1) Missed Call Recharge Mailer
User scans the mailer and video is played. 2 options are shown to the user -

      a) Visit Web page
      b) Call Helpline

Video Link: https://www.youtube.com/watch?v=mp8aAHkyqXE

Web page link: http://www.hdfcbank.com/personal/ways-to-bank/mobilebanking/missed-call-recharge

Helpline Number - +91 22 61606161

Image - *https://drive.google.com/open?id=0By3r8_3WkB08YWNheS1UU3FVcnc*

      https://drive.google.com/open?id=0By3r8_3WkB08YkZkQWp3aHFsNHM

      https://drive.google.com/open?id=0By3r8_3WkB08bGdacU93cXE2SGc

2) Infinia Credit Card Standee
User scans the standee and Credit Cards video will be played. 2 options are shown to the user -
 a) Visit Webpage
 b) Apply Now

Video link - https://www.youtube.com/watch?v=VPT_x0VJzbM

Web page link- https://hdfcbankinfinia.myrewardz.com/

Apply Now Link -

https://leads.hdfcbank.com/applications/new_webforms/apply/credit-card/Index.aspx?promo=P4_HP_Coin_defaultdefault_vizury_CC&utm_Source=website&_ga=1.150298160.703173670.1442311670

Image - *https://drive.google.com/open?id=0By3r8_3WkB08dXVrVFdUc2g5WFE*

App flow details:

When the app launches and the camera feed is displayed on the screen, there needs to be particle effect of the kind https://www.youtube.com/watch?v=byGdr7tV2sY but the particles need to be more prominent and thicker than the demonstration video. No words to appear along with it. These particles will stay until the marker is detected.

Then the video texture will flip and then place itself onto the designated position on the poster. And begin playing.

The buttons will appear on the poster itself at locations as demonstrated in these images.

https://drive.google.com/open?id=0By3r8_3WkB08aUVQckFnX0htNDg

And as demonstrated in this image, https://drive.google.com/open?id=0By3r8_3WkB08bFlOQjl0Q1RaNE0 when the camera FOV does not cover the poster, the video must be played on GUI covering most of the screen region but not all. Camera feed must be visible in the back ground. And when camera is again pointed at the poster, the video must be placed on the poster.

During this entire process, the video must not restart while jumping from one poster on onGUI and back. It must continue from the time stamp it left off.

The designs for the buttons will be provided in a few hours time. Until then use placeholders and begin the implementation.