

# 'Surface' Cleaner

## Browse the catalogue

Everyone has a catalogue, and online 260 views and zoomable images are all the rage, but none of these methods truly allowing an interactive experience, they aren't tangible or fun....  
The way a product feels, move, looks can only be truly experienced in hand, the next best thing? augmented reality which combines all the tactile elements in a truly innovative catalogue experience

## Don the shades

Augmented reality shades combine a camera with small monitors in each lens, it's the equivalent of going to the cinema....

The camera views the surface table area and the user interacts with a flat icon on screen, this flat icon is the augmented reality marker, specific to the product chosen in the browse experience

## Experience the product

Combined augmented reality camera/screen shades allows a user to view the augmented reality surface product, the screens in the glasses work with the camera, in the real world, the user is moving a square, but what they see and interact with on the glasses is a 3D realisation of the product they are interested in

