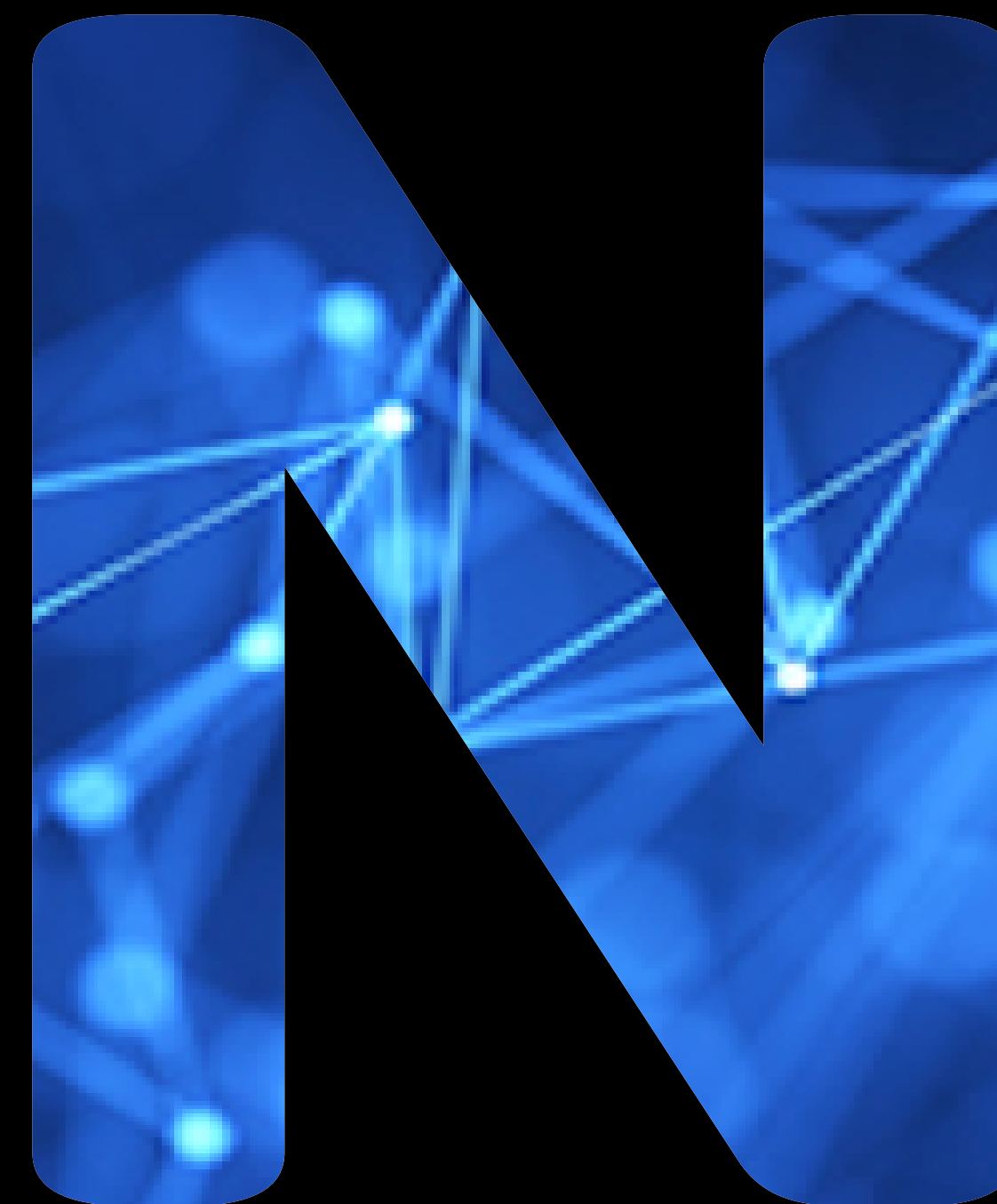


BOEHRINGER INGELHEIM

AR // DIGITAL LEAFLET

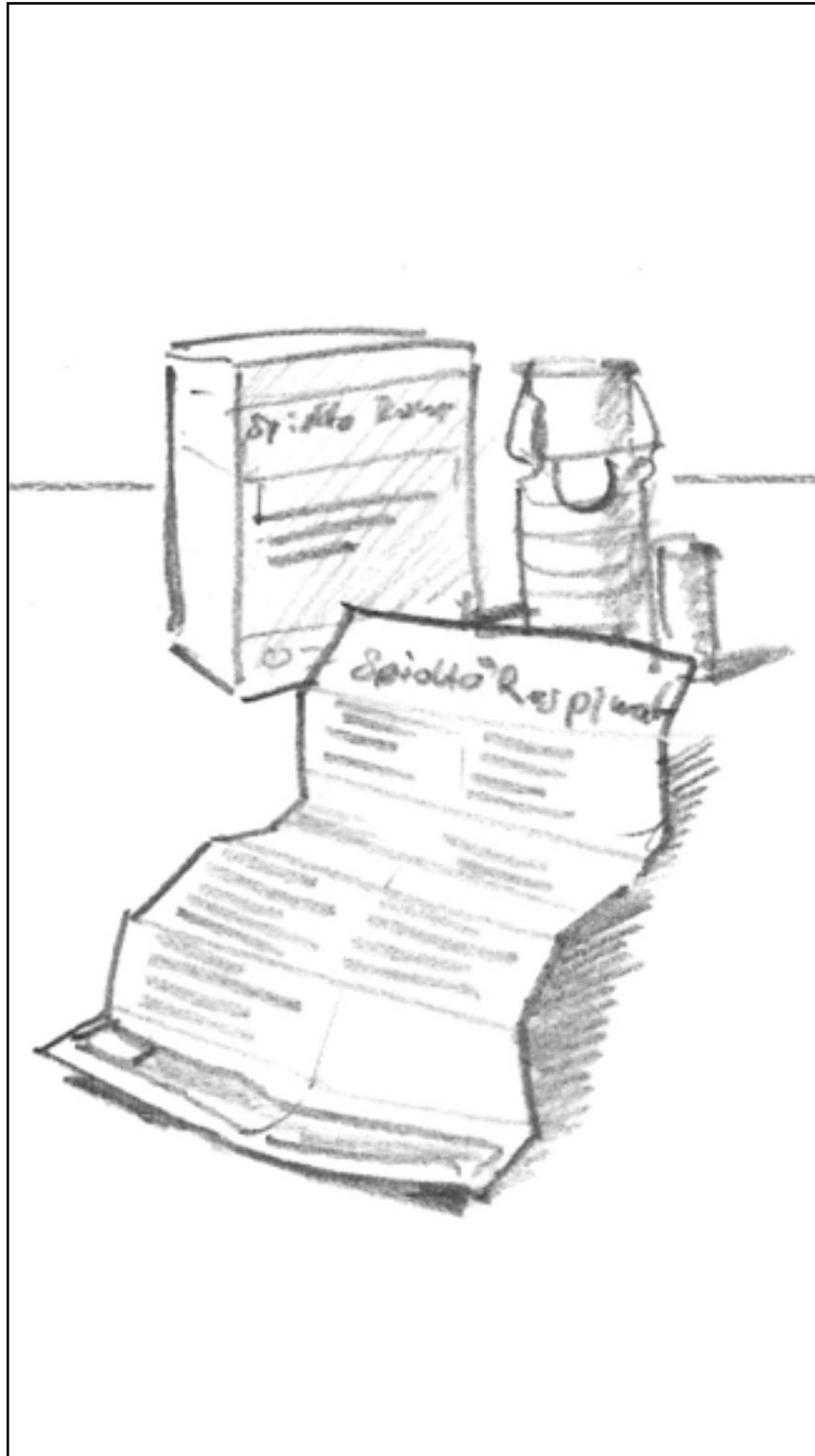
Spiolto // Respimat // 10.09.2018



STORYBOARD

