

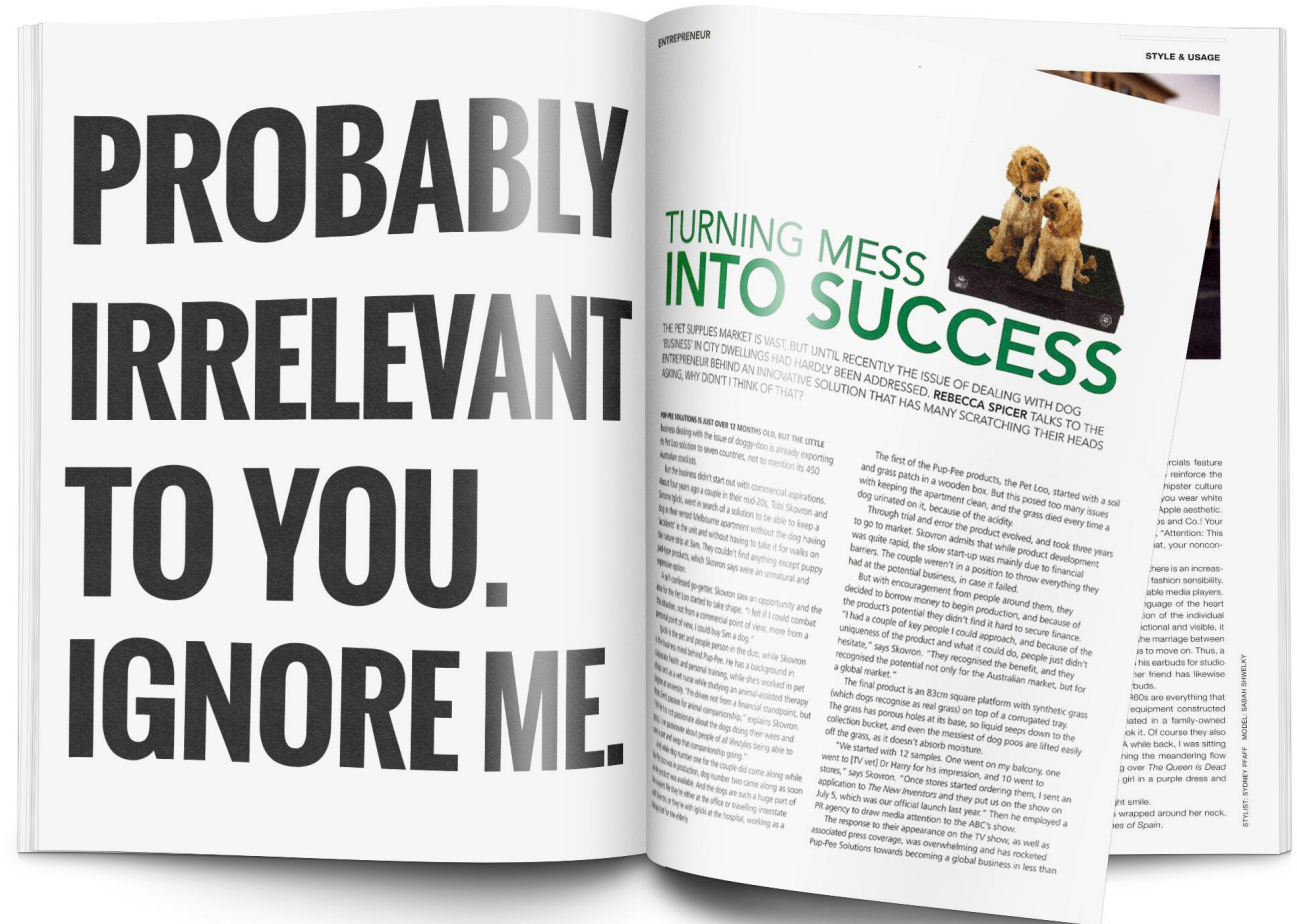


Preview

Experience Serving for AR Activations

99 Problems (of Print)

- Everyone sees the same ad
- Only option is a static image
- No way to measure efficacy





Live Event Parallels

- Everyone sees the same ad
- Only option is a static image
- No way to measure efficacy

