

Ricoh Visual Search

Infotainment on Mobile – Difficulty of Search

- Keyboards don't work
 - Virtual keyboard as the user interface is a relic of the era of the 'shrunken desktop'
 - It is a poor fit for small screens
- Voice Interactions have limited usability
 - There are many errors
 - It is unclear how to use it
 - It is unusable in noisy areas and socially uncomfortable

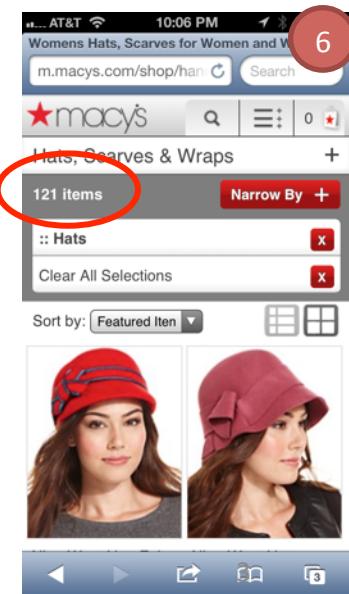
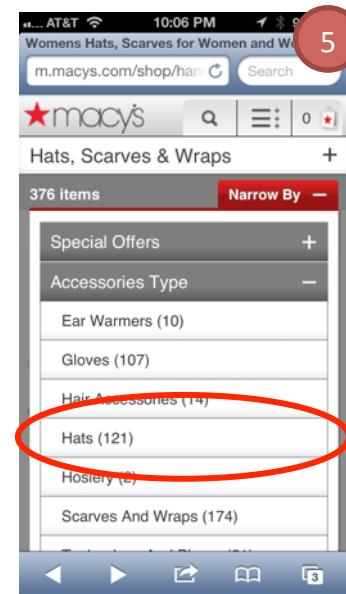
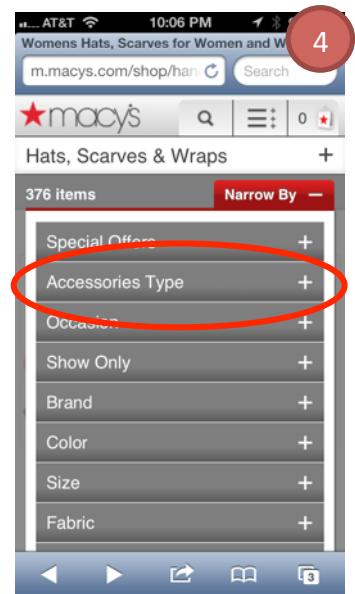
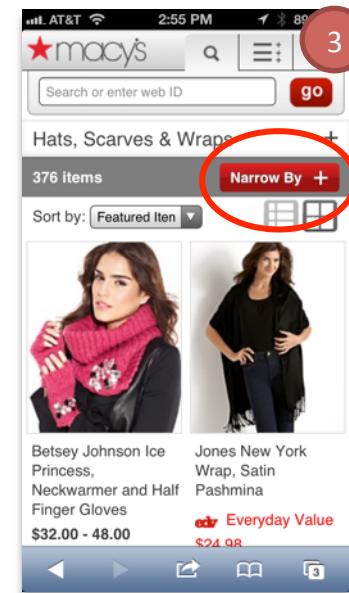
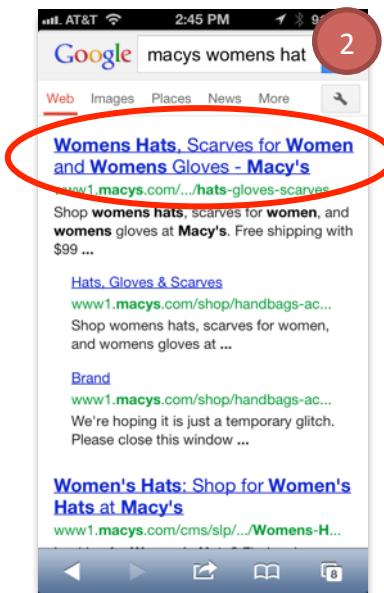
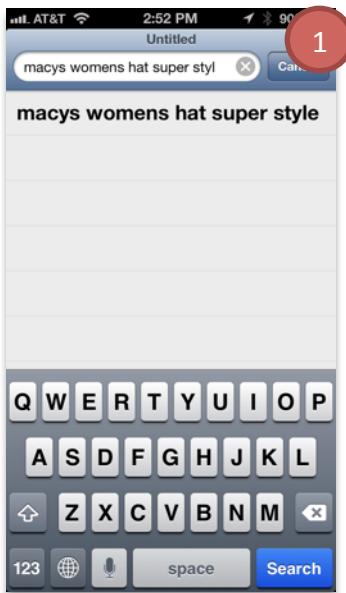


"I'm not sure what you said there"

*"I don't know what you mean.
How about a web search for it?"*



Retail Example with Text Search: “I like that hat!”



Our Premise

There is a need for a high-performance natural search solution for mobile applications to enable discovery and to drive consumption of online services.

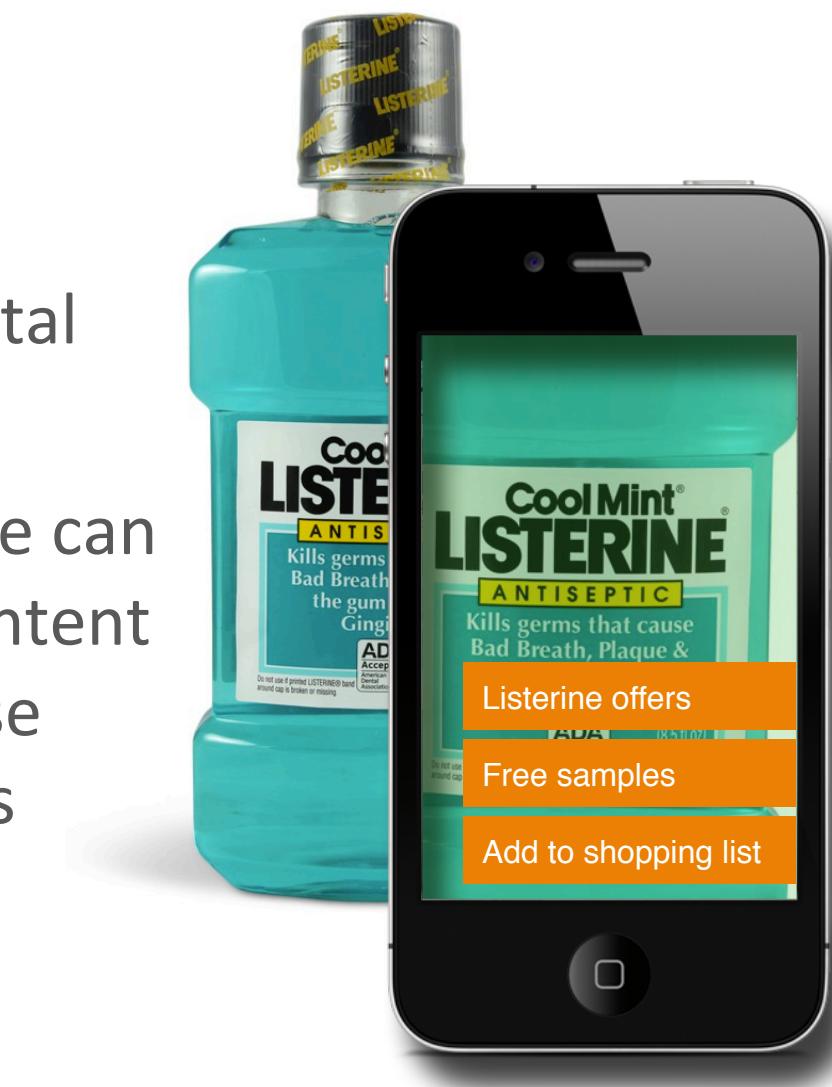
Our Solution

The Ocutag™ mobile visual search platform – bringing the power of visual search to smartphone apps



What is Visual Search?

- Visual search connects the physical world with the digital world
- The simple snap of an image can provide access to digital content such as text, video, purchase options and social networks



Retail Example with RVS: “I like that hat!”

Hotspots = images



With RVS

One snap:

- more info
- quick purchase
- more

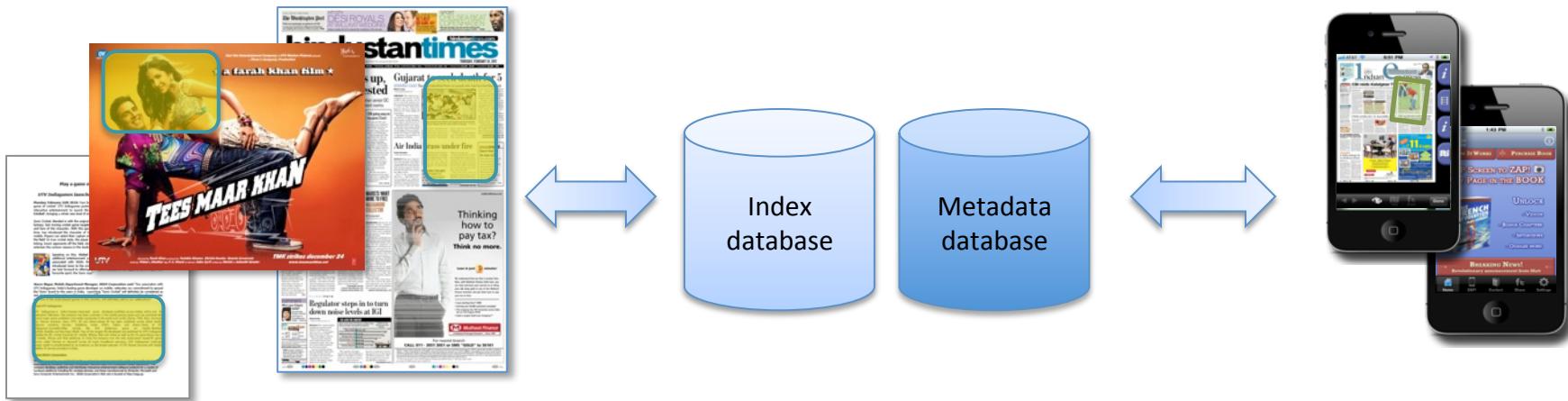
Retail Example with RVS: “I like that hat!”