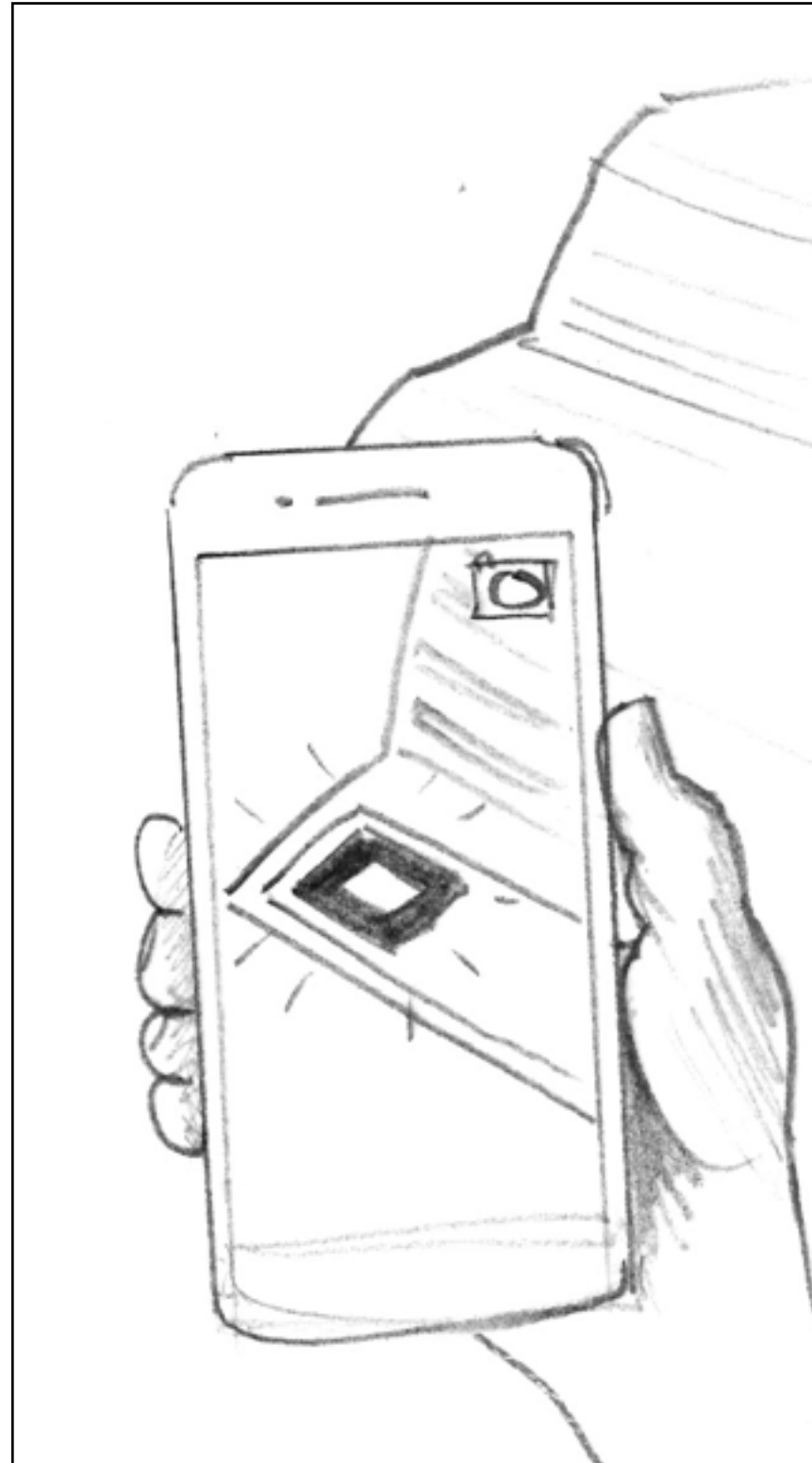
STORYBOARD

1



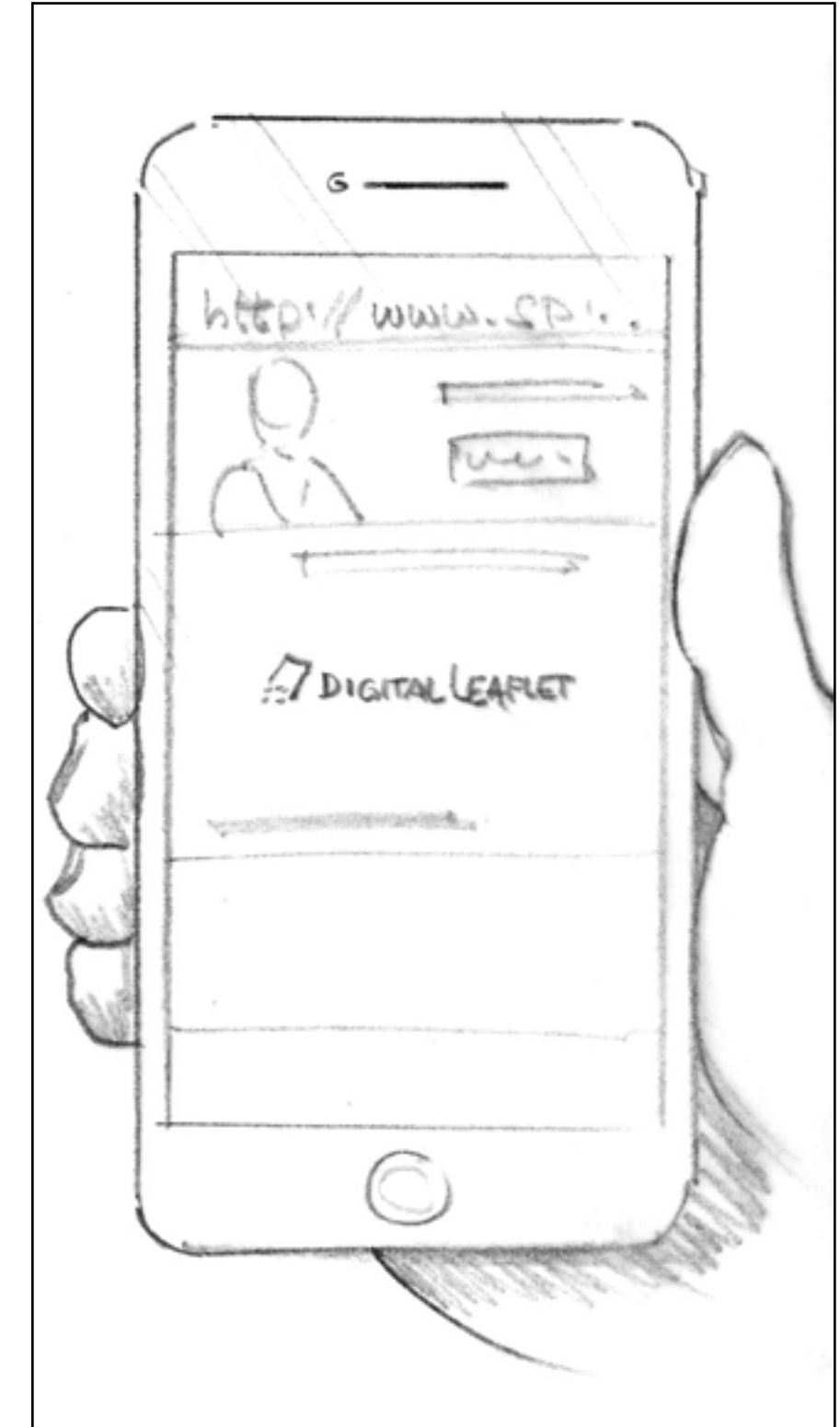
The Respimat-Leaflet in front of the user. Unfold.

2