The Digital Advantage

- Personalized ads unique to each reader
- Opportunity for dynamic, interactive ads
- Easy to measure exposure, engagement, and impact on behavior

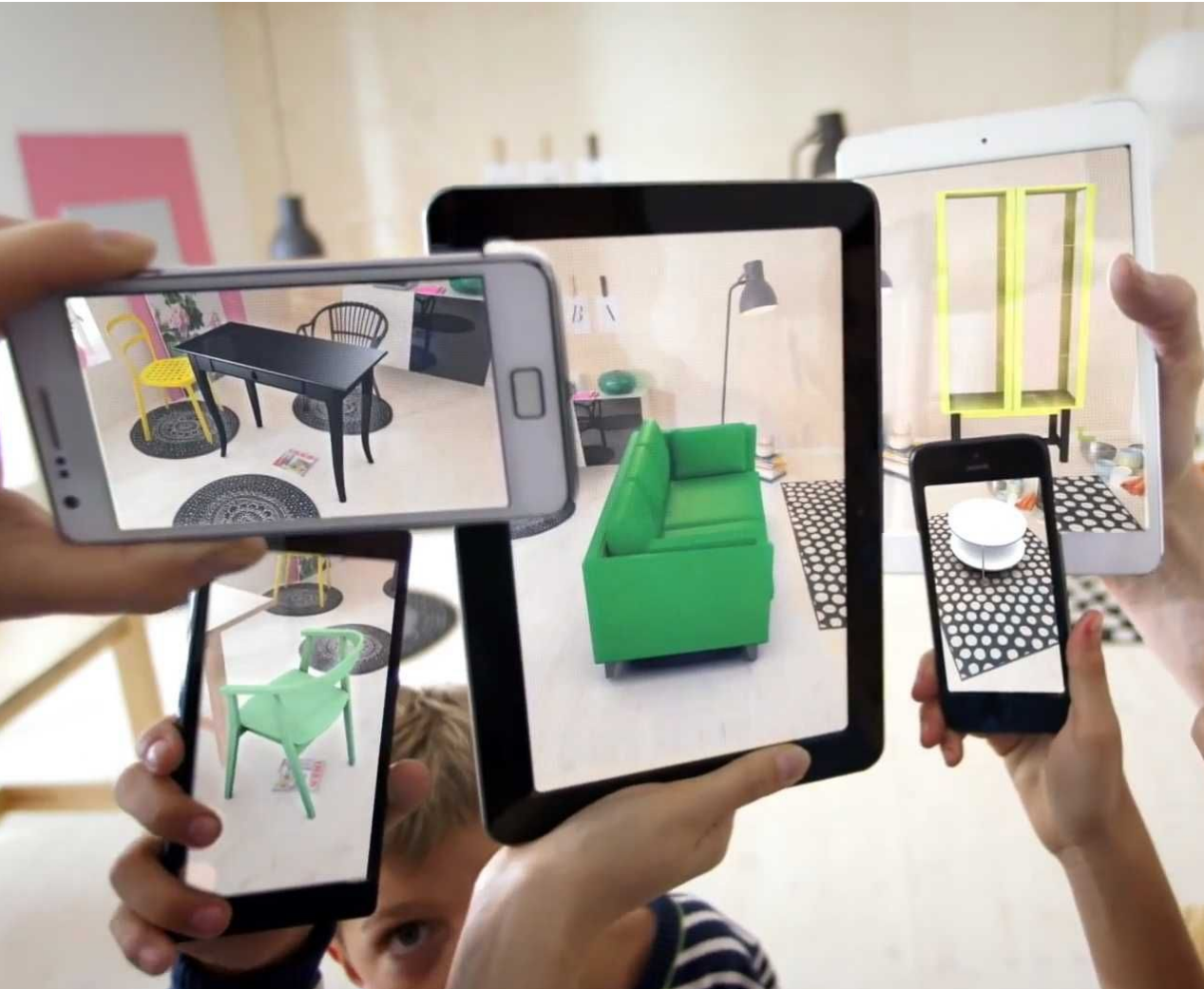
The screenshot displays the TIME magazine website interface. At the top, the 'TIME' logo is visible alongside navigation tabs for 'LATEST', 'MAGAZINE', and 'VIDEOS'. A search icon is located in the top right corner. Below the navigation bar, a featured article titled 'Zoë Quinn: What Happened After GamerGate Hacked Me' is shown with a timestamp of 12:37 PM ET. A large advertisement for Adobe Creative Cloud is prominently displayed, featuring a woman and the text 'Make your mark on campus. Or a bunch of marks.' with a 'Learn more' button. Below the ad, there are three article thumbnails: 'Why Paul Ryan Has the Toughest Job in Washington' (12:33 PM ET), 'This High Paying Cash Back Card is Taking The Market By Storm. Get Yours Now.' (marked as SPONSORED), and a partially visible article about Hurricane Irma. On the right side of the page, a large headline reads '6.2 Million' followed by text about Hurricane Irma's impact, and a list of related topics including 'Here Are Some of the', 'Trump Says He'll Visit', and 'Hurricane Irma's Field'. A small image of Kim Jong-un is also visible at the bottom right.