Hotspots = image + location + metadata



Objects can contain multiple hotspots that are targets for discovering related, online information

Main Elements of Ricoh Visual Search (RVS)



- **Authoring**
 - Indexing images of any material
 - Virtual layers applied
 - Assign online content
- **Indexing/Recognition**
 - Computing features
 - Storing (during authoring)
 - Matching (during access)
- **Accessing (Client Apps)**
 - User experience
 - Delivery of online information
- Broad patent coverage of core RVS technology and applications with over **100 patents** granted or pending

The kinds of objects RVS can recognize

Distinctive Clothing



Products



The kinds of objects RVS can recognize



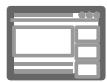
**Newspapers, Magazines,
Posters, CDs, Signs, etc.**

Logos



Choosing targets for Ricoh Visual Search

Great for:



images/text

Not meant for:



or



= “tre e”

3D objects

image classification

Ricoh Visual Search is Valuable for Shoppers and Brands

Shoppers

Initiate engagement when they're ready — in the store, at home or on the go.

Enjoy convenient transactions with omni-channel purchase.

Receive deals and offers for products they're interested in.

Try out cool, new experiences they can share with friends.



Retailers

Drive shopper engagement with brand through mobile campaigns.

Turn existing visual assets like signage, circulars and advertising images into omni-channel touchpoints.

Increase the value of your app platform to CPGs and vendors.



Manufacturers

Drive shopper engagement with brand through mobile campaigns.

Turn product packages, POS displays and advertisements into omni-channel touchpoints without expensive changes or ugly QR codes.



Visual Search supports story-telling and story sharing

Phones are now for photos

- 82% of US phone users take photos, while 80% of users text.
- Instagram has 150MM monthly active users as of Sep 2013.

Better than QR codes

- QR codes focus customer attention on obscure symbols, not the brand or the story
- no change required to publication layout
- supports legacy publications

Flexible approach to AR

- Capture moments in the real world.
- Enhancing the moment with compelling experiences that are easy to share.

Better than NFC

NFC unavailable on iPhones.

Making Ocutag work

Components of a successful Ocutag campaign



Components of a successful Ocutag campaign

Component	Definition	Partner	Consumer
Targets	These are the items that people see out in the world and snap an image of: packaging, flyers, ads, magazines.	Ideally, a partner can use assets that they've already created, with no modification.	The consumer needs to understand what is and isn't snapable. Targets should be easy to see and in a place that's easy to access.
Client app	This could really be an app, a mobile site, an SMS service or any other container for the visual search experience.	Ideally, this is an app our partner has already developed.	Ideally, this is an app consumers have already adopted and like to use.
Collection	The collection is the set of images that are uploaded to our authoring tool.	The business unit we're working with typically has easy access to a specific set of images, or connect us with another group who has a set of images.	The images in our collection must match up with the images consumers are able to produce in the real world.
Authoring	Authoring includes the human resources, workflow and imagery required to set up a visual search experience.	Authoring effort can be reduced with the right tools to support a smooth/automated workflow.	N/A
Experiences	What does the consumer get by participating? Experiences include any information, interaction, game, social sharing or promotion.	Ideally, ties into promotions, content and functionality that the partner has already produced.	Depending on the consumer's relationship to the partner, the experience provided by the program may need to be more or less compelling.
Awareness	Consumers need to understand the basic idea of visual search, the outlines of the specific program. Awareness can be raised with advertising, instructions, videos, bookends, prompts, etc.)	Ideally, the partner can clearly explain the visual search program, including its boundaries and its value to them.	Prompts at key moments (store, shelf, product, cover, page, article, item) can help provide the consumer with the information and motivation to actually use visual search.

Managing Content

Ocutag Authoring

- Associating digital content with images
- Tools:
 - Web-based authoring via Ocutag Portal,
 - Batch authoring via scripts
 - **Custom** authoring via Ocutag Authoring APIs
 - Build custom authoring application or plugin
 - Ex: create Adobe InDesign or InCopy plugins to author from these applications
- Content owner or delegate manages content
 - Insert, remove, or change content association anytime
 - Immediately updated to the cloud
 - Latest cloud update is delivered to app after recognition

Ocutag Authoring: Content Association

- Online content associated with images via “hotspots”
 - Hotspot contains links to online content
 - Link can be URL, video, audio, tweet, phone number, SMS, etc. or custom type (JSON or XML string)
- Two ways to create hotspots:
 - Single hotspot per image
 - Contains one or more links inside
 - Multiple hotspots per Image
 - Create unique experience in specific regions of image
 - Each hotspot contains one or more links inside
- Batch mode: use scripts to populate database
 - Upload images plus metadata content, e.g. XML
 - Automatically generates single hotspot per image

Sample Page Image

Single Hotspot

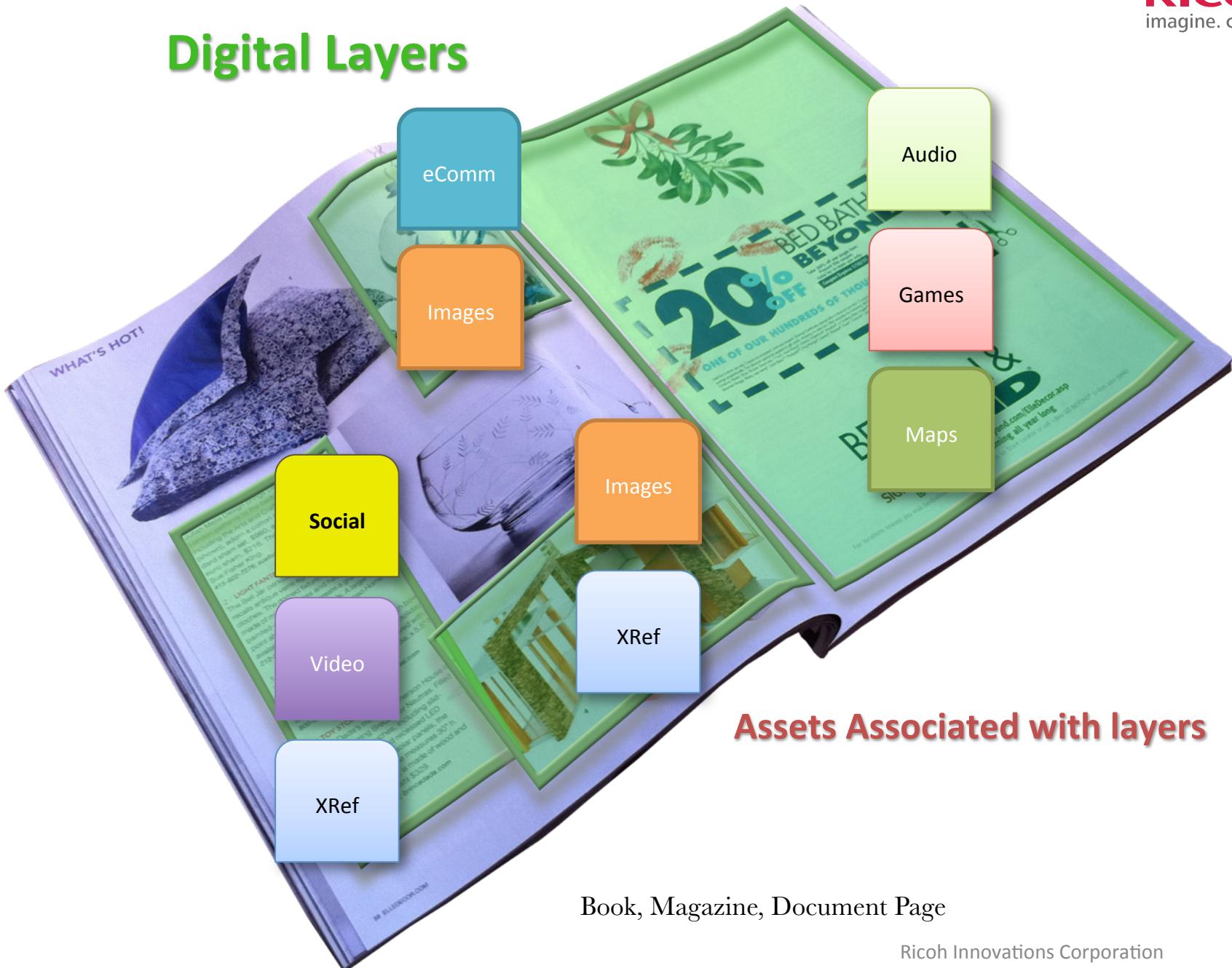


Multiple Hotspots



Authoring Examples: Magazines

Digital Layers









Close



Save



Add Hotspots Tag List



View Mode

Previous

Next

1

Search PDF



Search



Outline



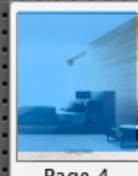
Page 1



Page 2



Page 3



Page 4



Page 5



The cover of Elle Decor magazine features a large, bold title "ELLE DECOR" in red letters at the top. Below it is the subtitle "WINTER WONDERS" in large serif letters. Underneath that are several headlines: "WARM AND WELCOMING ROOMS", "50 DELIGHTFUL, DAZZLING GIFTS", and "A HIGH-STYLE SKI HOUSE". The background of the cover shows a rustic interior room with wooden walls, a large window, and a chandelier. In the foreground, there's a white armchair, a small table with a vase of flowers, and a dining area with chairs and a table. The bottom right corner has the text "get cozy" and "An example". A barcode and some small text at the bottom left provide publication details.

