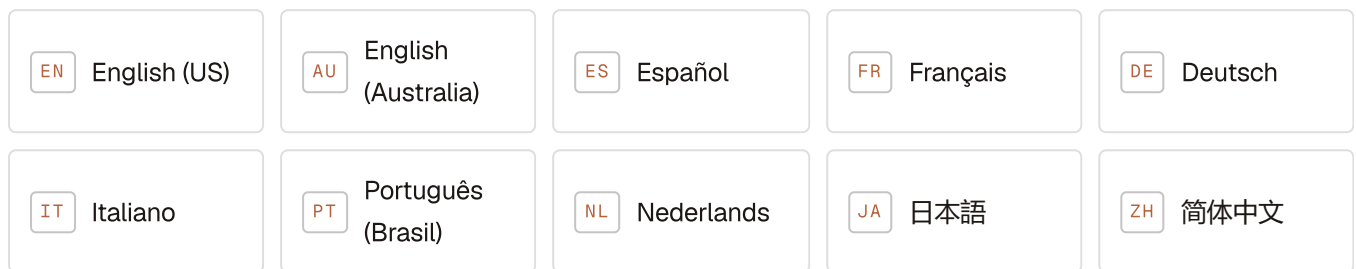
REAL SCREENSHOT Styles come labelled by sector and each one says which kind of shop it's for. On the right, the live preview, desktop and mobile.

And «customisable» here isn't an adjective: the Side Block, the button and the icon share **seven tabs** of settings —style, typography, icon, layout, animation, copy and visibility. Inside there are two-stop gradients, a

glass effect with blur, a corner radius from square to capsule, letter-spacing, the easing curve of the hover, an animated dot that reinforces the call to action, and which screens it appears on. **Without touching a line of Liquid.**

And it speaks your customer's language

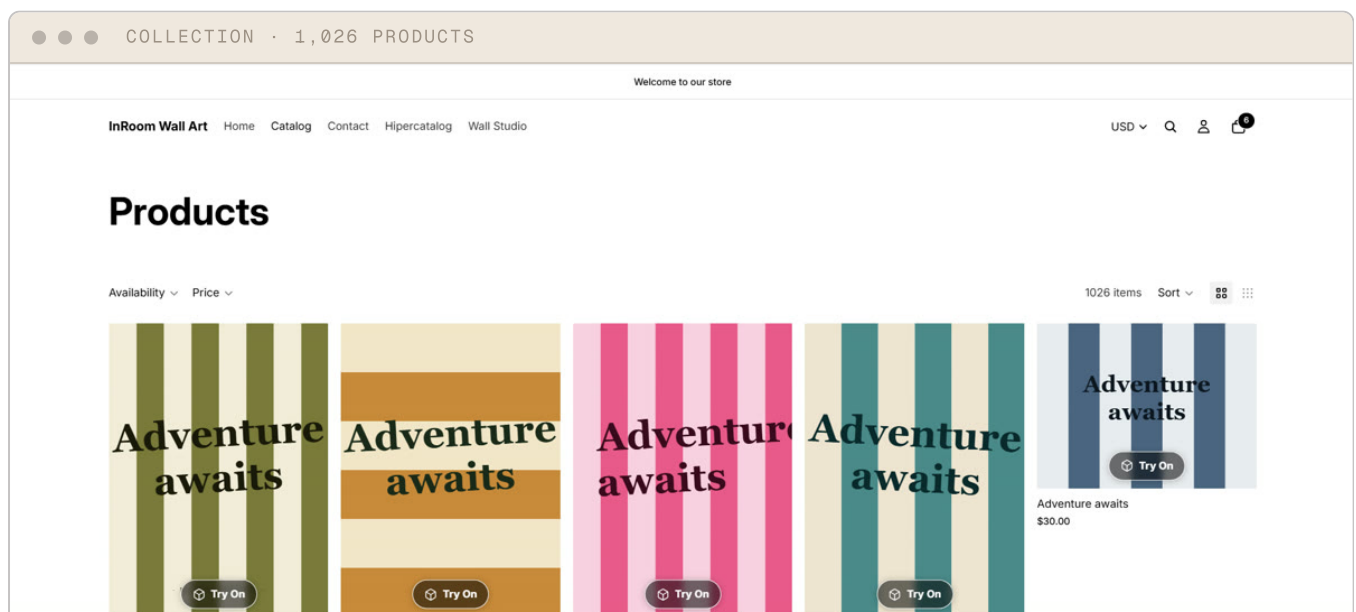
Everything the buyer sees —the button, the tab, the QR panel, the Composer, the Wall Studio and the Hypercatalogue— is translated into **ten languages**, and so is the admin dashboard:



It ships on **automatic**: each visitor sees the widget in your Shopify store's language, and where there's no translation it falls back to English. You can also force a fixed one. Nothing to translate by hand, no duplicate strings to maintain: it comes done.

And a fourth one, off the product page: the whole catalogue

A button appears over every thumbnail in your collection. On mobile it **launches the AR right there**, without going through the product page; on desktop it opens the QR without leaving the listing. It's the difference between AR being something the customer finds if they open a product, and AR being something that meets them across the whole catalogue.



REAL SCREENSHOT The button shows on the four surfaces you choose —collection, search, home and product page—, with seven presets built to read over a photo without covering the artwork. Above, in the header, the links that open the Hypercatalogue and the Wall Studio.

It shows on every piece that has AR switched on, so on the free plan you'll see it on three. To have it across **the whole catalogue** you need a plan without a cap: Artist, paying per piece, or Pro at \$19 a month, flat and unlimited.

09 Against the alternatives

INROOM		THE REST OF THE FIELD
AR at real size	Yes	Yes
Photo of their own room	Yes, calibrated in cm	Yes
Paying inside the AR	Yes	Not advertised
A whole wall to one cart	Composer and Wall Studio	Not advertised
Frames in millimetres	With rules by size	Not advertised
AR from the grid	Without going through the product page	Not advertised
Navigable catalogue	Hypercatalogue	Not advertised

Compared in September 2026 against what ArtPlacer and Picture It publish on their own sites and on the Shopify App Store. «Not advertised» means it doesn't appear in their public material, not that it's impossible.

10 What it costs

PLAN	PRICE	WHAT IT ADDS
Free	\$0	Three pieces with AR, with the InRoom mark visible
Artist	\$0.40 / piece / month	AR with no cap, paying for each piece switched on
Pro	\$19 / month	Unlimited AR on a flat fee, plus analytics
Studio	\$39 / month	Composer and Wall Studio
Enterprise	\$69 / month	Hypercatalogue

Fourteen days' trial on the fixed plans and two months free on annual billing. From 48 active pieces, Pro works out cheaper than Artist. All billed by Shopify, on your account, and cancellable from there.

11 Who makes it

Ian Otero Casamitjana, from Sabadell, Barcelona. A double degree in Industrial Engineering and Business Administration, which is exactly why this app exists the way it does: the engineering half explains why frames are defined in millimetres and why the studio works in centimetres on the plane of the wall; the business half, why the argument is average order value and not how pretty the AR looks.

It's a one-person project. That means you talk to whoever writes the code and that what you ask for can go in without passing a committee — and also that there isn't a team of twenty behind it, which is better said now than discovered later.

NEXT STEP

Try it in your shop, free and without a card.

The free plan is three pieces with AR, no expiry. Nothing to decide: install it, switch on three prints and see what happens in your own shop. If you'd rather, I'll set it up for you.

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[Shopify App Store](#)