5.

The Impending Storm

Events organizers **must** take advantage of AR experiences to help their exhibitors increase ROI



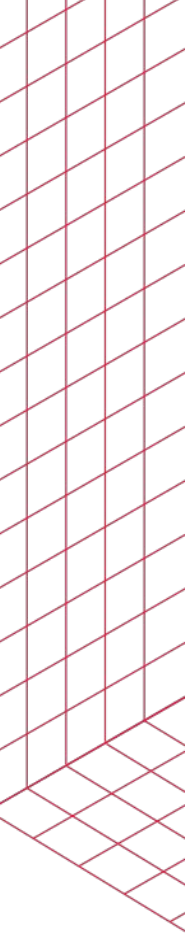


The Answer is AR

- Personalized ads unique to each attendee
- Opportunity for dynamic, interactive ads
- Easy to measure exposure, engagement, and impact on behavior
- Massive new revenue opportunity for organizers

Events Sponsorship Use Cases

- Create compelling new sponsorable moments in the venue
- Enhance existing booths with AR product demos, interactive content
- Allow attendee to “click through” and engage with content at the point of sale
- Ad efficacy can now be measured and attendee behavior tracked



8.

The sky is the limit...

on soon:

INTERIOR STAGE
Librarians

SECOND STAGE
EDELviz

SPOKEN WORD
Leon Q.



On Main Stage now:



Black Lips

last.fm



9.

Replace or enhance physical signage...



10.

...with animated or interactive highlights



Enhance print collateral...



12.

...or remove the need for it entirely



13.

Why ship large, expensive products...



14.

...when your entire catalogue is weightless!



Additional Use Cases - Content Delivery/CMS



Informational
signage and
sponsorships



Enhancement
to demos and
presentation
sessions



Real-time
“announcement”
channel for
event organizers



Reasons for Event Organizers to Care

- Increase attendee engagement and interaction
- Improve AR inventory quality through Preview certified agencies
- Retains uniqueness of face-to-face; AR enhances the live experience
- Easier logistics (less setup/tear down)
- Curate digital environment to maximize connections
- More data on exhibitors AND attendees

Monetization Opportunities for Event Organizer

- Incremental AR ad inventory to monetize around the show floor, conference, parties, sub events, etc.
- Revenue sharing from certified agencies
- AR activations before and after the event through platform

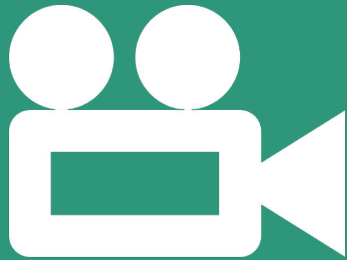
Reasons for Exhibitors to Care

- Increase brand awareness through new AR ad opportunities
- Capture strategic data on attendee behavior + specific leads from interactions/opt-in
- Higher transparency into ROI, exhibition efficacy
- More immersive and innovative ways to include product demo in live event