ELLE DECOR
WINTER WONDERS

WARM AND WELCOMING ROOMS
50 DELIGHTFUL, DAZZLING GIFTS
A HIGH-STYLE SKI HOUSE

get cozy
An example

DECEMBER 2010/JANUARY 2011
USA \$5.95
ELLED-008.COM

01152
270831

Acrobat
interface for
editing PDF documents

Document – Elle Decor, Dec 2010

Close Save Add Hotspots Tag List View Mode Previous Next Page Search Outline

Page 58

WHAT'S HOT!



1 / SLEEPER HIT Julian Melia Design brings classic Liberty of London patterns to the bedroom. Handful prints, including the Arts and Crafts-style Lodden G (shown), a cotton queen duvet and standard sham, \$990, and a cotton and linen euro sham, \$215. The pieces are available at Sue Fisher King, 410-922-7278; suefisherking.com

2 / LIGHT FANTASTIC The Bell Jar pendant light by Canopy Designs recalls unique vintage glassware and garden cloches. The 18" wide, 30" tall fixture, made of clear glass and painted with a hand-painted pattern, retails for \$1,250. A smaller size is also available. 212-625-2500

3 / BOW William's 18" diameter punch bowl and ladle are perfect for holiday entertaining. The glass vessel, engraved with an elegant leaf motif, is \$125. 18" dia. x 5.5" h. and cost. 800-878-2222

4 / TOY Brinjal's 10' x 10' x 10' dollhouse measures 30' h. x 21' w. x 18' d., is made of wood and acrylic, and costs \$1,200. 817-698-7700

1 RICOH.COM

Page 59

Page 60

Page 61

Page 62

Page 63

eComm

Images

Social

Video

XRef

Images

XRef

A red arrow points from the left margin towards the page 61 thumbnail.

Digital Content now assigned to Physical Layer

Digital Content

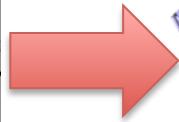
The screenshot shows a digital magazine interface for 'Elle Decor, Dec 2010'. The main content area displays several articles with images:

- WHAT'S HOT!**: An article featuring a blue patterned sofa and a hanging glass globe with green plants.
- 1 / SLEEK HIT**: A Julian Maci design bridge classic. Includes a photo of a blue and white patterned sofa.
- 2 / LIGHT FANTASIE**: A light fixture by Ganzay Design. Includes a photo of a glass bowl with etched leaf patterns.
- 3 / BOWLED OVER**: A William Yeoward Crystal's Mallett punch bowl. Includes a photo of the punch bowl.
- 4 / TOY STORY**: A Critical Mass' miniature Emerson house. Includes a photo of a small wooden house.

The sidebar shows thumbnails for other pages: Page 58, Page 59, Page 60, Page 61, Page 62, and Page 63.

Paper Content

publish
digital
layers



Authoring Examples: Products

Product Authoring: assigning digital experiences



Product Authoring: delivering digital experiences



Close Document

Close Save Add Hotspots Tag List View Mode Previous Next Page Search Outline

Page 1

MOTT'S for TOTS

Page 2

MOTT'S 100% Apple Juice

Page 3

max and pantry

Page 4

Welch's Essentials

Red Apple Mango

40% LESS SUGAR THAN 100% APPLE JUICE

APPLE JUICE & PURIFIED WATER

NATURALLY FLAVORED JUICE BEVERAGE FROM CONCENTRATE WITH OTHER NATURAL FLAVORS

64 FL OZ (2 QT) 1.9 L

Social

Coupons

Games

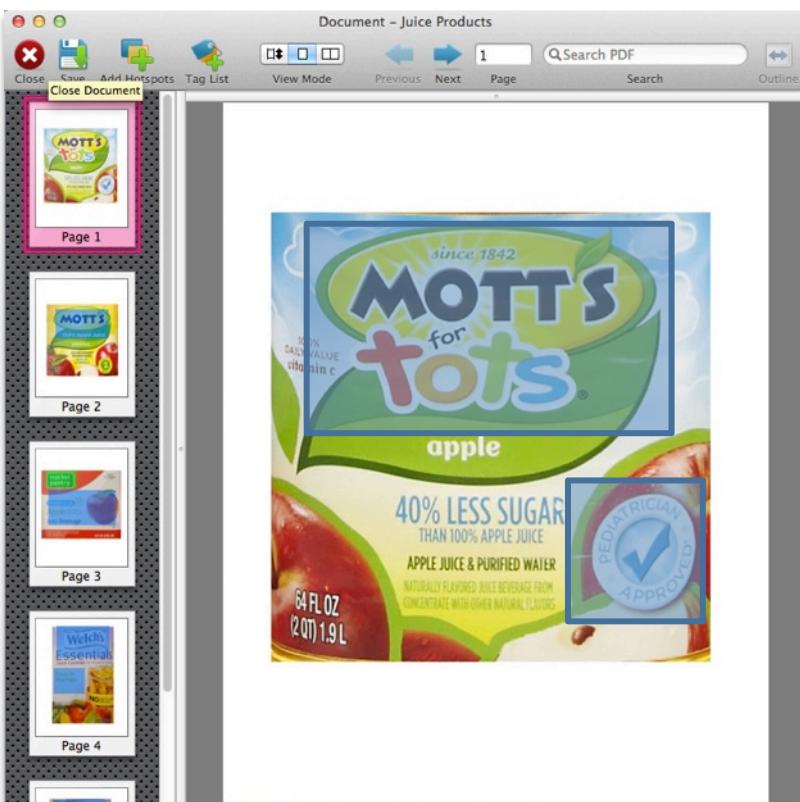
Info

Video

Acrobat
interface for
editing PDF
documents

Digital Content now assigned to Physical Objects

Digital Content



publish
digital
layers

Physical Objects



From image
capture to
content
delivery

Customer Control of Metadata & UX

1a Capture:
snap or
hover



1b

Submit Image
via Collection API



1c
Image
Recognized:
Unique label
returned

2a

Request
Metadata:
Use unique label
to download
metadata from
Ocutag server



2b



3

Present Content:
Metadata formatted for mobile
& integrated into UI



 **Ocutag**
Web Service

Customer Control

1a Capture:
snap or
hover



1b Submit Image
via Collection API



1c Image
Recognized:
Unique label
returned

 **Ocutag**
Web Service

3a

Request from 3rd party:
Use unique label to
request metadata from 3rd
party server



3b Retrieve Metadata



2a

**Request
Metadata:**

Use unique label
to download
metadata from
Ocutag server

4

Present Content:

Metadata formatted for mobile
& integrated into UI



2b

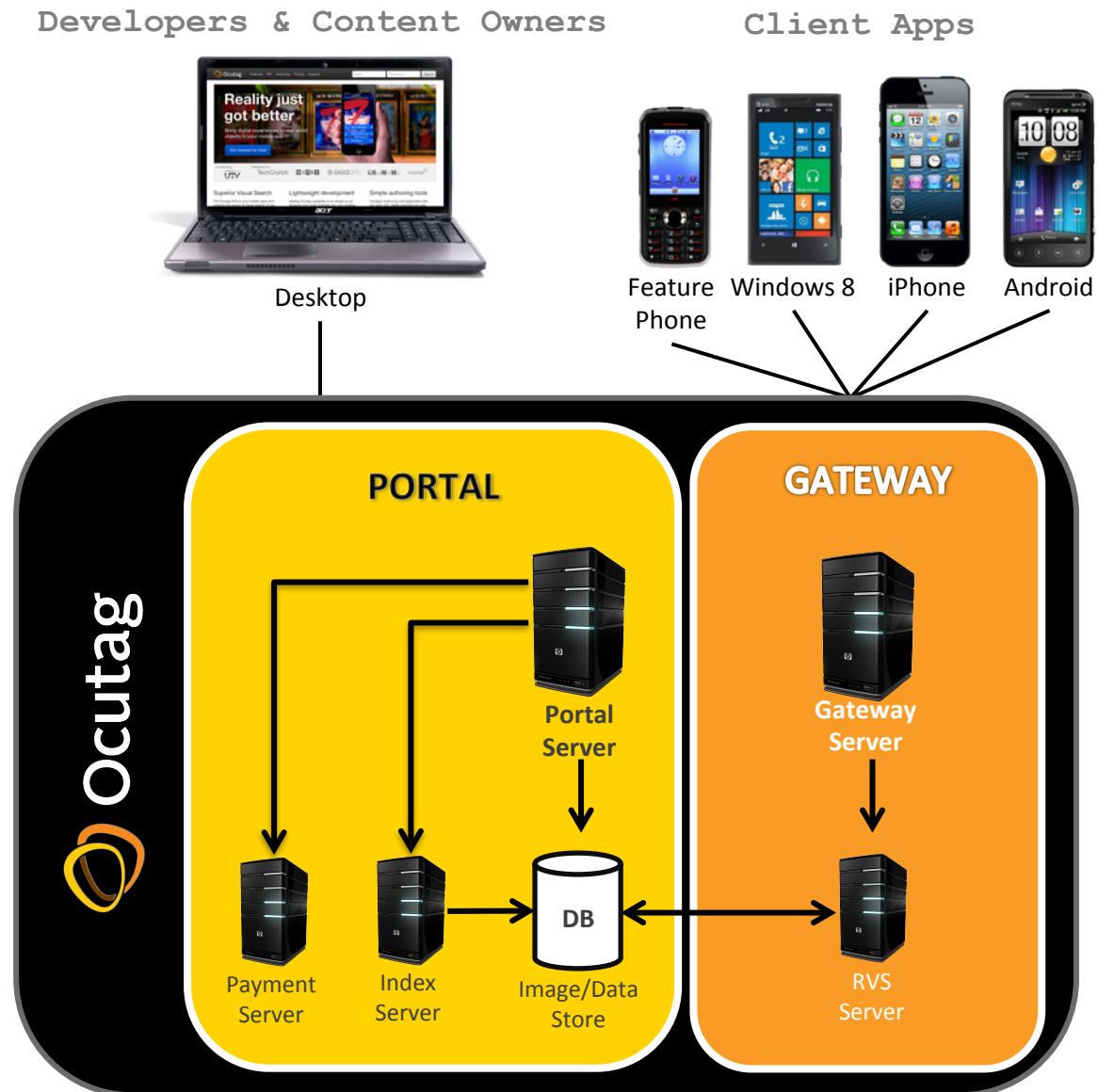
Retrieve Metadata:

XML/JSON string
represents links to
web content or
database query

The Ocutag Platform

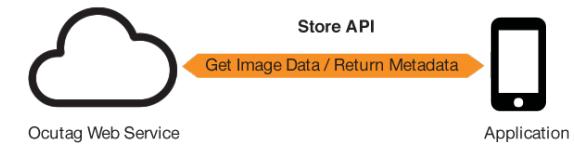
Ocutag Web Services Platform

- RESTful APIs for indexing, recognition and metadata retrieval
- Can be leveraged from variety of OS's: Android, iOS, Windows, desktop, etc.
- Developers & content owners interact with **Portal** to create database
- Client apps interact with fast **Gateway** servers to submit queries and get results
- Analytics can provide valuable data on usage patterns



API Descriptions

- Collection API: Recognition & Indexing
 - Recognition:
 - Captured query image submitted to server for recognition
 - Server returns match result, includes **unique identifier** associated with **source image**
 - Indexing
 - Build custom authoring applications or plugins (*coming soon*)
- Store API: Metadata storage & Retrieval
 - **Unique identifier** used to retrieve digital content associated with source image
 - Association done via authoring interface
 - Developer controls end-user experience by formatting metadata in the app
 - Or, bypass Store server; connect directly to own server instead to retrieve metadata



Ocutag Authoring

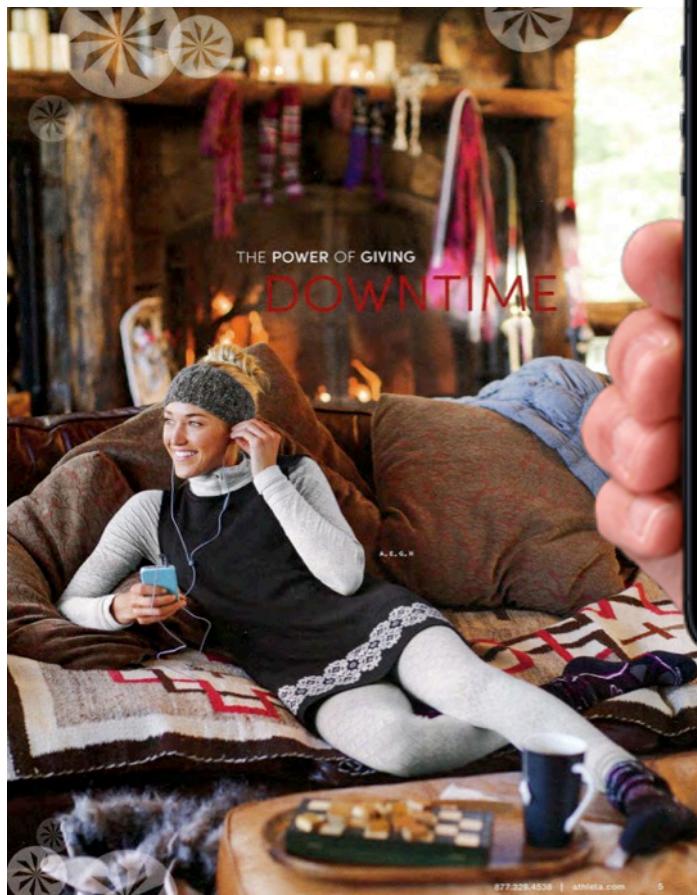
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 - Batch authoring via scripts
 - **Custom** authoring via Ocutag Authoring APIs
 - Build custom authoring application or plugin
 - Ex: create Adobe InDesign or InCopy plugins to author from these applications
- Content owner or delegate manages content
 - Insert, remove, or change content association anytime
 - Immediately updated to the cloud
 - Latest cloud update is delivered to app after recognition

See, Snap, Get: Visual search vs. QR Codes

Ricoh Visual Search for Athleta

See

A shopper browsing the Athleta catalog comes across an eye-catching spread that includes the Hot When You're Not dress.



Snap

She snaps the image with her Athleta app.



Get

She's given the option to directly purchase the dress along with the other items included in the look.



 **ATHLETA**

Product Catalog: Athleta

The catalog page features a large photograph of a skier in a red jacket and helmet on a snowy slope. To the right is a grid of product images labeled A through H, each with a small color swatch and a detailed description.

- A | DIAMOND PEAK HALF ZIP**
NEW The chafing-free midweight piece with the natural warmth of wool. Warms you up and cools you down.
Combats odors. Import. FABRIC CONTENT: 40% POLYPROPYLENE SPANDEX, 15% White Cypress (on model), Red Licorice Cypress, Black Cypress (XS-XL) | 306581 | \$99
- B | PISTIL® FIZZ BEANIE**
Import. Blue, Charcoal, Plum | One Size | 315172 | \$30
- C | SOREL® CATE THE GREAT BOOT**
Tall boots made for the coldest mountain descents. Recycled faux fur snow cuff.
Import. SOLE: RUBBER | LINING: POLYESTER/RUBBER
Twins (S-12) | 479234 | \$200
- D | HOT WHEN YOU'RE NOT DRESS & PRINTED HOT WHEN YOU'RE NOT DRESS**
The sweetest Tech Stretch dresses to throw on over your base layers. Above-the-knee cut, insulating fleece inner. Import. FABRIC CONTENT: 15% STRETCH POLYESTER/SPANDEX, XXS-XXL YK-ZX, XXXSP-LP, ST-XLT
- E | PRINTED HOT WHEN YOU'RE NOT DRESS**
Port Wine Scrol Stamp, Black Scrol Stamp (on model) | 306547 | \$74
- F | PISTIL® ROBIN WRISTLET**
Import. Plum, Charcoal, Blue | One Size | 315170 | \$30
- G | PISTIL® PETRA HEADBAND**
Import. Plum, Blue, Charcoal (on model) | One Size | 266878 | \$24
- H | DIAMOND PEAK TIGHT**
NEW Wool insulation in a midweight, ribbed knit. Warm and light.
Warms and cools you as needed.
Combats odors. Import. FABRIC CONTENT: 15% POLYPROPYLENE/SPANDEX, 15% White Cypress (on model), Red Licorice Cypress, Black Cypress (XS-XL) | 307271 | \$69

This is only part of the story.
Check out the full story
(and full details)
online at athleta.com

Product Catalog: Athleta with QR Codes

Messy look when associating individual QR Codes with each product on page



Can not support legacy materials

QR codes also require adjusting layout to include the code

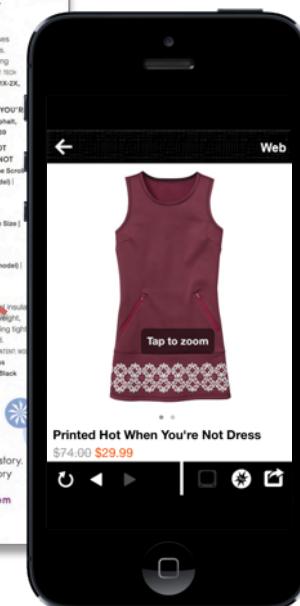
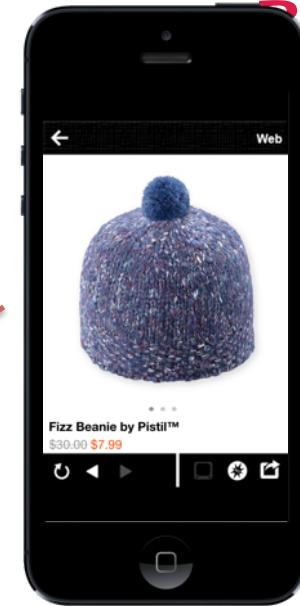
Athleta catalog with Ocutag enabled content (no QR codes)



Snap image to connect
with online content



No change to existing
layout required



Each product can be connected to unique experience without
using QR Codes by simply pointing at the desired product

eMagazines

Business Investigation Findings



- Sell more advertising
- Ready to embrace new technology
- Looking for more opportunities to connect with reader
- Sell space to advertisers
- Creating **Digital Assets**: currently deliver to online readers only
- Would like for print to be interactive
 - Magazine industry still growing – people reading magazines: 93% in U.S.
- Connect to relevant content, purchasing opportunities
- Share information with friends, social networks

iPad/Mobile vs. Paper Magazine

O (Oprah) Magazine



iPad

Subscribers*

100K

Digital Assets

Maps

Video

eComm

Audio

Games

XRef

Images



X

Print

3 Million

X

Enabling access to digital assets with visual search

O (Oprah) Magazine



iPad

Subscribers

100K

Digital Assets

Maps

Video

eComm

Audio

Games

XRef

Images



Print

3 Million

Benchmarking

Comparison

- Compared Ocutag against 5 visual search systems
- Indexed same images in all systems
- Created 3 test categories
 - Text + Image
 - Text Only
 - Image Only
- Submitted query images
- Recorded results
 - Recognition
 - Time

Image Database

**CALIFORNIA
DRIVER HANDBOOK**

Arnold Schwarzenegger, Governor
State of California
Dale E. Bonner, Secretary
Business, Transportation and Housing
George Valverde, Director
Department of Motor Vehicles

ENGLISH

YOU GET TO CHOOSE
Valid driver's license
Or consequences

Visit dmv.ca.gov for the
Parent-Teen Training Guide

Warning Signs

motorcyclists, bicyclists, or other vehicles moving on their green light.
No turn against a red arrow—You may not turn right or left against a red arrow.

EXAMPLES OF RIGHT AND LEFT TURNS

The numbers on the cars in the diagrams refer to the numbered sentences on these pages. Always use your turn signals.

