

Augmented Reality
vs
Reality

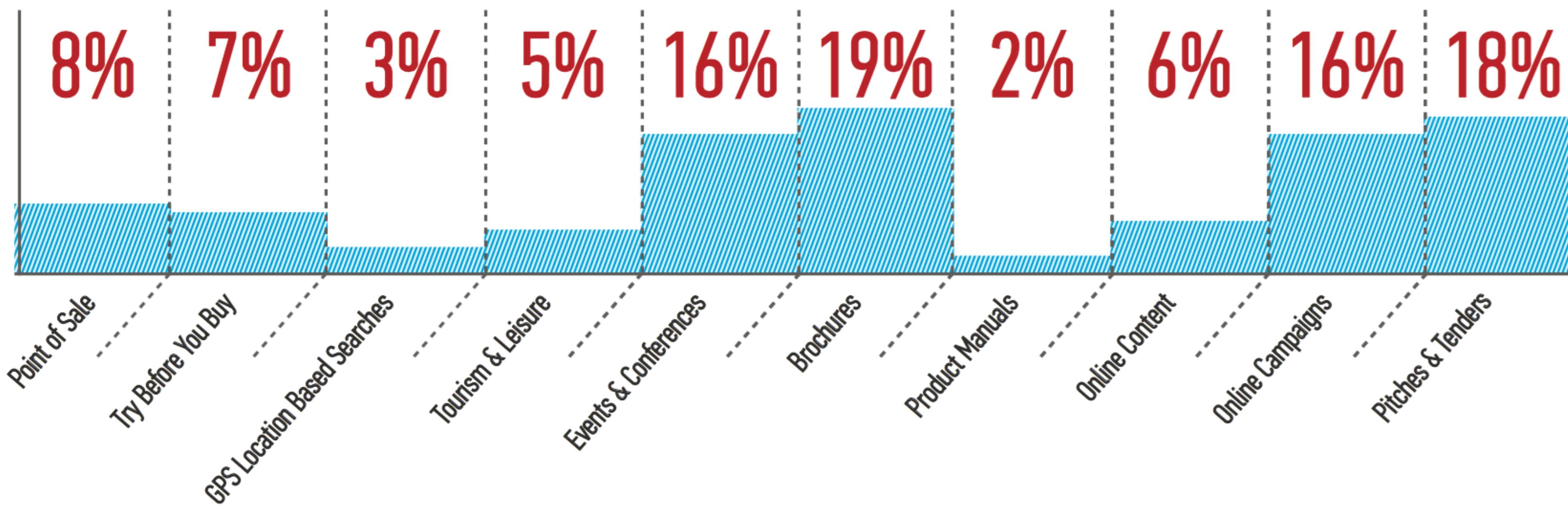
Why AR

- #3 of Top 10 Internet and Tech trends of 2014.
- Enterprise apps with an AR component are expected to account for the third-largest proportion of revenues by 2015.
- Endless scope, your imagination is the only limitation
- Its cool, new and innovative.