The user takes his mobile-device and aims the camera at the Digital-Leaflet-QR-Code.

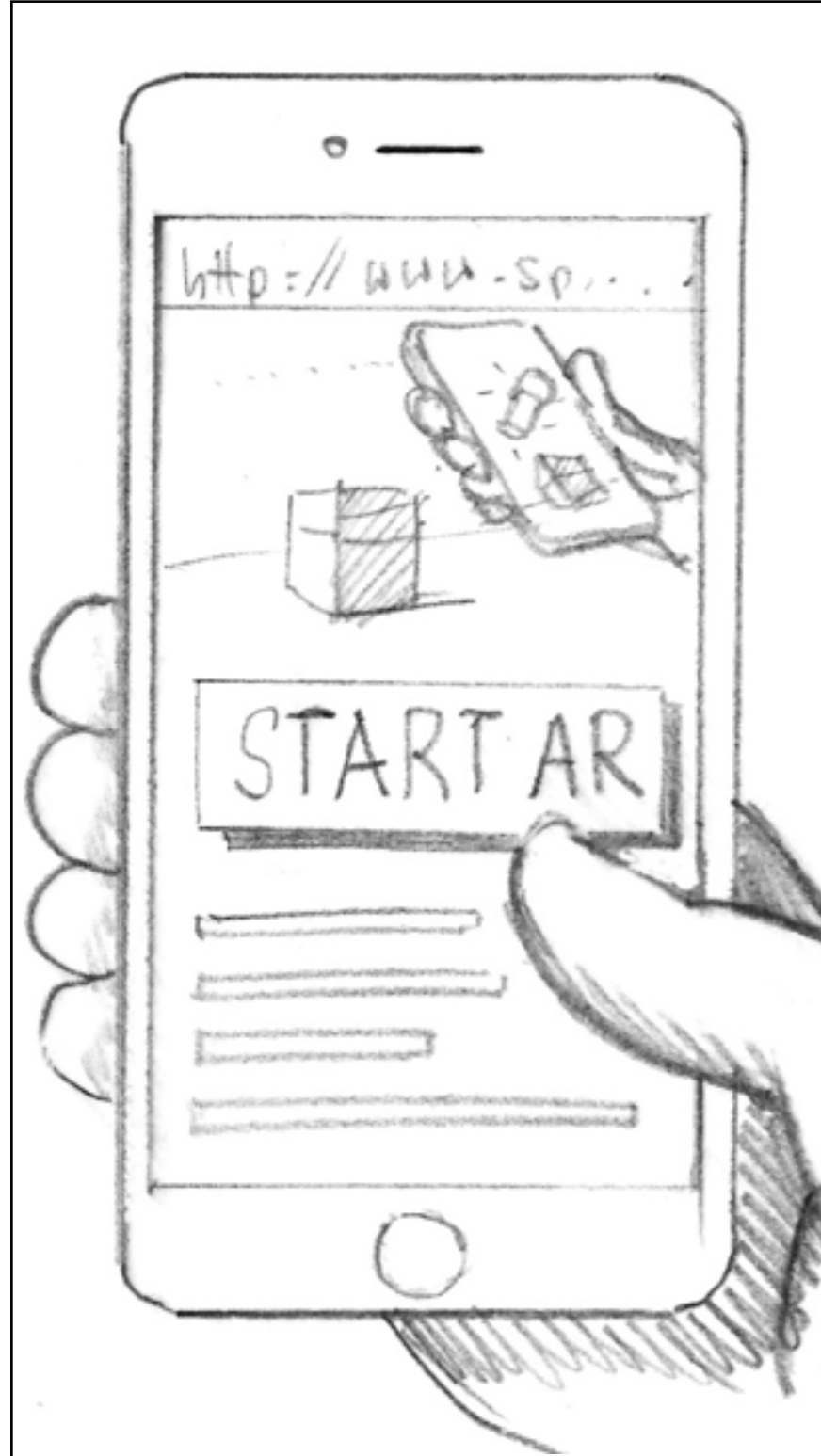
3



The Digital-Leaflet opens in a browser on the mobile-device.