1. **Left turn from a two-way street into a one-way street.** Start the turn in the left lane closest to the middle of the street. Complete the turn, if safe, in either lane of the cross street (shown by arrows.) Use the center left turn lane if there is one. A left turn may be made from the other lane, if permitted by signs or arrows.
2. **Right turn from a one-way street into a one-way street.** Start the turn from the far left lane. Watch for pedestrians, motorcyclists, and bicyclists between your vehicle and the curb because they can legally use the left turn lane for their left turns. Turn into any lane that is safely open, as shown by the arrows.
3. **Left turn from a two-way street into a one-way street.** Start the turn from the lane closest to the middle of the street. Turn into any lane that is safely open, as shown by the arrows.
4. **Left turn from a one-way street into a two-way street.** Start the turn from the far left lane. Turn into either of the lanes that are safely open, as shown by the arrows.
5. **Left turn from a one-way street into a one-way street.** Start the turn from the far left lane. Watch for pedestrians, motorcyclists, and bicyclists between your vehicle and the curb because they can legally use the left turn lane for their left turns. Turn into any lane that is safely open, as shown by the arrows.
6. **Right turn from a one-way street into a one-way street.** Start the turn in the lane nearest the right-hand curb. Do not swing wide into another lane of traffic. Watch for pedestrians, motorcyclists, and bicyclists between your vehicle and the curb. Sometimes, signs or pavement markings will let you turn right from another lane as shown by the arrows.

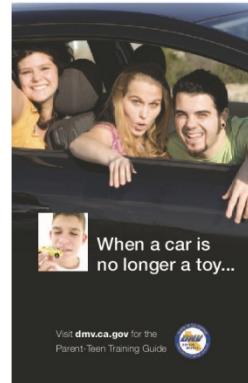
- 37 -

Sample Images

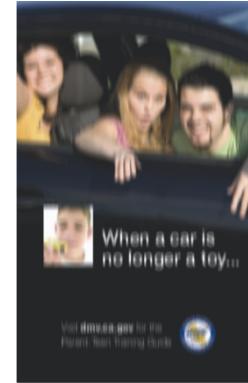
Sample Query Images

- Image only
- Text only
- Image with text

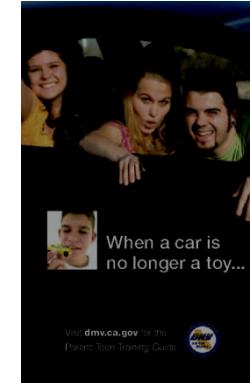
Normal



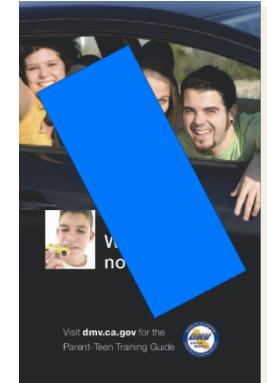
Blurred



Brightness



Occluded



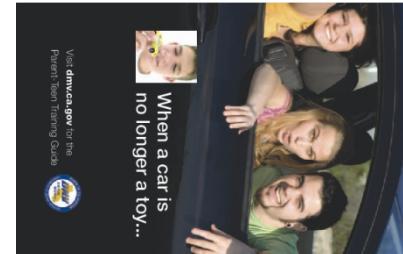
Text Only



Page curl



Rotated



Scaled



Competitive Benchmarking

	Ocutag	Company 1	Company 2	Company 3	Company 4	Company 5
Recognition Performance						
Text + Image (in %)	99.5	84	68	70	91	82
Text Only (in %)	99	78	89	56	84	79
Image Only (in %)	98	76	84	81	90	83
Average Error Rate (in %)	1.29	20.6	19.5	30.75	11.46	18.6
Recognition Time	<1 sec	13 sec	4 sec	4 sec	1.5 sec	3 sec
Authoring						
Single Image	Yes	Yes	Yes	Yes	Yes	Yes
Batch Indexing	Yes	No	Limited	No	No	No
Multiple Hotspots per Page	Yes	Yes	No	No	No	No
Test Suite: 63 tests						
100% Test Failure	0	9	10	16	7	10

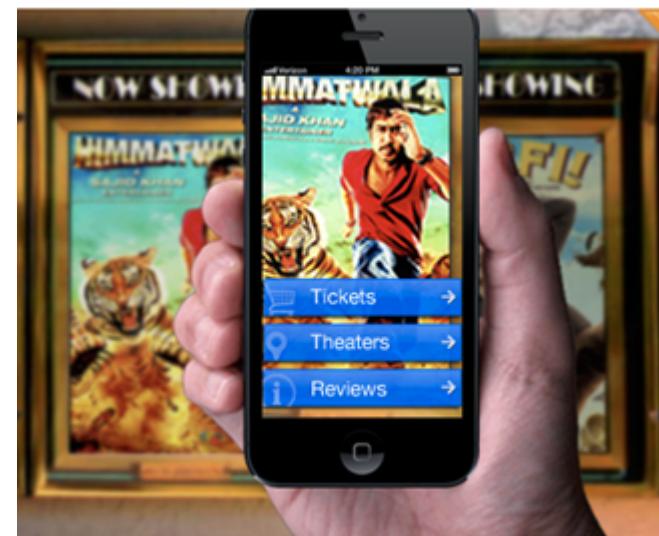
Competitive Benchmarking

Acquired in
2013/2014

Ocutag	Company 1	Company 2	Company 3	Company 4	Company 5
Recognition Performance					
Text + Image (in %)	99.5	84	68	70	91
Text Only (in %)	99	78	89	56	84
Image Only (in %)	98	76	84	81	90
Average Error Rate (in %)	1.29	20.6	19.5	30.75	11.46
Recognition Time	<1 sec	13 sec	4 sec	4 sec	1.5 sec
Authoring					
Single Image	Yes	Yes	Yes	Yes	Yes
Batch Indexing	Yes	No	Limited	No	No
Multiple Hotspots per Page	Yes	Yes	No	No	No
Test Suite: 63 tests					
100% Test Failure	0	9	10	16	7
					10

Key Differentiation

- Highest speed
 - Response time < 1 sec
- Most accurate solution
 - Lowest error rate (in many cases > 99%)
 - No false positives
- Scalability
 - Supports large databases: 100K – 1 million images
- Enables content owners to offer industry-leading visual search solutions

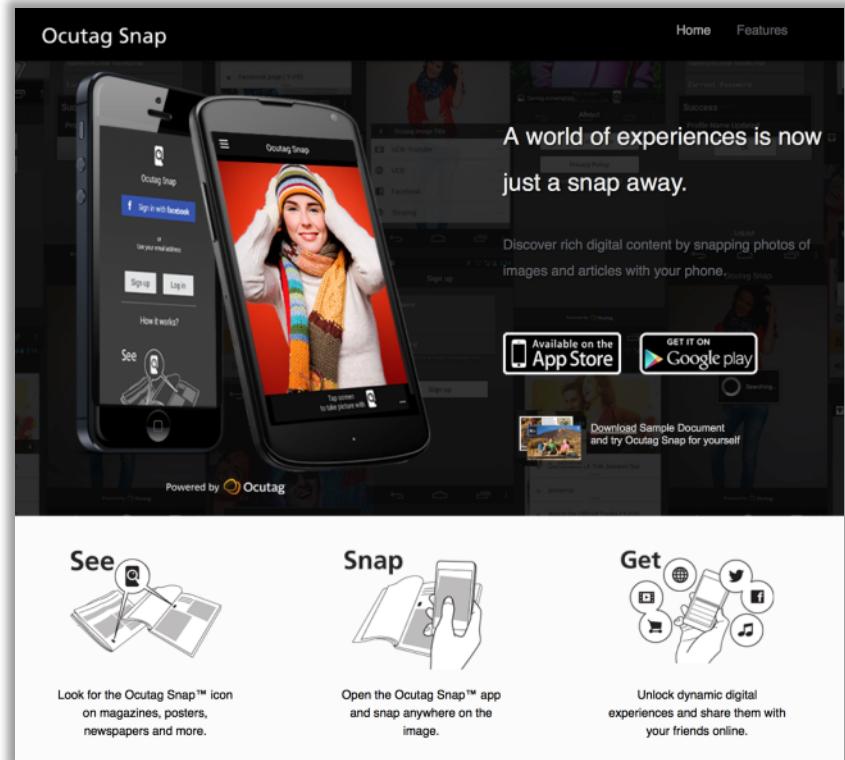


Ocutag Snap App

The Ocutag Snap App

<http://ocutagsnap.com>

- The Ocutag Snap app is a product targeted at and adopted by leading media companies in India
- Launched in July 2013 on App Store and Google Play
- Provides *content partners* with complete market-ready solution
 - Fast response servers
 - Authoring and Indexing tools
 - Icons and design support



Ocutag Snap Icon

Oicutag Snap call to action applied to printed materials



Diamond Comics



Campus Diaries

RICOH Confidential

Ocutag Snap call to action applied to printed materials

RICOH
imagine. change.