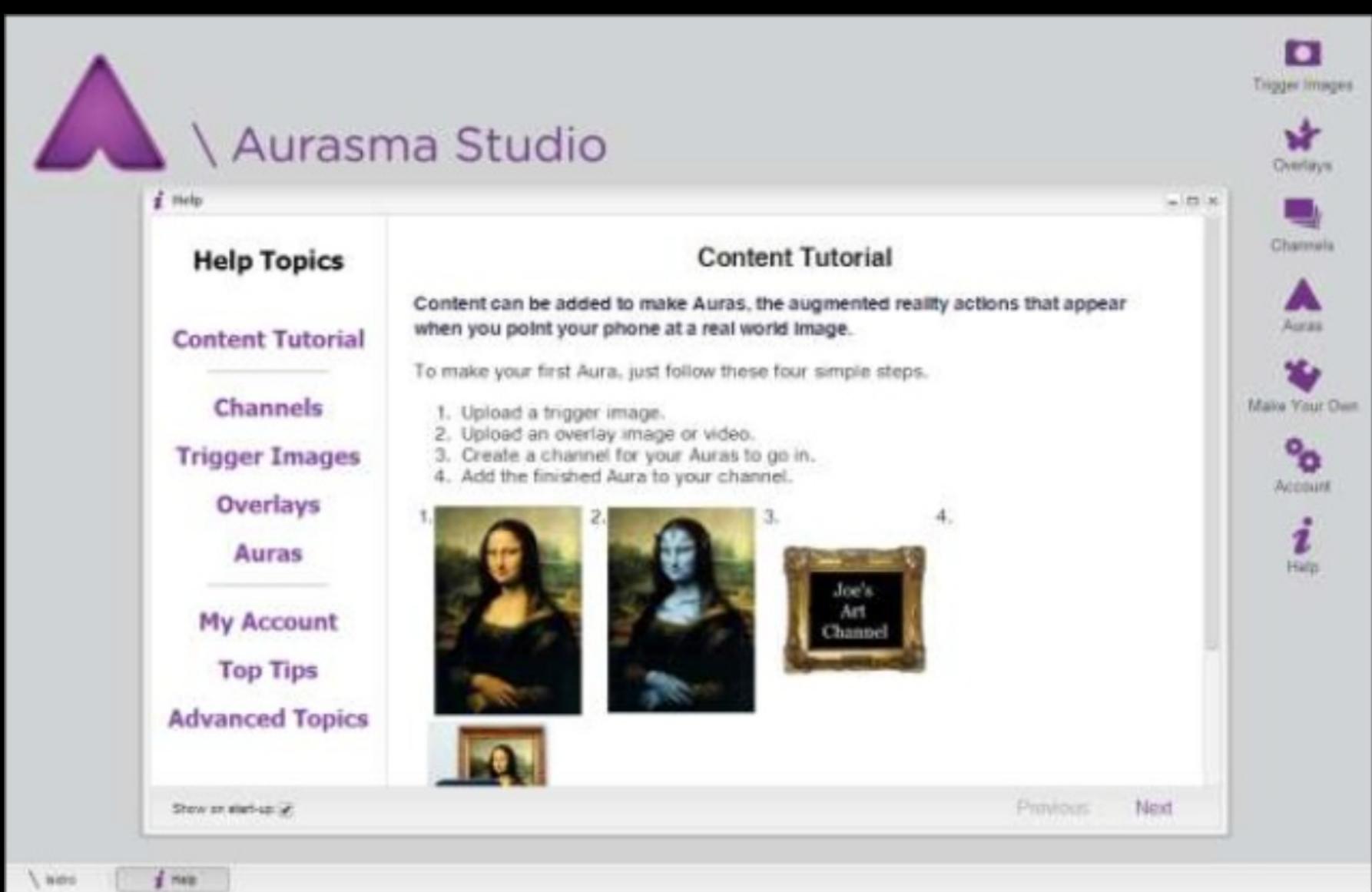