STORYBOARD

4



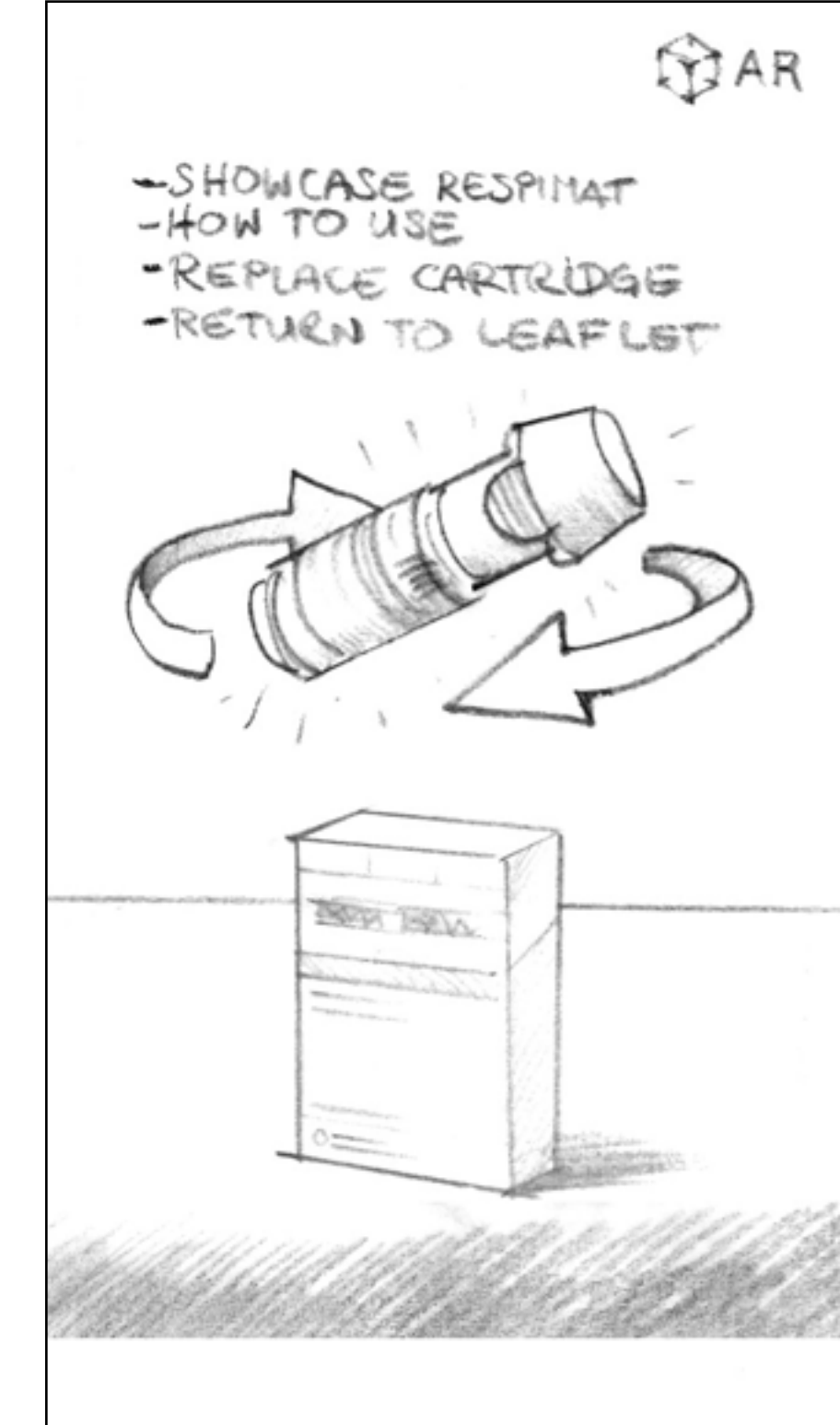
The Digital-Leaflet contains an Augmented-Reality (AR) segment with an AR-How-To and a „Start AR“ button.

5



The user starts AR, places the RESPIMAT-Packaging on a surface in front of him, activates the camera on his mobile device and aims the camera at the packaging.