Tehelka Magazine



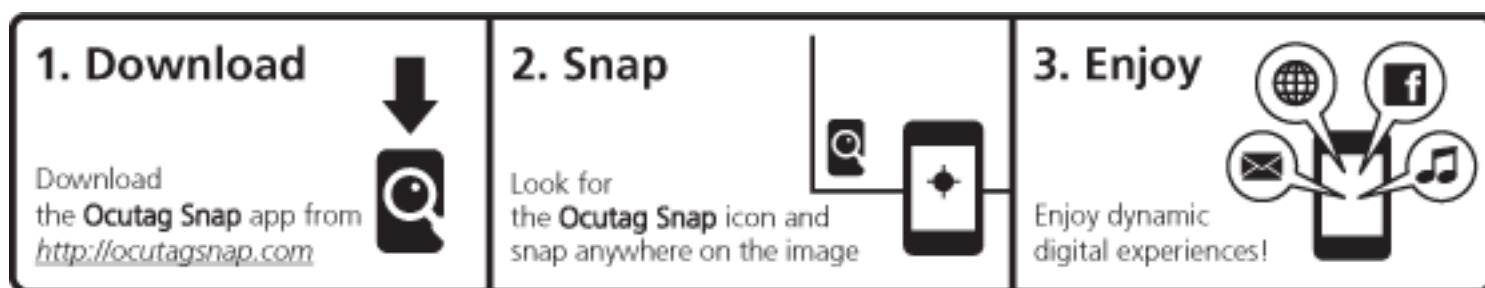
DSA Magazine

Ricoh Confidential

58

How do we indicate something is snappable

Guide



Typically placed near the beginning of a publication

Examples: Catalogs and Fliers

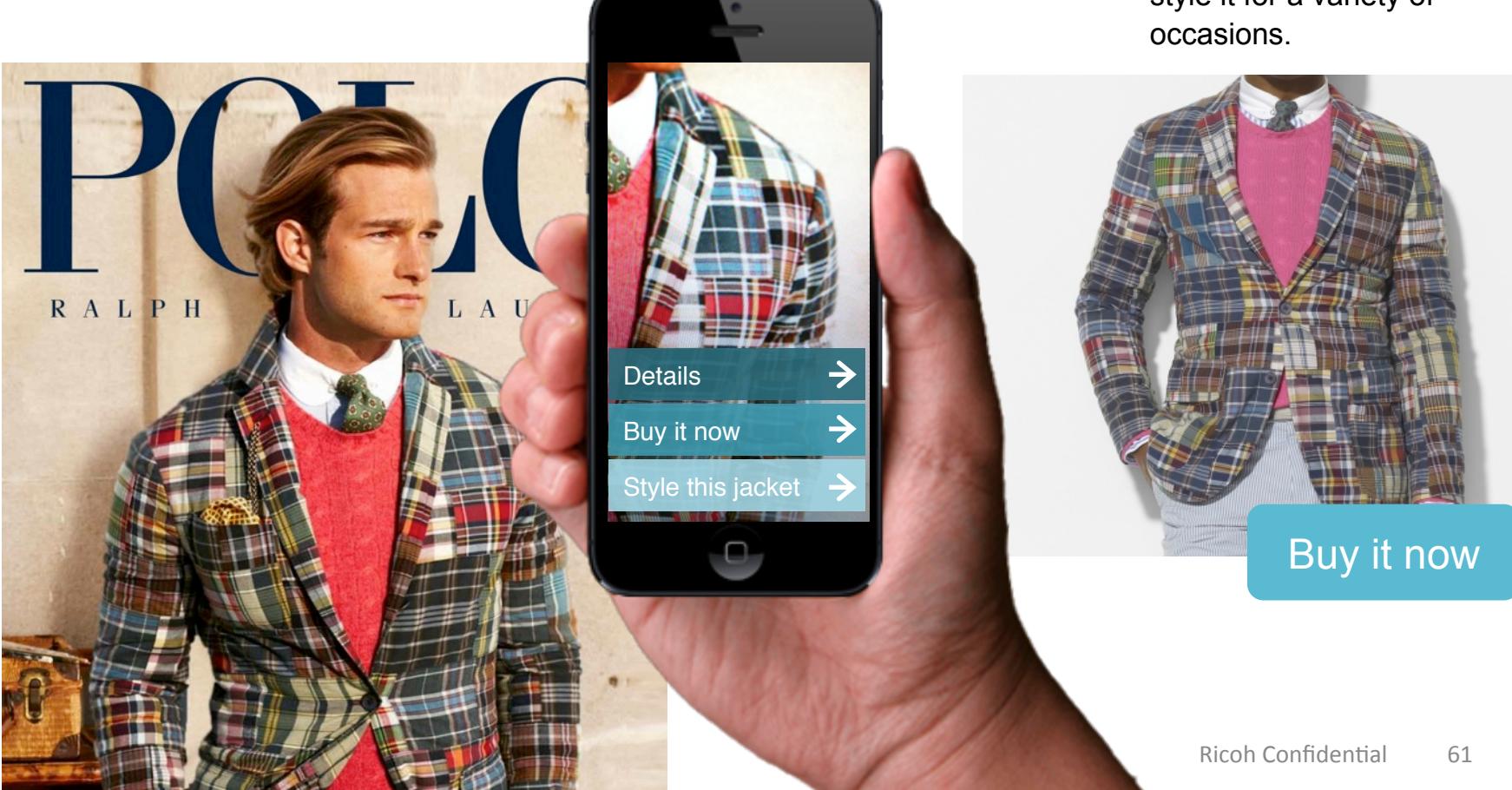
Catalog example

See

A shopper browsing a magazine sees a jacket that looks amazingly cool.

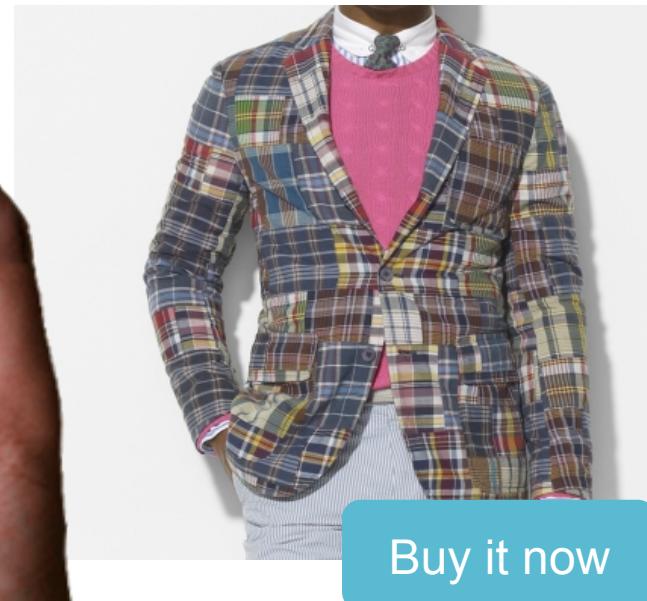
Snap

He snaps the image with the magazine's app.

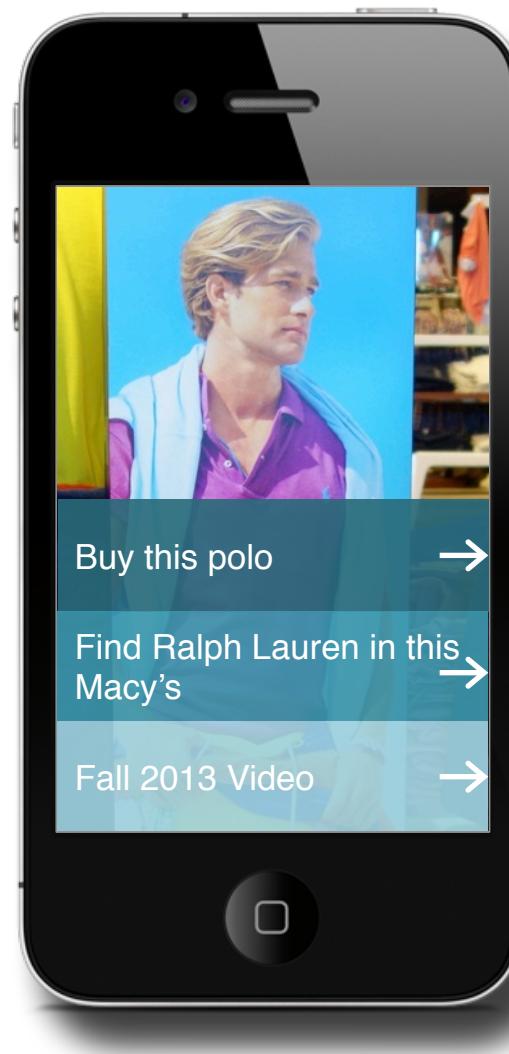


Get

He's given the option to directly purchase the jacket or watch a video on how to style it for a variety of occasions.



Store signage example



Target Flier Example

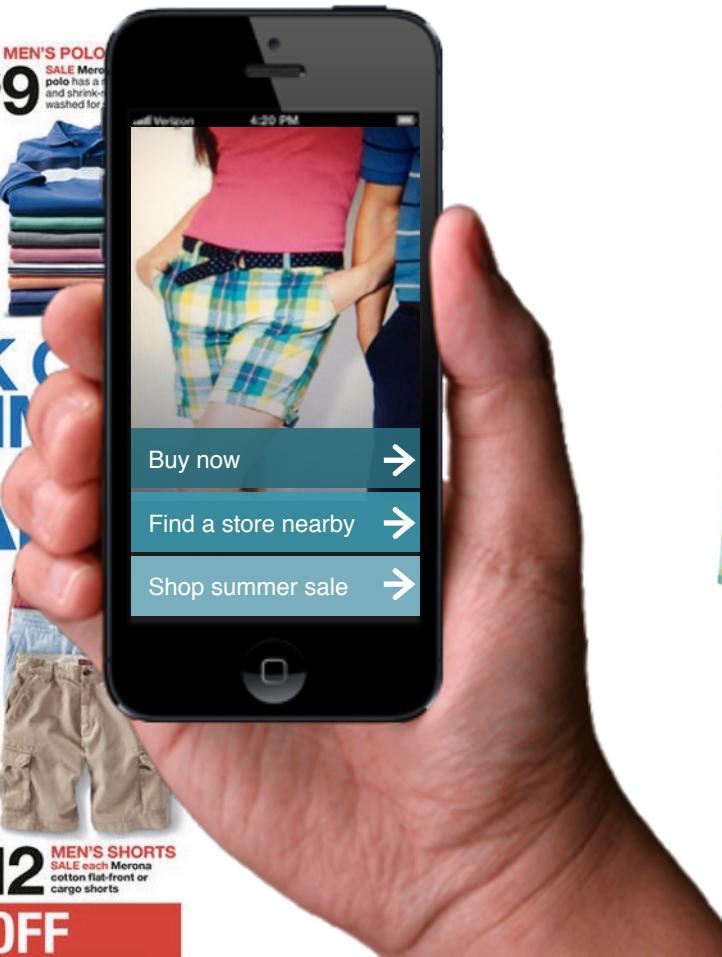
See

A shopper browsing the Target weekly ad sees a fun pair of shorts.



