

POTENTIAL AUGMENTED REALITY SERVICES





Digital **TRANSFORMATION** Through Mobile Application



Application on iOS and Android

Smartphone Camera will be used
for viewing any object

Digital Information superimposed
on the object being viewed



Locating EBL Branches & EBL 365



Users can find real-time information
of the nearest EBL Branches & ATMs

It will include the distance

It will also show directions to the
desired Branch/ATM once selected



In-App Appointment and Directions



Guiding with directional arrows
towards defined Destination

Making an Appointment
with Branch RM (Issuing Token)

Showing Branch Service Queue status
when In-App Camera faces Branch



Promotional Interactive Print Advertisements



Place the camera on the Print Ad
with App's interactive 3D module

Animated Interactive 3D figure
promotions come alive Atop

Clicking on the mobile screen to
interact or know more



Customer Queue Management



Showing Service Queue status when
In-App Camera is placed towards Branch

Selecting a branch will show number of
active tokens (customers in waiting line)

Customer may also issue or cancel
a token through the App



Discount Offers at Lifestyle & Restaurant Partners



Placing In-App Camera towards the store
will pop-up EBL offers with partners

“Near me” module will locate partners
nearby within a pre-specified radius

Customization of filtering information
will be readily available



Card Information

On Scanning any EBL Card, Information is to Pop-out of card

Information will include balance, limit, outstanding, last 5 transactions etc.

Fund Management tool will be used which will trigger customers to avail services as required



Proposed Procedure

AR Tab will be placed in EBL SKYBANKING APP

Any user can click on the Tab and
an option to open the In-App Camera

Users will be able to view basic information;
nearest branches/ATMs, offers & discounts etc.

EBL Customers will have options to generate
service token, check card information etc.

THANK YOU