6

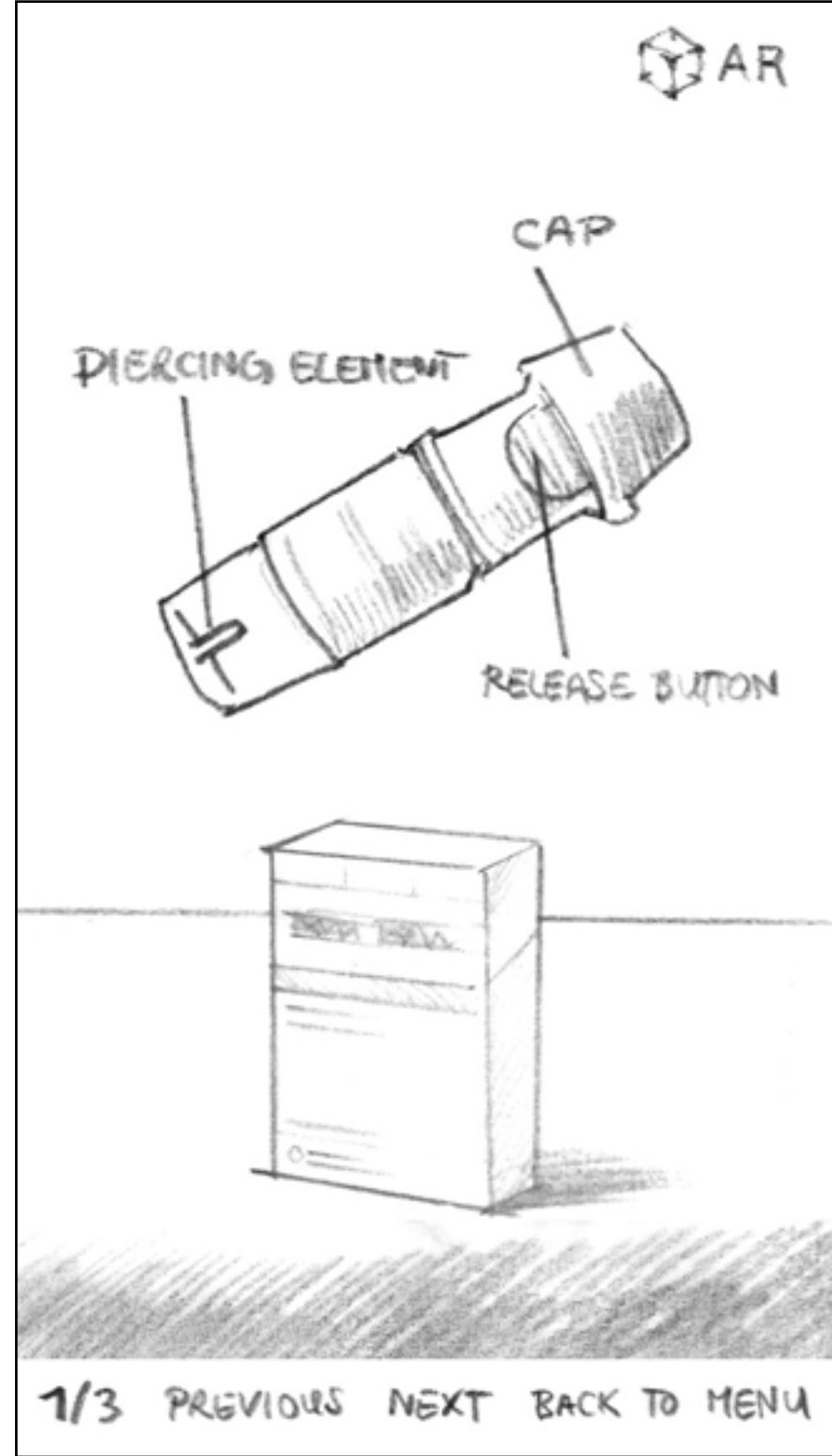


A 3D-Respimat appears and rotates above the packaging. A User-Interface occurs:

- Showcase RESPIMAT
- How to use
- Replace cartridge
- Return to leaflet

STORYBOARD

7

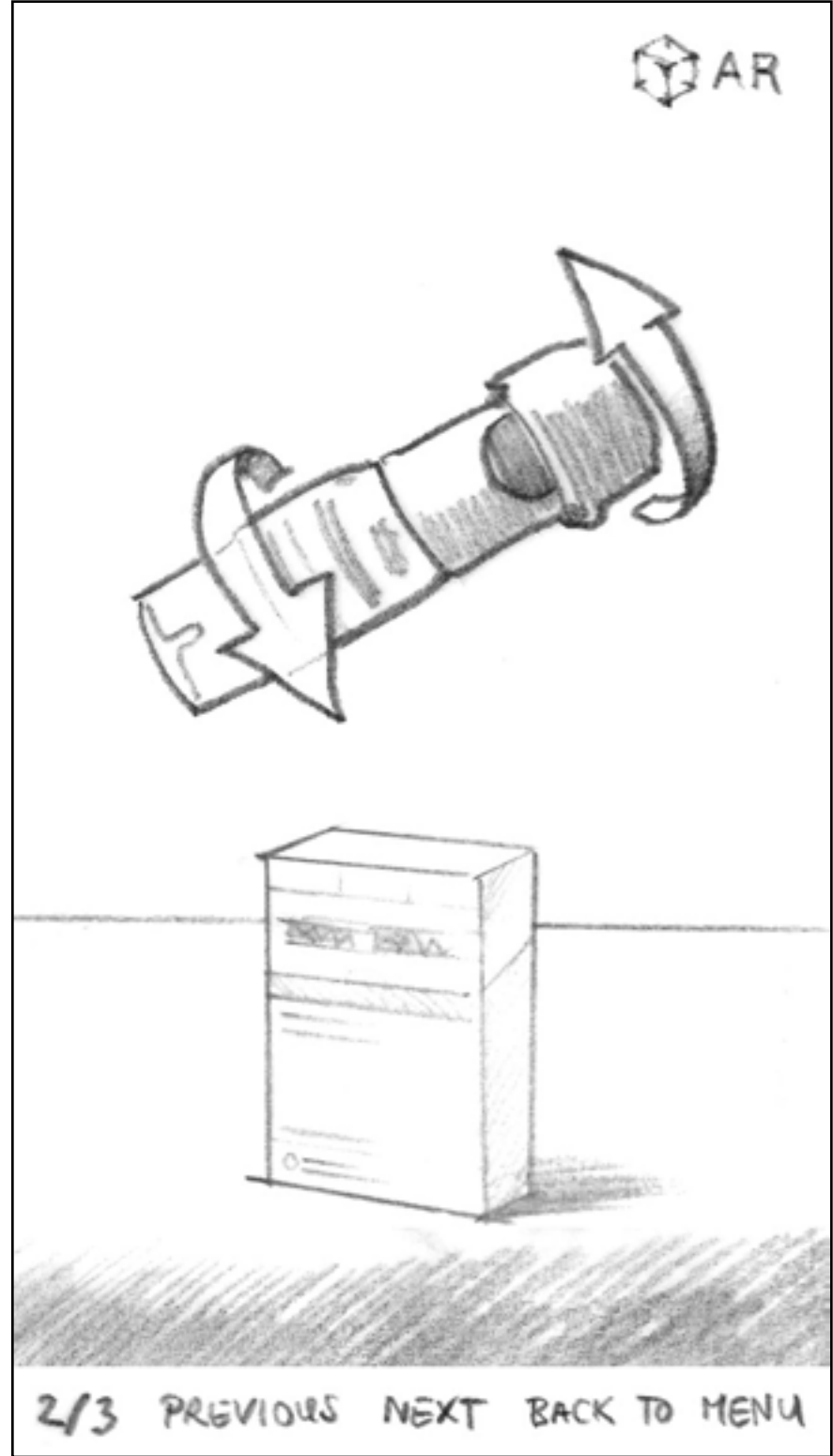


SHOWCASE RESPIMAT:

As the RESPIMAT moves, components are explained using motion-graphics and Voice-Over.

A navigation-menu appears.
The user hits „next“.