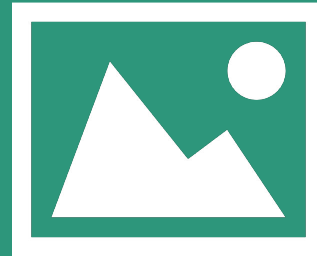
No new AR ad work required

Bring existing digital media into the virtual realm

Video



Images



Documents



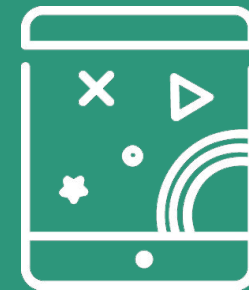
Animations



3D Models



Rich Media

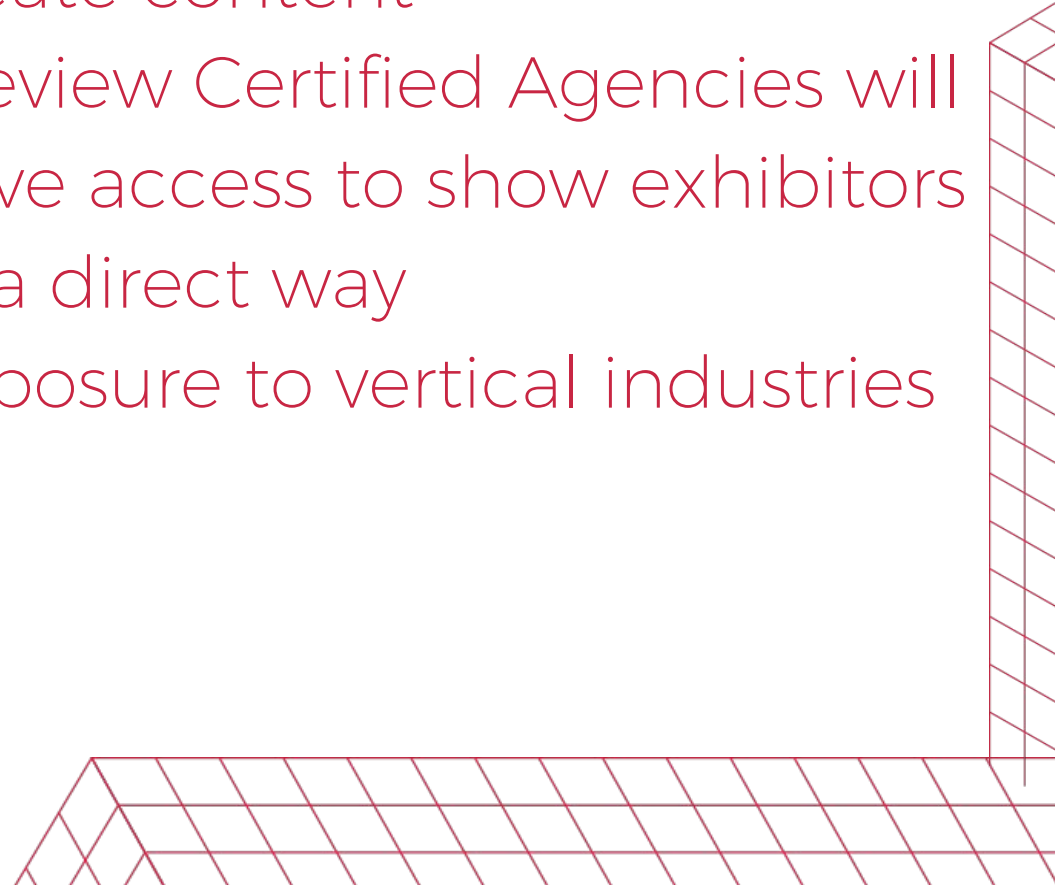


For Attendees

- Improve overall event experience, access to info, demos, etc.
- Create many “cool factor” opportunities around the event from content, experience and interaction perspective
- “Onlive” experience with consistent interactions both in-person and digitally

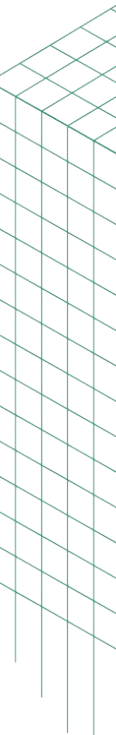
For Agencies

- New medium for which to create content
- Preview Certified Agencies will have access to show exhibitors in a direct way
- Exposure to vertical industries



Events are just the beginning

- All physical signage or location-based advertising can be virtualized
- Shopping malls
- Billboards
- Bus wraps, bus stops, train stations
- Waiting rooms
- Storefronts
- And more...





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