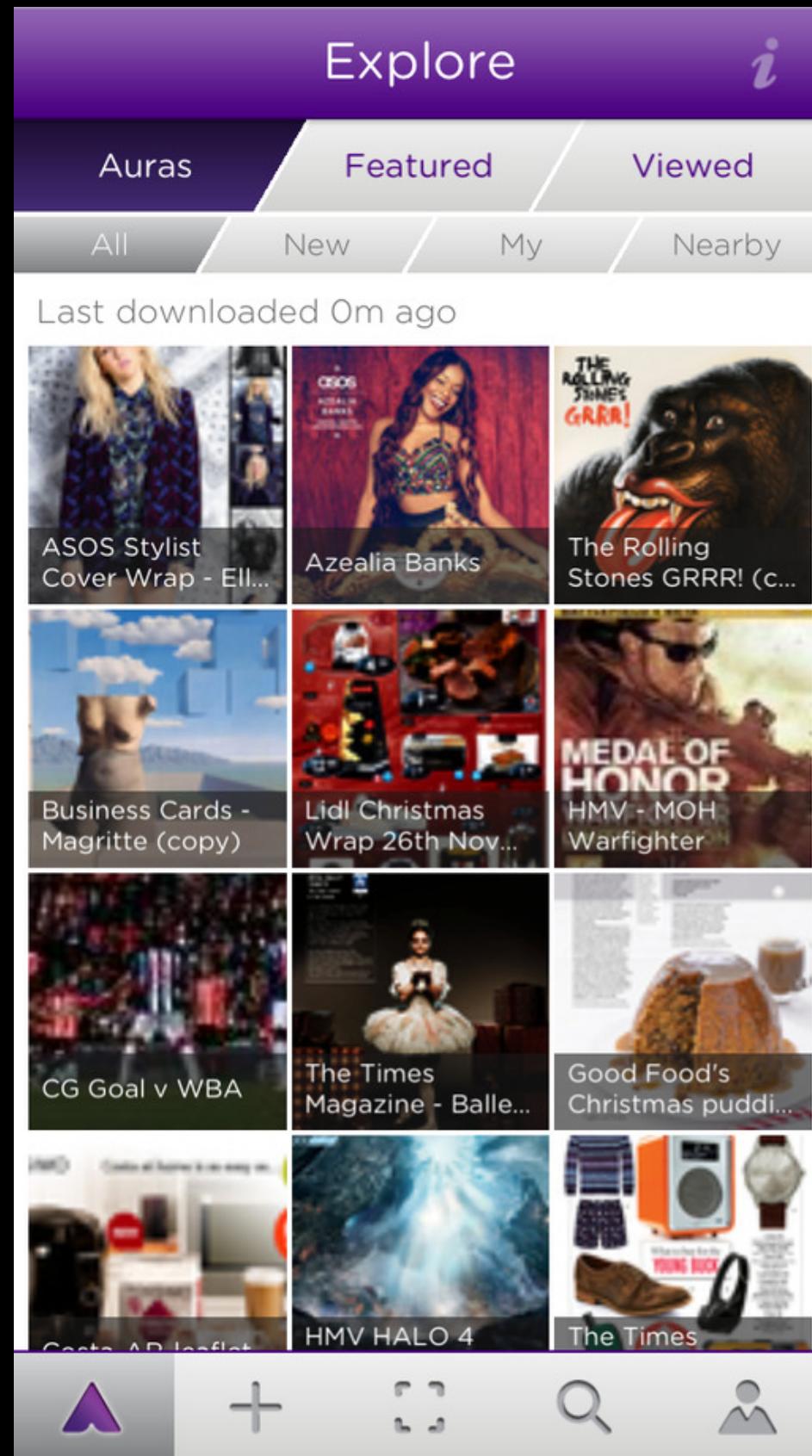
AR Usage