8

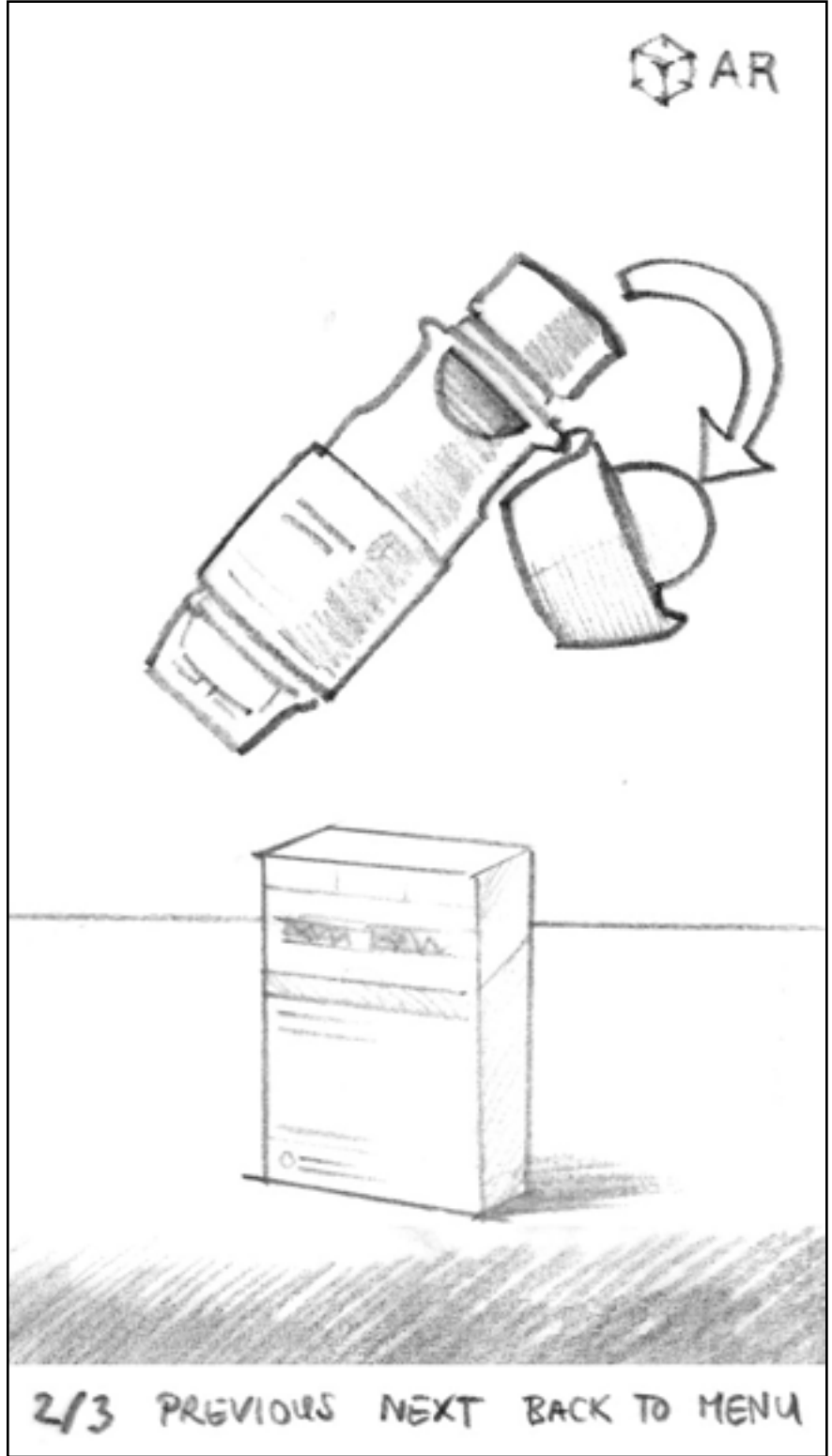


HOW TO USE:

A demonstration on how to TURN until the „click“, aided by motion-graphics and Voice-Over.

Arrows indicate the movement.
The RESPIMAT is aligned for best view.

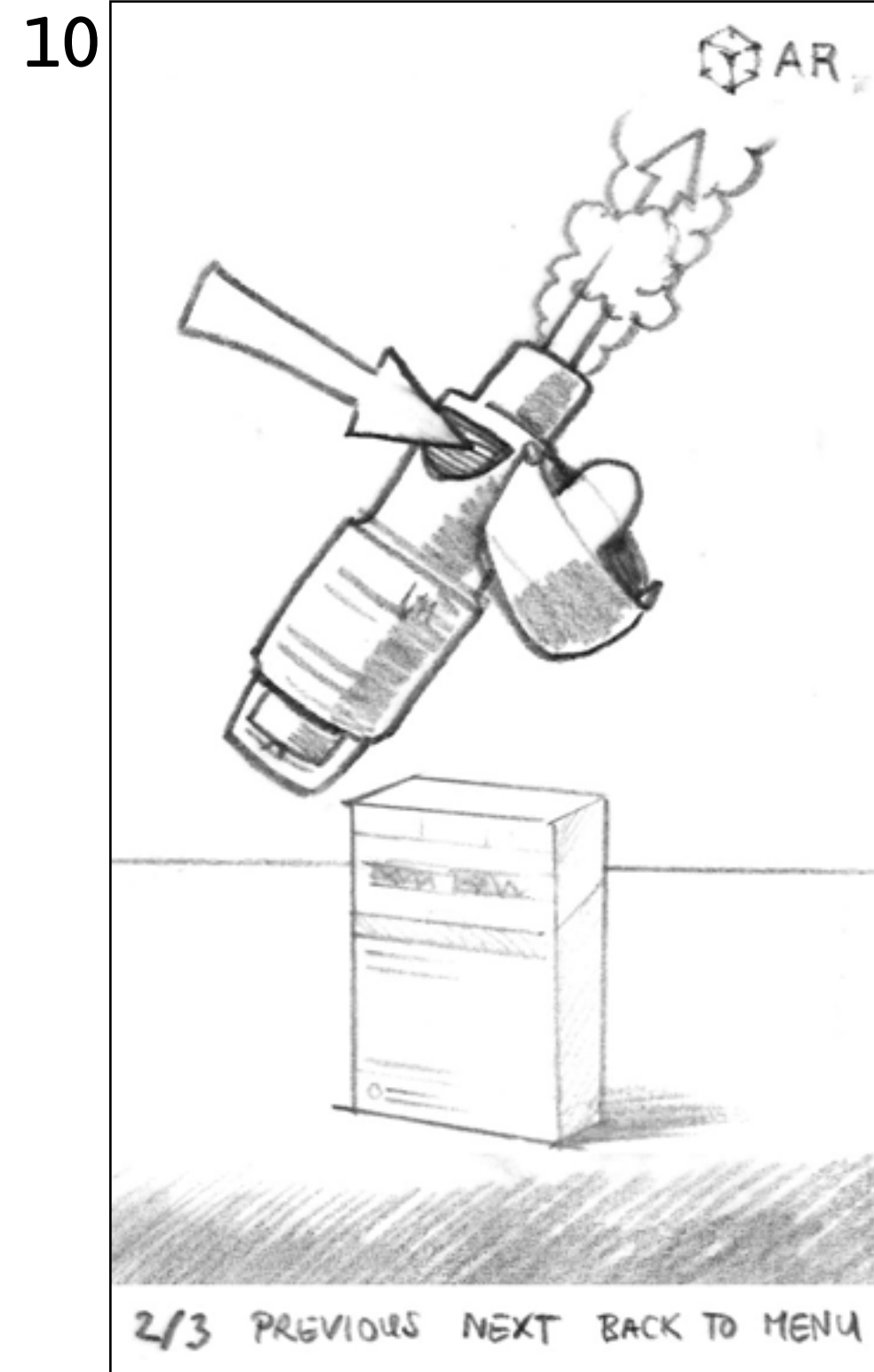
9



HOW TO USE:

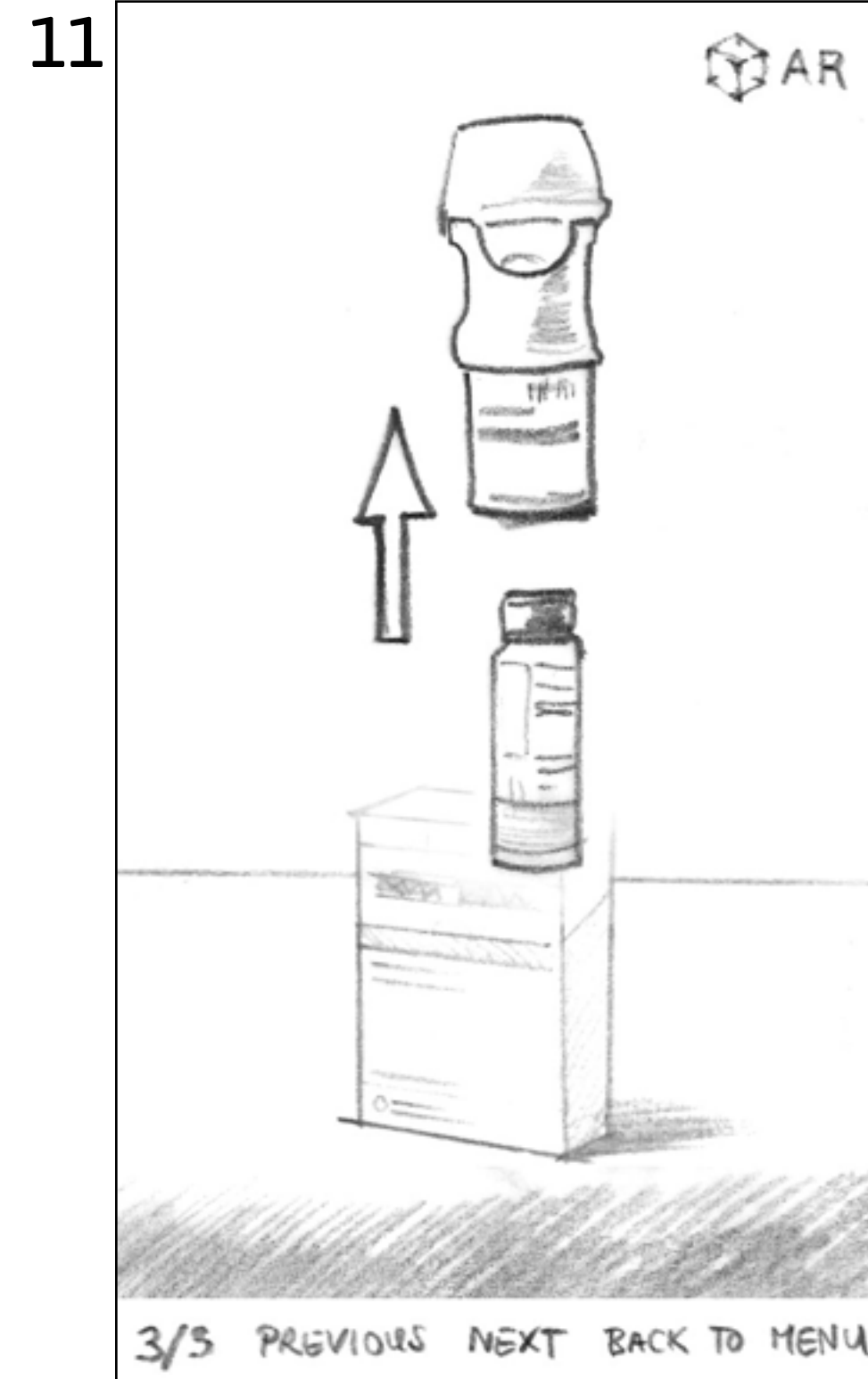
A demonstration on how to OPEN the cap and close your lips around the mouthpiece, aided by motion-graphics and Voice-Over. Arrows indicate the movement. The RESPIMAT is aligned for best view.

STORYBOARD



HOW TO USE:

A demonstration on how to PRESS the dose-release button and inhale the mist, aided by motion-graphics and Voice-Over. Arrows indicate the movement. The RESPIMAT is aligned for best view. The user hits „next“.



REPLACE CARTRIDGE:

A demonstration on how to replace the cartridge, aided by motion-graphics and Voice-Over. Arrows indicate the movement. The RESPIMAT is aligned for best view. The user hits: „next“.