Snap

She snaps the shorts with her Target app.



Get

She's given options to directly purchase the shorts, find a Target store nearby, and shop more summer sale items.



Bilka Catalog/Flier Example

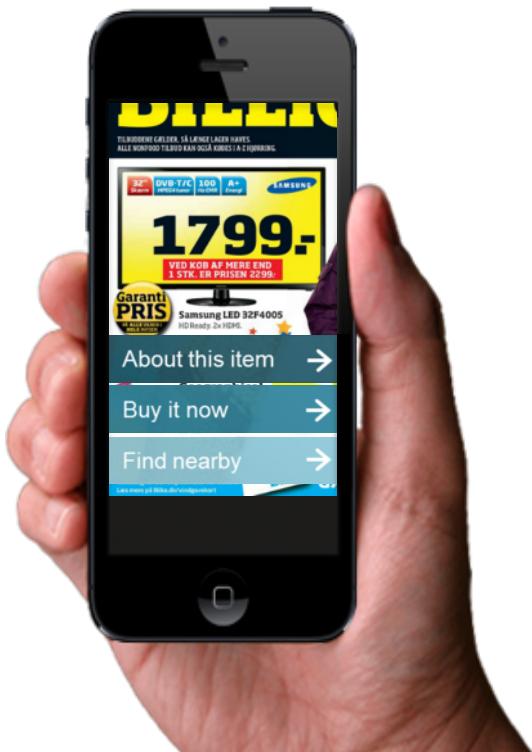
See

A shopper browsing a Bilka catalog sees the TV she has been looking for.



Snap

She snaps the TV with her Bilka app.



Get

She's given the option to directly purchase the product, along with links to check reviews and specifications.



Old Navy flier example

See

A shopper receives a promotional flier from Old Navy.



Snap

She snaps the offer with her Old Navy app.



Get

She's given the option to directly purchase the product, along with links to the spring catalog.



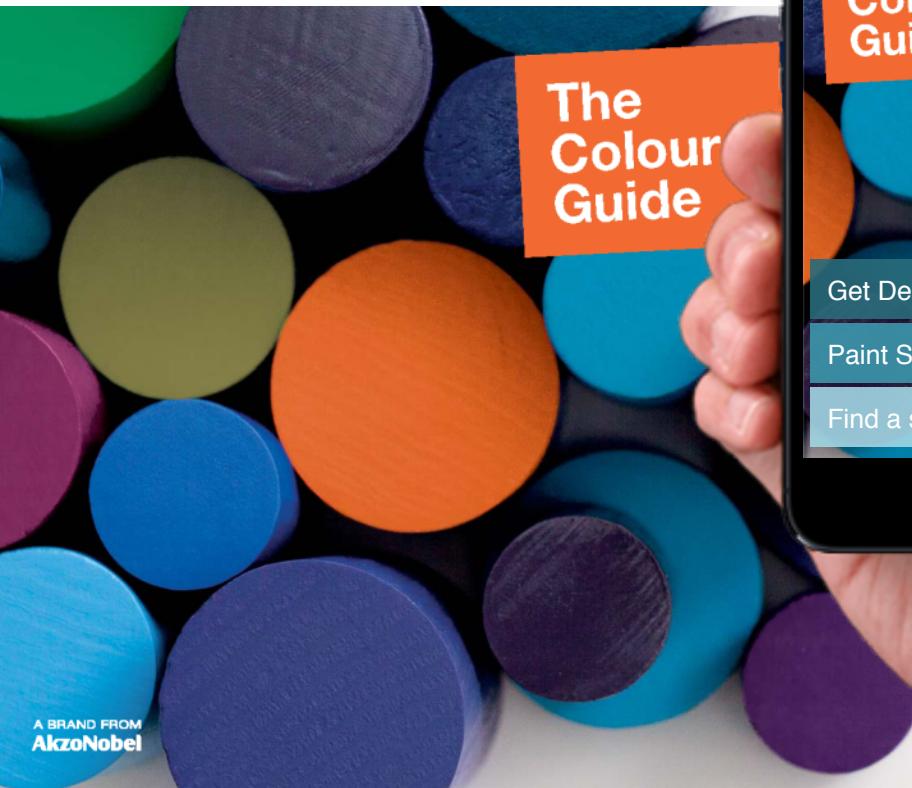
Buy this dress

OLD NAVY

Paint color brochure example

See

A shopper spots **The Colour Guide** for Dulux paint

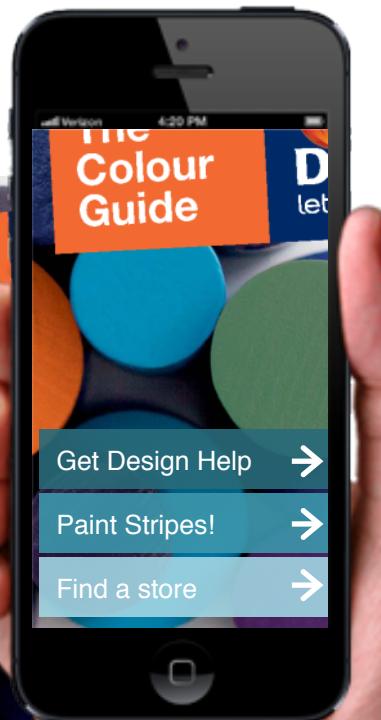


Snap

She snaps the cover or any page with her Dulux app.

Get

She's able to check receive online expert designer help, and view list of possible designers in her area



Dulux

Rooms Colours Products Advice

Call our design centre 0800 080 0808 or email us on info@akzonobelgroup.co.uk

Join our team of Dulux Designers

Create your ideal home

Join our team of Dulux Designers

Offers

Selected blog post

Get Design Help

View Design Help

AkzoNobel

Examples: Products

Ricoh Visual Search for Coca-Cola

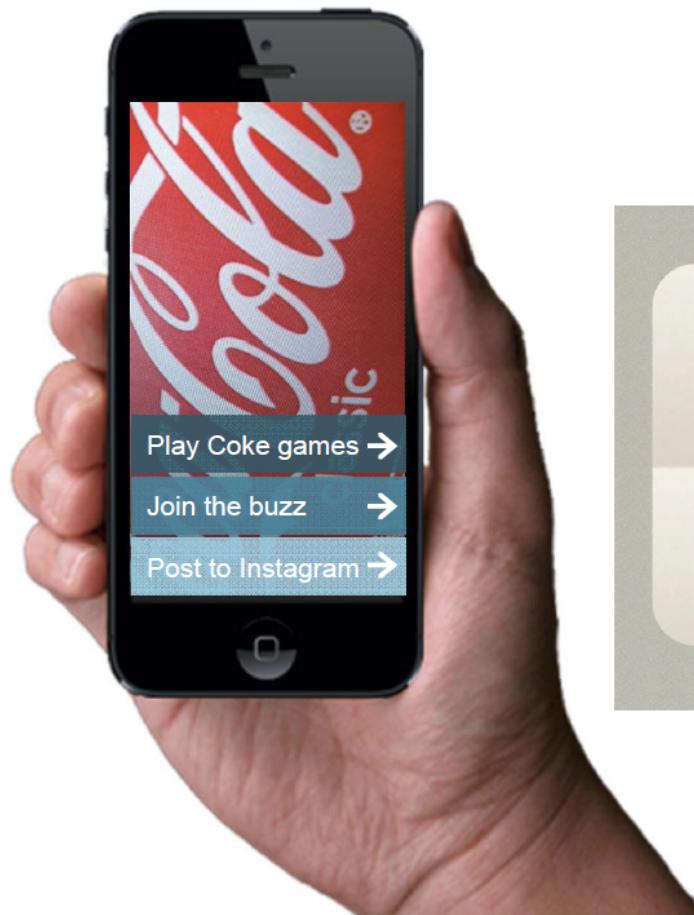
See

A customer grabs a Coke from the fridge to accompany her tasty meal.



Snap

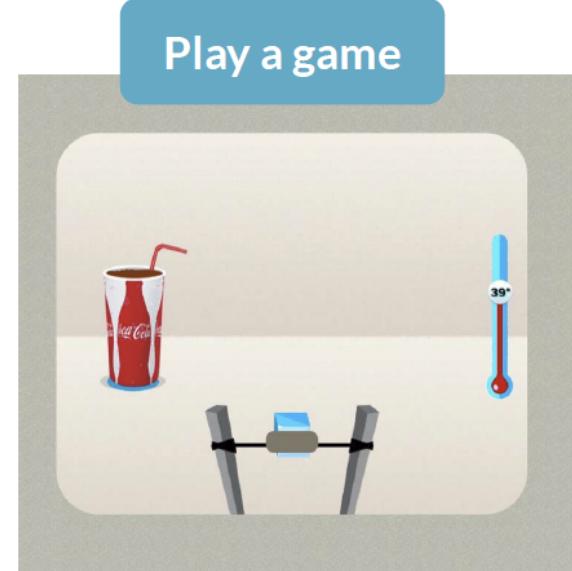
She snaps the product with the Coke app.



Get

She is given the option to share her experience on social media, or play a game while she dines.