Fig 1.

Uses based on current adoption by major brands



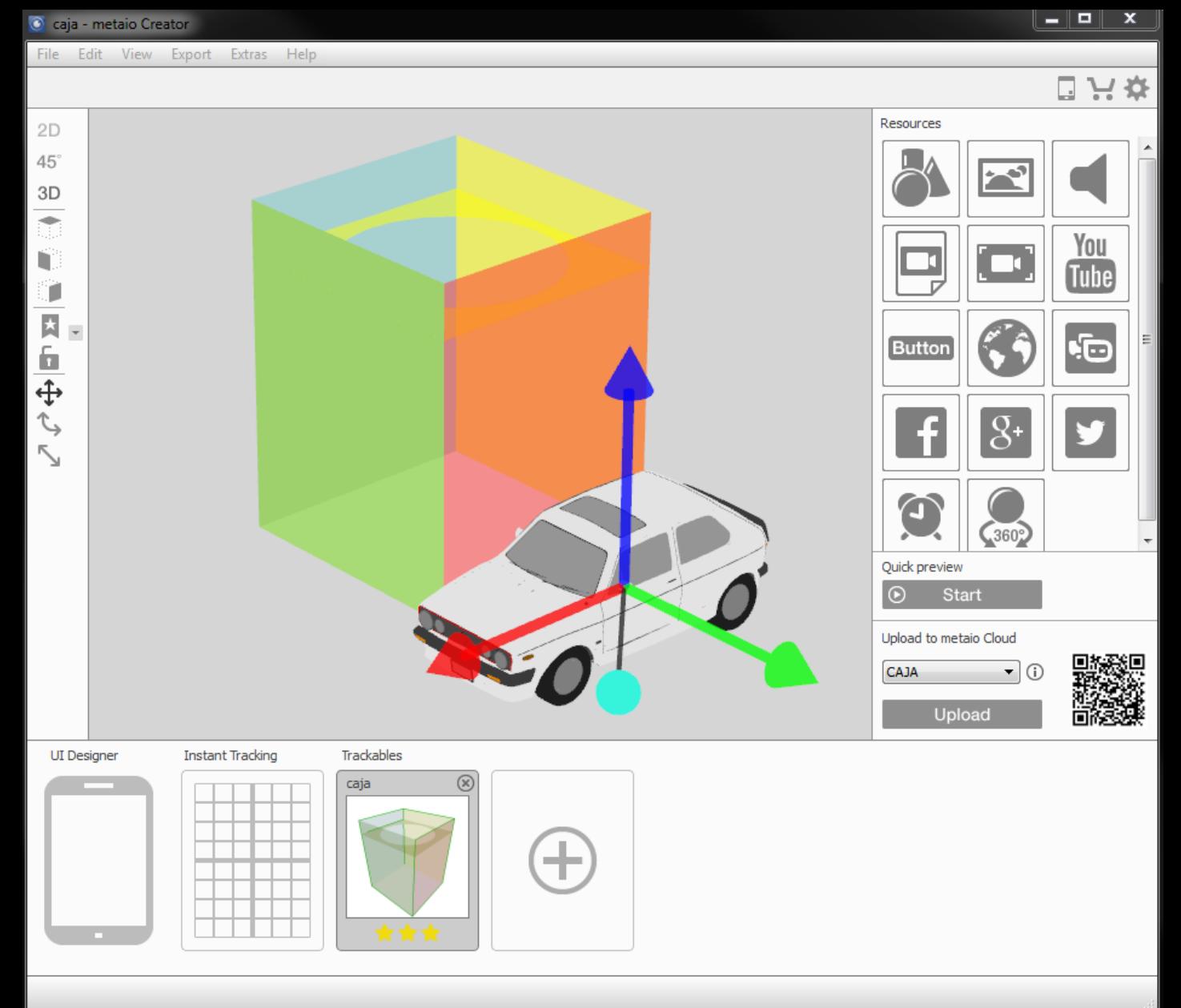
Aurasma



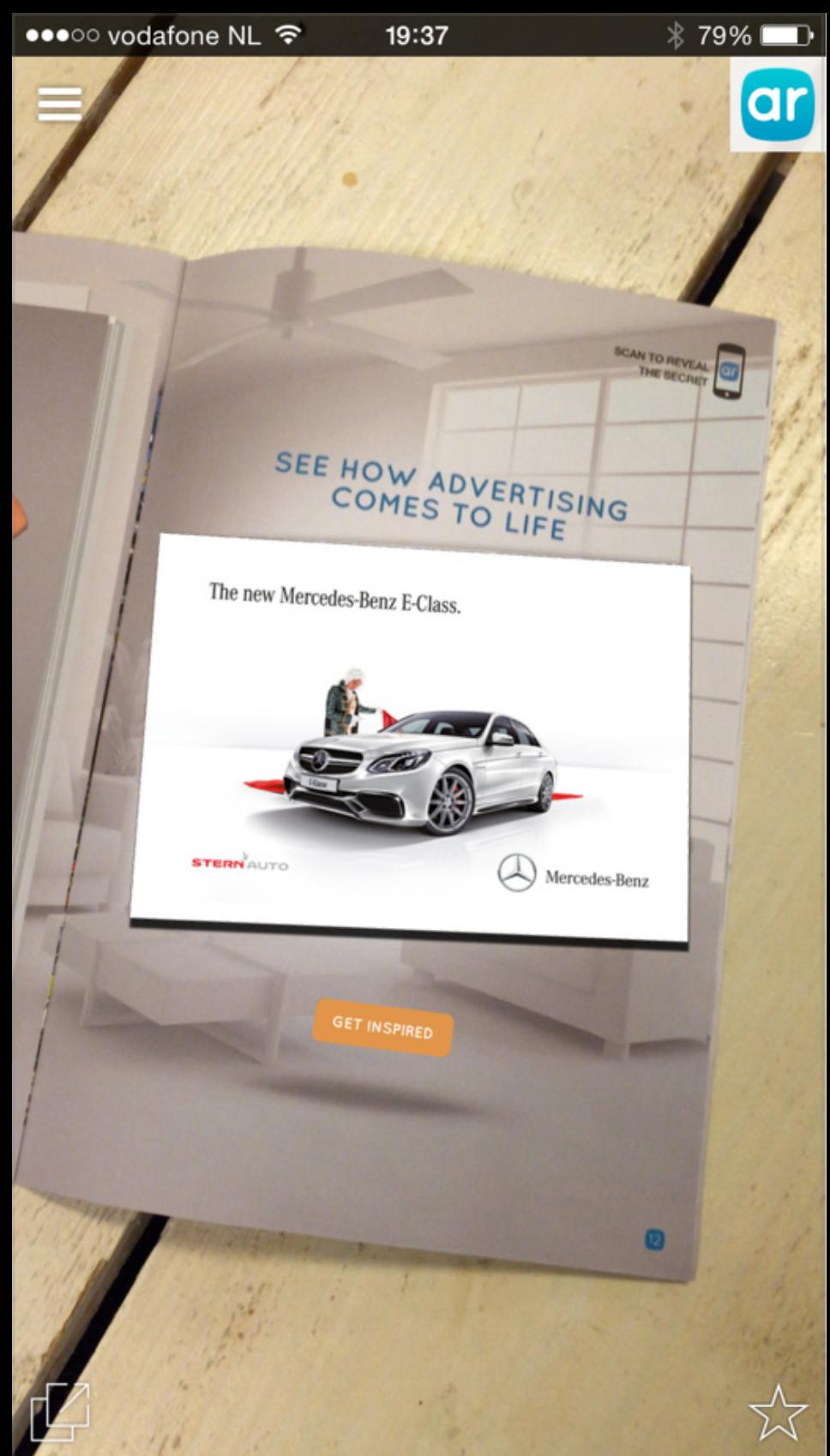
CraftAR



Junaio - Metaio



LayAR



Layar Creator

Campaign Overview LAYARED » LAYARED #1

Pages Manage Pages LAYARED #1 LAYARED #2 LAYARED #3

The new Mercedes-Benz E-Class.

SEE HOW ADVERTISING COMES TO LIFE

SCAN TO REVEAL THE SECRET

The HEROES OF INTERACTIVE PRINT

THE LAYAR CREATOR

THE FUTURE OF PRINT IS HERE

TALKING NUMBERS 20 MILLION AND GROWING EVERY DAY

GET INSPIRED

Save Page

Buttons Standard Custom

Website Website

Call Now Call now +31 2 345 67 89

Buy Buy

Download App Download App

Tweet Tweet



Blippar

+ Blipbuilder - AR Content Creator



Inition

AR for Property Marketing



Explore Engage

Interactive Projects for Marketing



IBM Shopping

Learn more about food.



