

## Consumer Buzz

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### Virtual Reality Retail

*Ann-Marie Vazzano*

Lowe's is giving customers the opportunity to learn DIY skills through a virtual reality program called Holoroom How To. The first installment of the interactive skills-training clinic will teach consumers how to tile a shower. While wearing a virtual reality headset, consumers will have access to controllers in each hand, which will allow them to virtually mix mortar and lay tile following a step-by step process. The controllers even vibrate to mimic a drill. The program is currently being piloted in Massachusetts and Canada. **GP**