Play a game



Coca-Cola

FMCG products

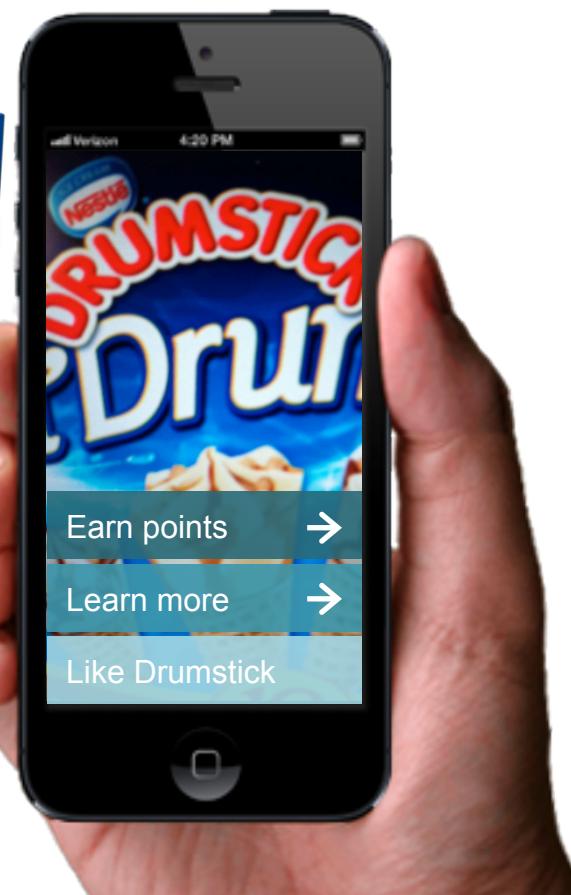
See

A loyal shopper purchases another box of Drumstick Lil' Drums at his local grocery store.



Snap

He snaps an image of the product (with POP code) using his Nestlé app.



Get

He earns loyalty points to use for future rewards. He also has the option to learn more, and share with friends on social media.

400
points

Earn points

Grocery products

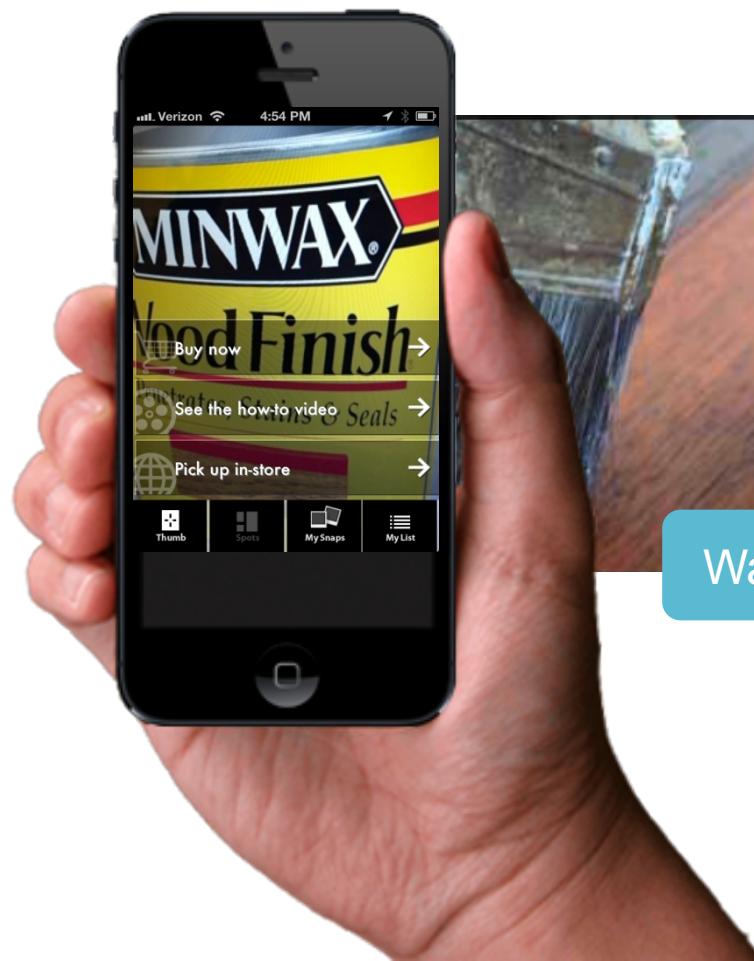
See

A shopper browsing in The Home Depot is trying to make a decision about what type of wood finish to buy for her deck project.



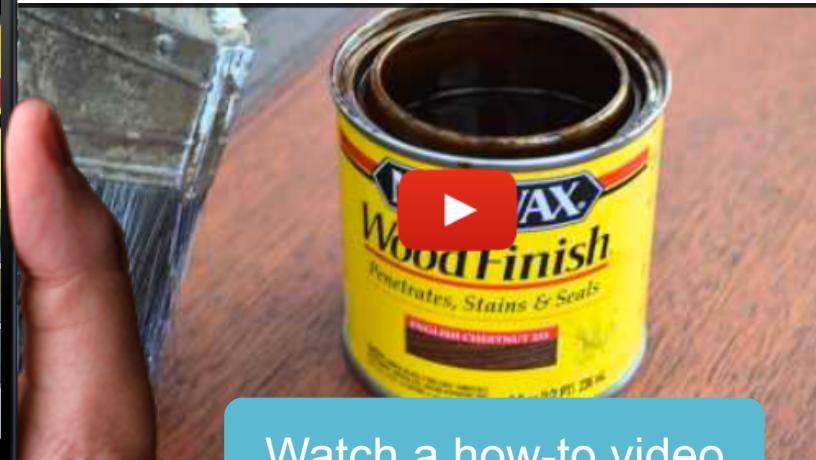
Snap

She snaps the product with her The Home Depot app.



Get

She's given the option to directly purchase the product, along with a link to product information.



Watch a how-to video

Grocery products example

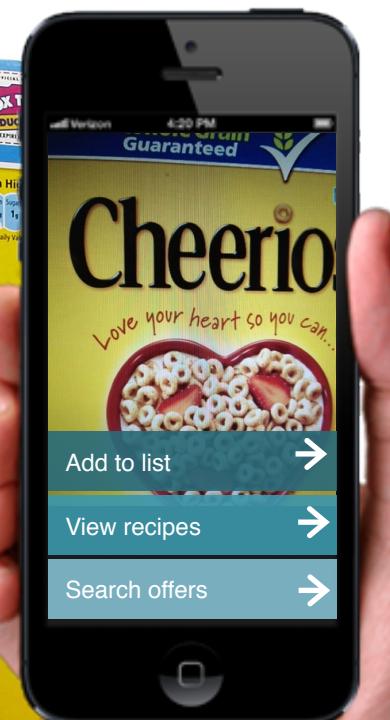
See

A shopper at home is looking for recipe inspirations when she sees Cheerios in her cupboard.



Snap

She snaps the box with her Kroger app.



Get

She gets recipes. She can also add Cheerios to her shopping list and search for offers on General Mills products.

View recipes



Oral care products example

See

Facing a shelf filled with oral hygiene products, a shopper isn't sure which products are best for her.



Snap

She snaps a box of Crest Whitestrips with her shopping app.



Get

She's given a whitestrips comparison tool and offers for compatible Crest 3D White products. She can also check out customer feedback on social media.



Get offer

Examples: Media

Music Poster Example

See

A fan at a Justin Timberlake concert sees a poster offering an exclusive opportunity to download a track from that night's show.



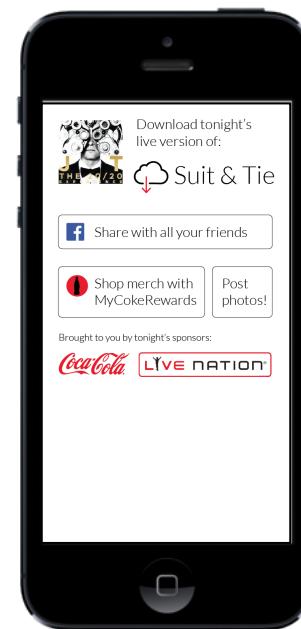
Snap

He snaps the poster and texts it to a special gateway.



Get

He gets to download the song and share it with friends not at the concert. He also gets access to the My Coke Rewards concert merchandise portal, and he can share his concert photos on the Coca-Cola Facebook page.



Movie Poster Example

See

A movie patron is excited to see the trailer of the new Bollywood movie "Himmatwala"



Snap

She snaps the poster with her smartphone



Get

She is given the option to purchase tickets, view the trailer and find out more information about the stars of the movie.



Album Art Example

See

A music lover is looking through their collection of music



Snap

He snaps the the cover art of the Imagine Dragons album

Get

He is given the option to instantly play the album on his iPhone, view upcoming concerts or visit the artist's web page.



Promotion Example

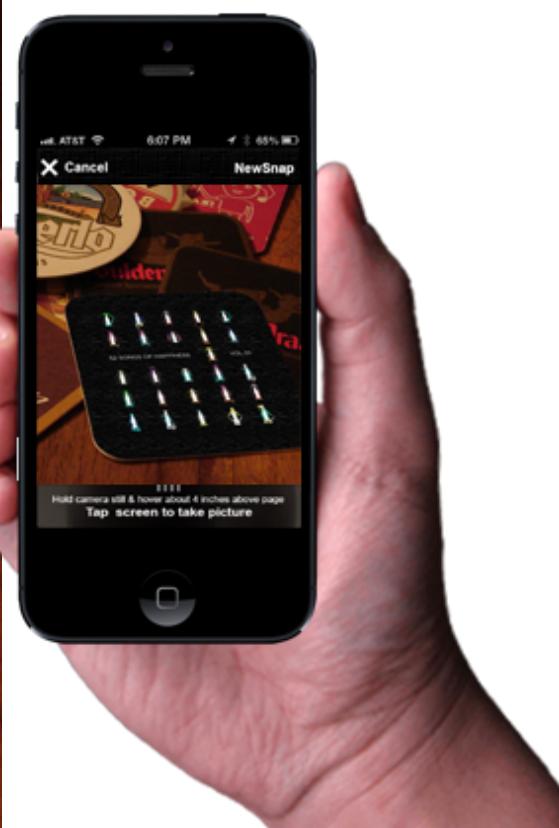
See

A customer at a bar sees the new Coke “52 Songs of Happiness” drink coaster.



Snap

He snaps the coaster with the My Coke Rewards (MCR) app



Get

The app directly launches Spotify and starts playing the album