Catalogue IKEA

Experience 3D models



aiMirror

AR outfits



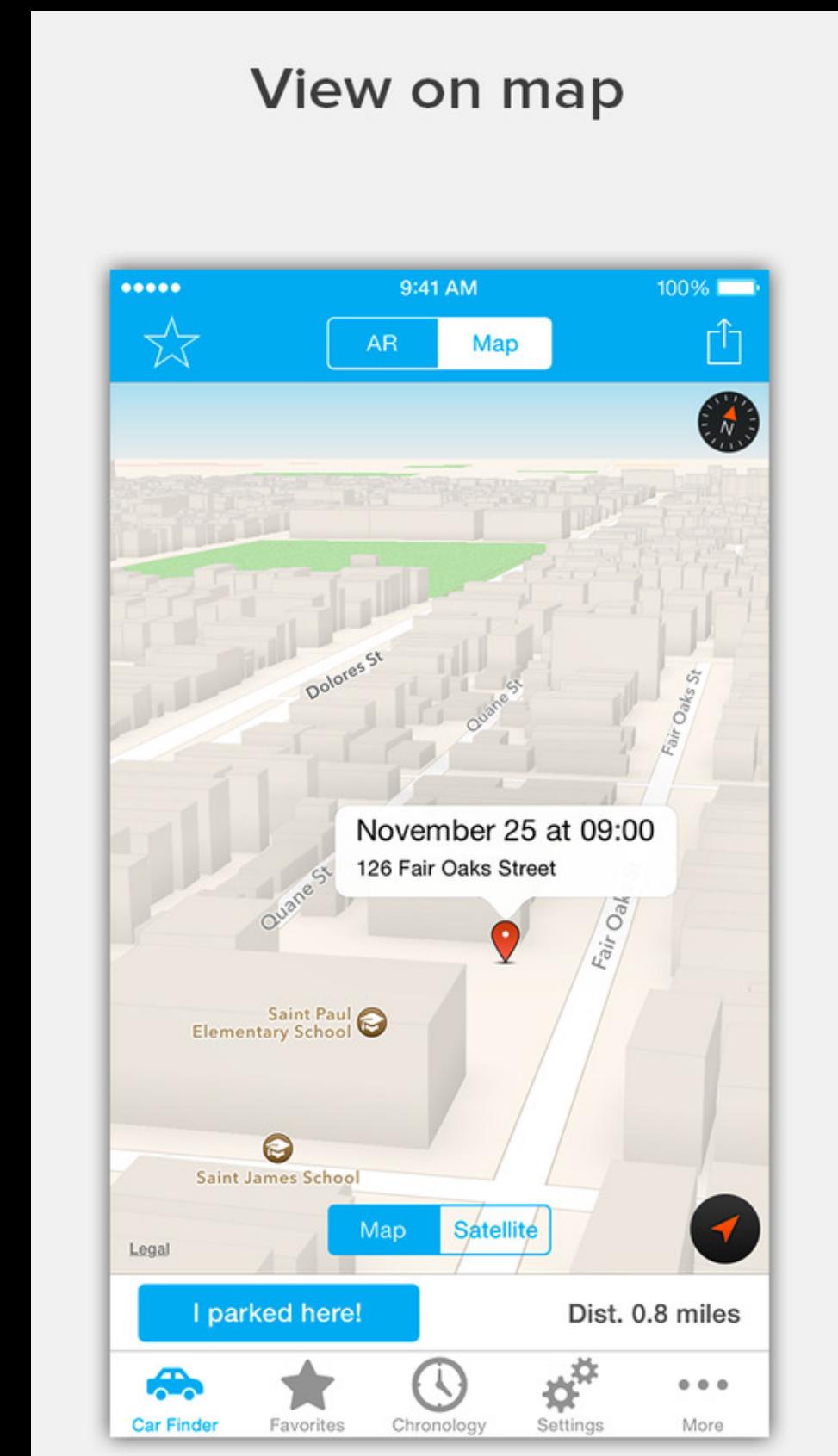
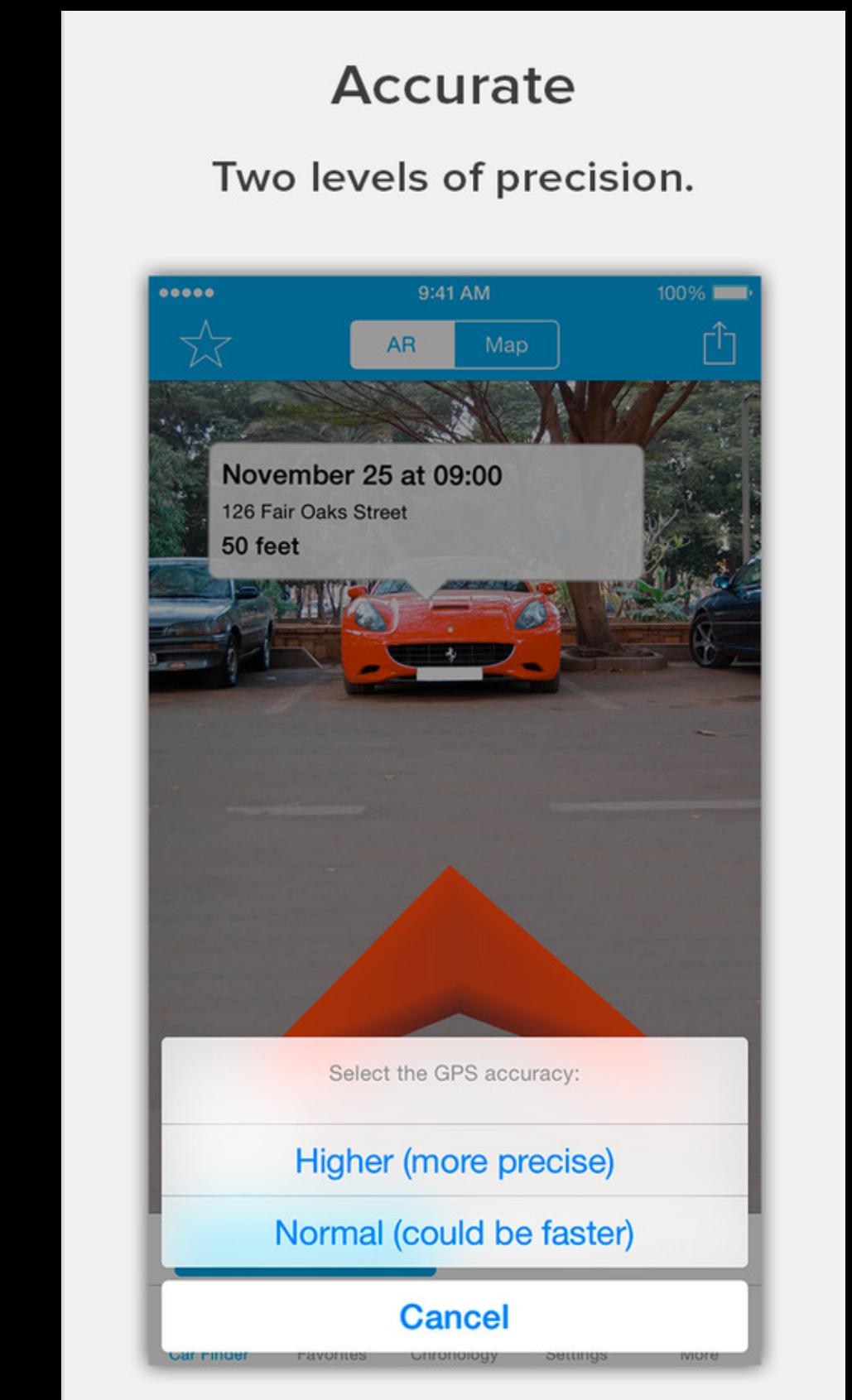
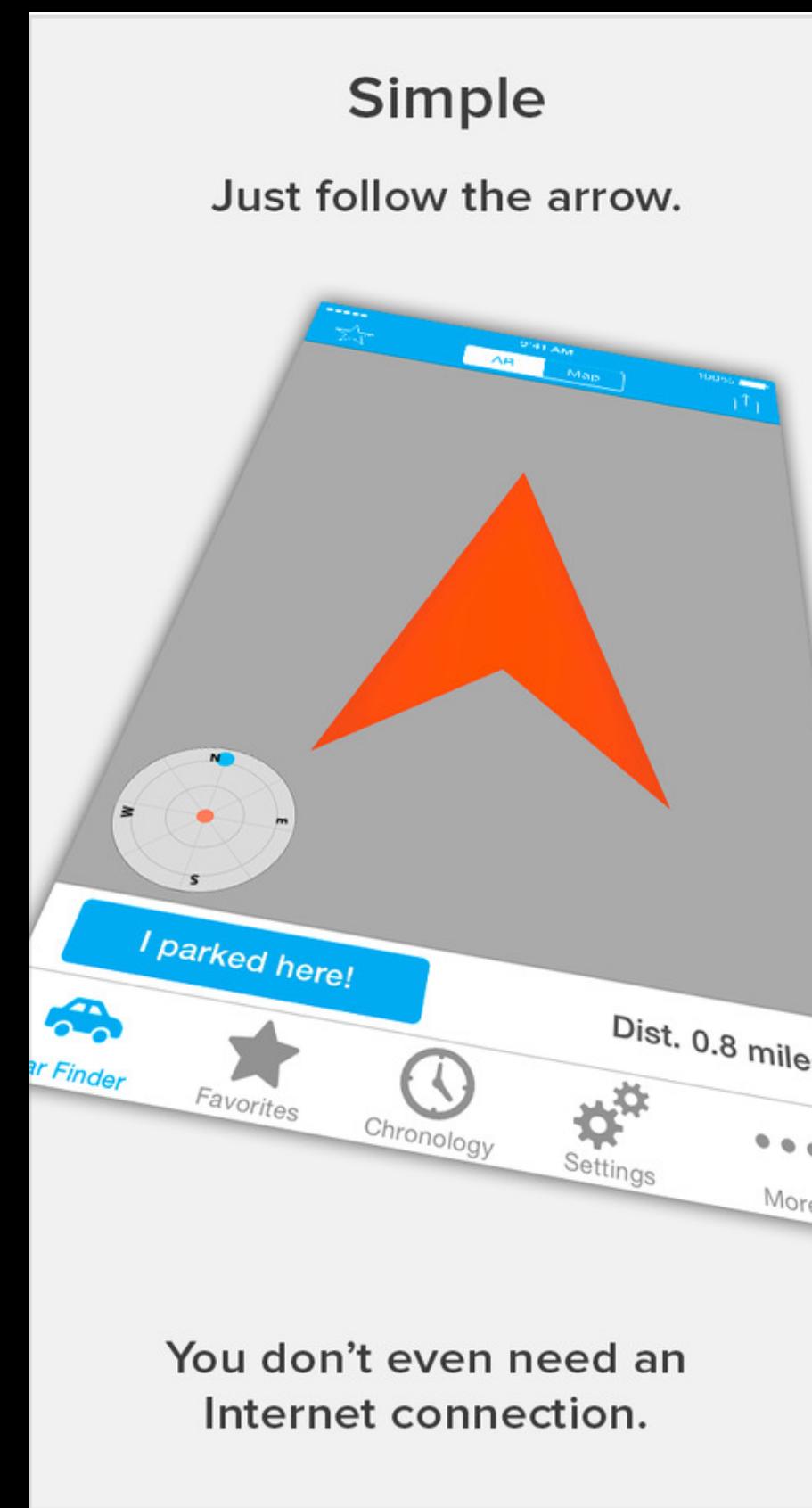
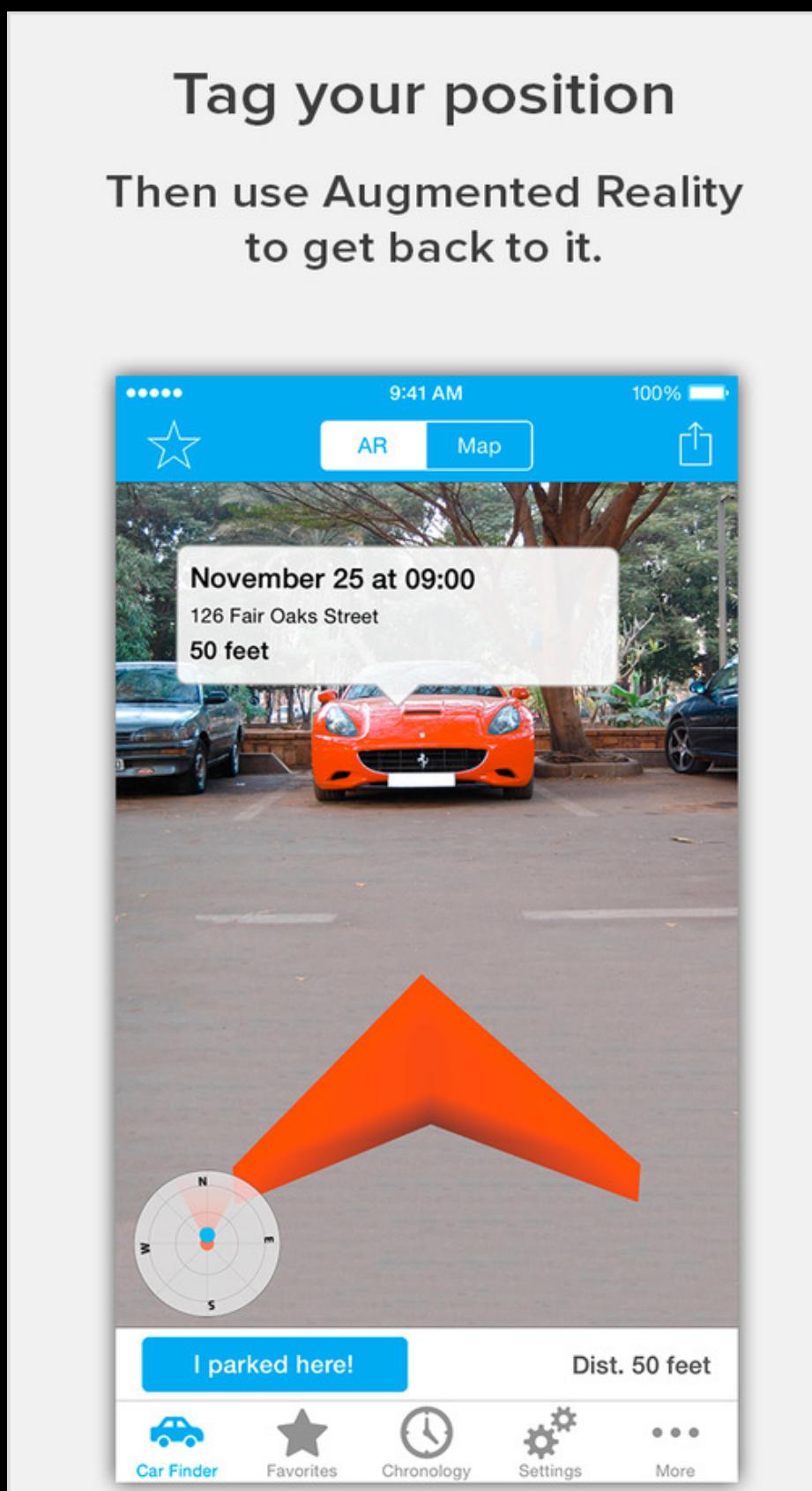
Word Lens

Translate signs in-line



CarFinder

Locate parked cars.



What Clients Want

- Successful prior work
- Proof of AR concept
- Large customer base
- Customer retention
- Customer engagement
- Customer satisfaction
- Brand awareness

What Customers Want

- Usefulness
- Purpose
- Engaging content
- Affordability
- Reliability
- Privacy

What Luminary Wants

- A brand name
- Large customer base
- Customer retention
- Customer satisfaction
- Large client base
- Client satisfaction
- Money

Our Recommendation

Make the AR app useful, beyond the scope of engaging marketing content.

What AR Useful?

Utility

- Word Lens - translates words from other languages
- IKEA Catalogue - lets users experience products
- IBM Shopping - informs users about food
- InitioN - enhances the property buying experience
- Layar - reads QR codes
- CarFinder - finds parked cars

Approach

- Option 1 : Create an AR app with one sole utilitarian purpose.
- Option 2 : Create an AR app with expandability, which ships with at least one useful utility.
- Option 3 : Reconsider the use of AR.