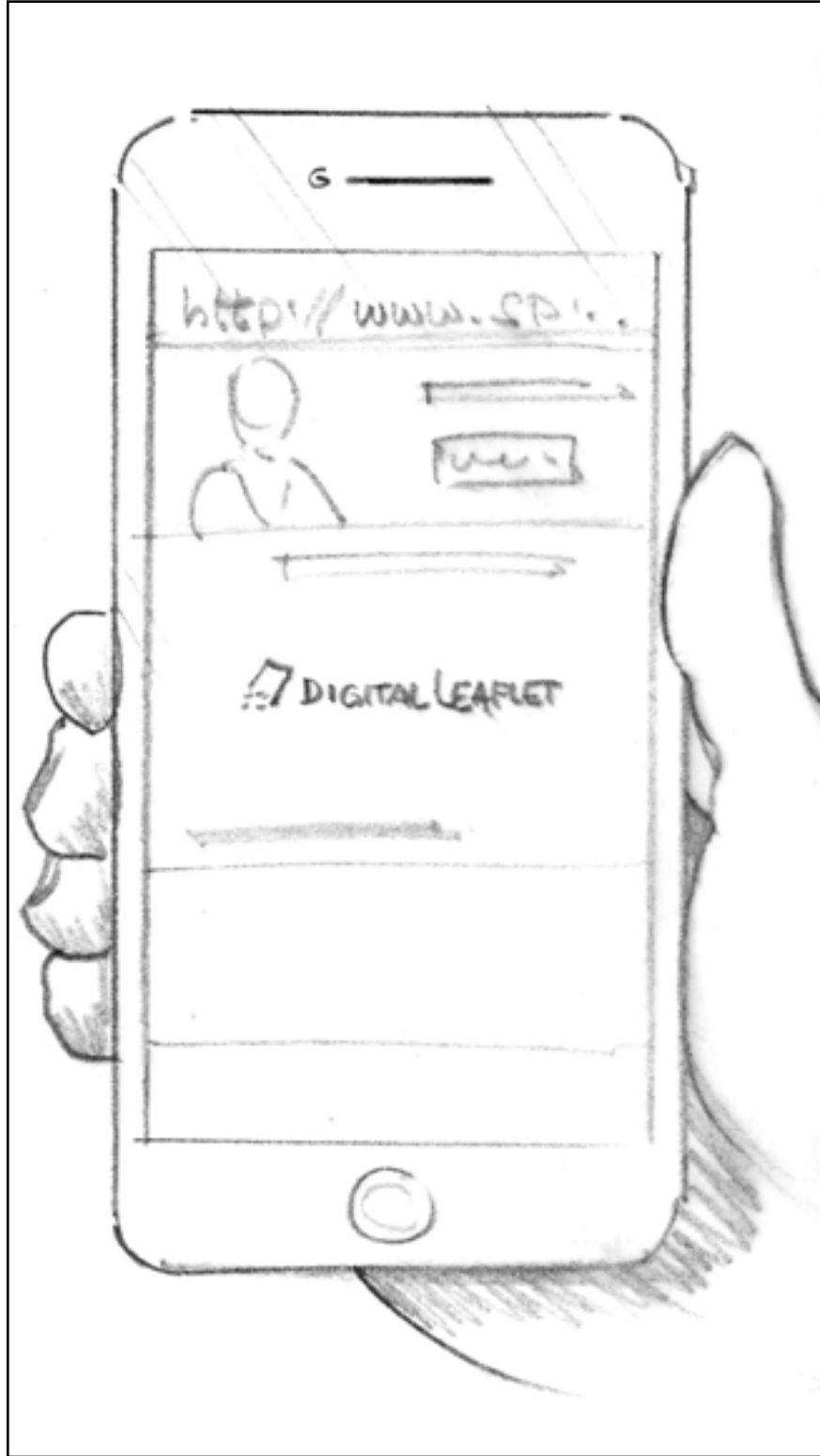


The main-menu reappears.

The user hits: „Return to Digital-Leaflet“.

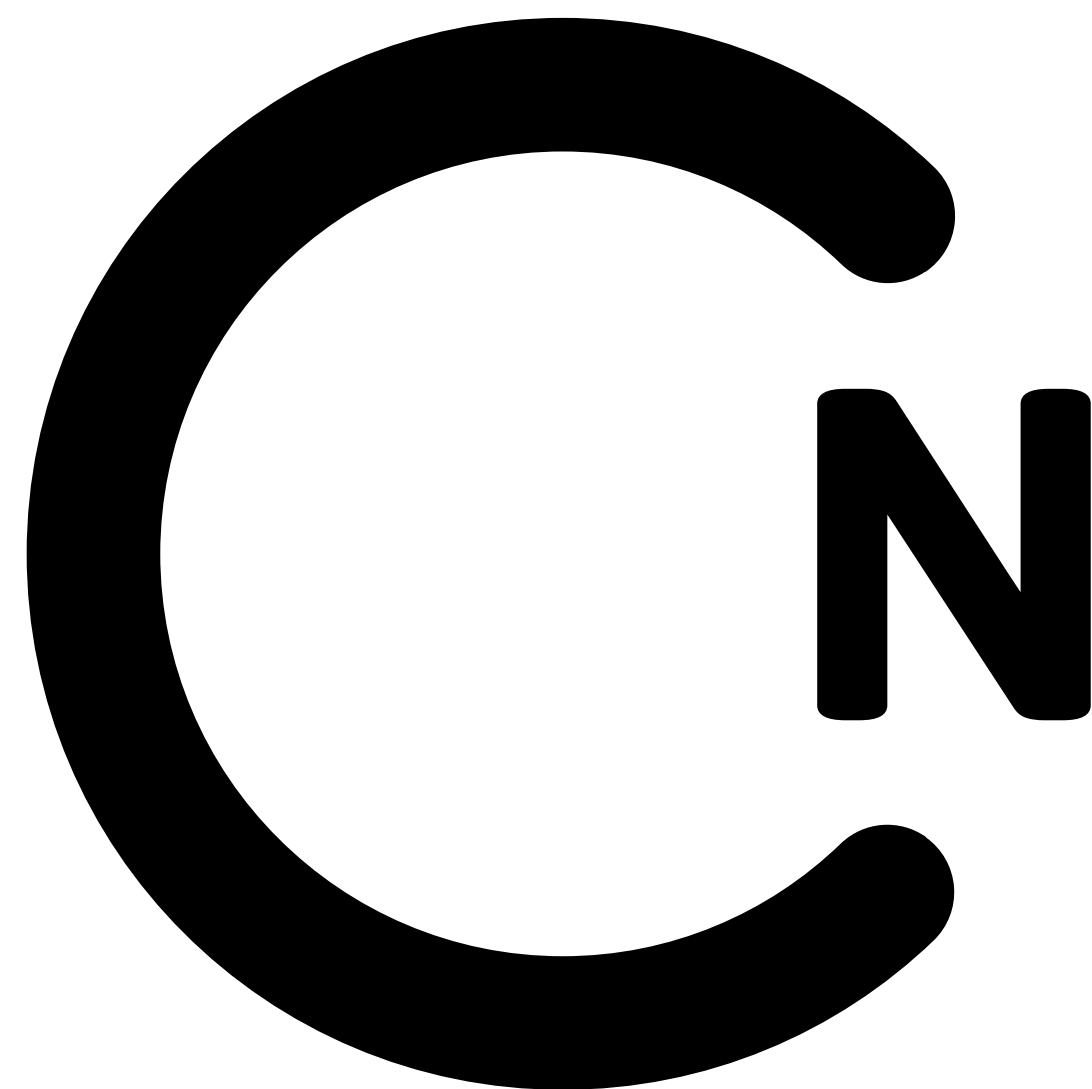
STORYBOARD

13



AR-Mode is closed and the user returns to the Digital-Leaflet website.

VIELEN DANK!



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