

# WEB AUGMENTED REALITY (AR)



# SUMMARY OF TOPICS

- About NXT
  - NXT Interactive, Verticals & Showreel
- Augmented Reality (AR) Solutions
  - What is AR?
  - Types of AR?
  - AR Industry specific usecases
    - Learning
    - Healthcare
    - Automobile
    - Cosmetics & Beauty
    - Retail
    - Gaming

# SUMMARY OF TOPICS

- AR for Brand Campaigns
  - Geo-location based
  - Product launch
  - Face filter
  - Photobooth
  - In-Store experience
  - Fashion magazines

# COMPANY PROFILE

NXT Interactive is a singapore based digital design company with a team of experts that focuses on designing & developing

- Augmented Reality (AR) experiences,
  - Virtual Reality (VR) experiences,
  - Metaverse platforms,
  - UI/UX development,
  - Web/Mobile applications, and
  - Non-Fungible Token (NFT) /DaaPs Apps
- to improve your user engagement and interaction.



# VERTICALS WE CATER

## EVENT TECH

Virtual Events  
Hybrid Events  
Event Technology

## IMMERSIVE EXPERIENCES

AR, VR, MR  
Multitouch  
Web – SaaS Apps

## APPLICATION DEVELOPMENT

Mobile Applications  
Websites  
NFT/Blockchain

## UI/UX CREATIONS

Graphic design  
Space 3D design  
3D Modelling and Animations

## BUILDING METAVERSE

Spaces & Avatars  
VR Shopping  
Virtual Stores



# NXT INTERACTIVE SHOWREEL 2022



# ABOUT **AUGMENTED REALITY (AR)**

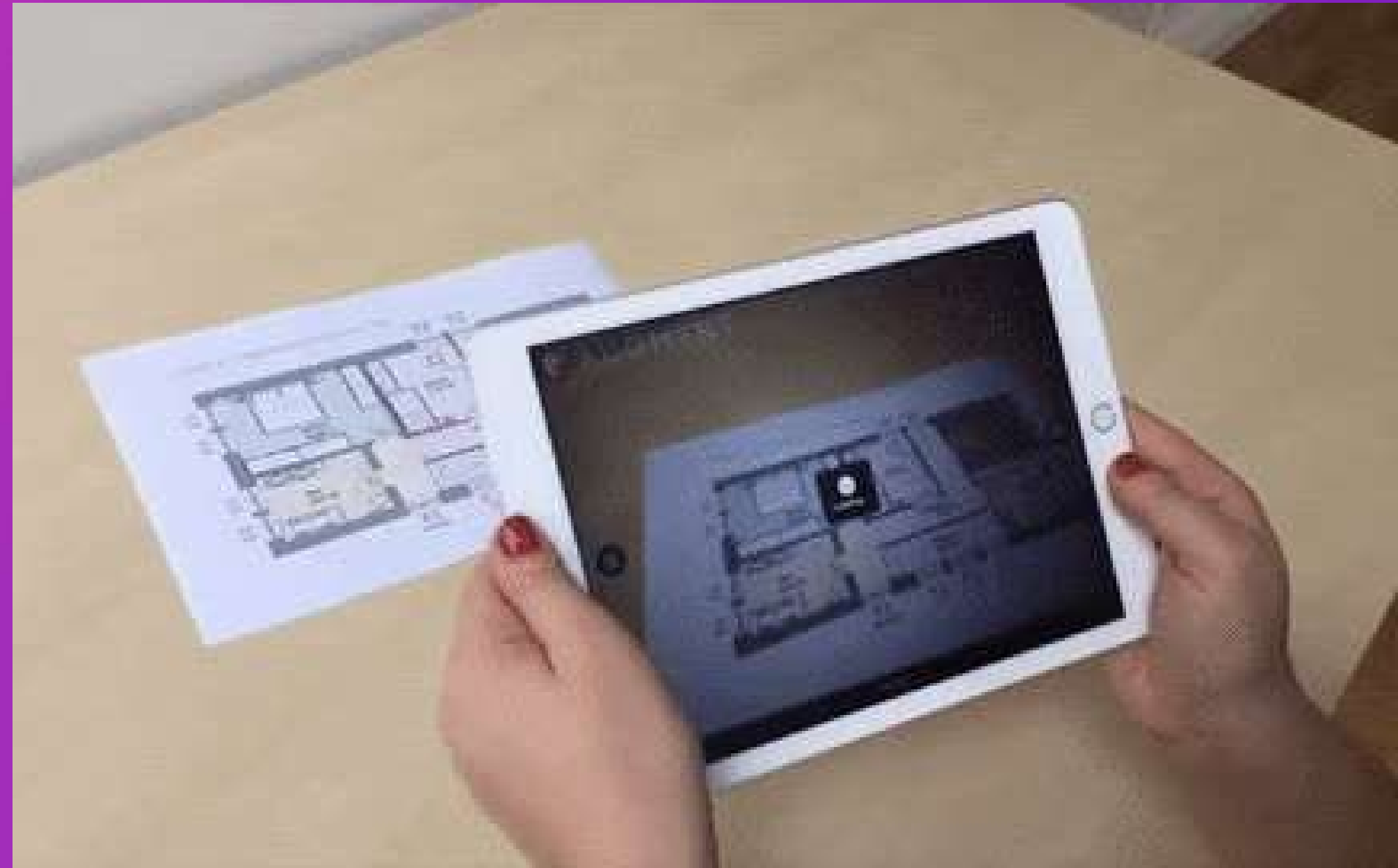
Augmented reality (AR) is a technology that lets people superimpose digital content (images, sounds, text) over a real-world environment.





# MARKER-BASED AR

It is tied to a specific physical image pattern marker in a real-world environment to superimpose the virtual 3D object, text, or animation on top of it.





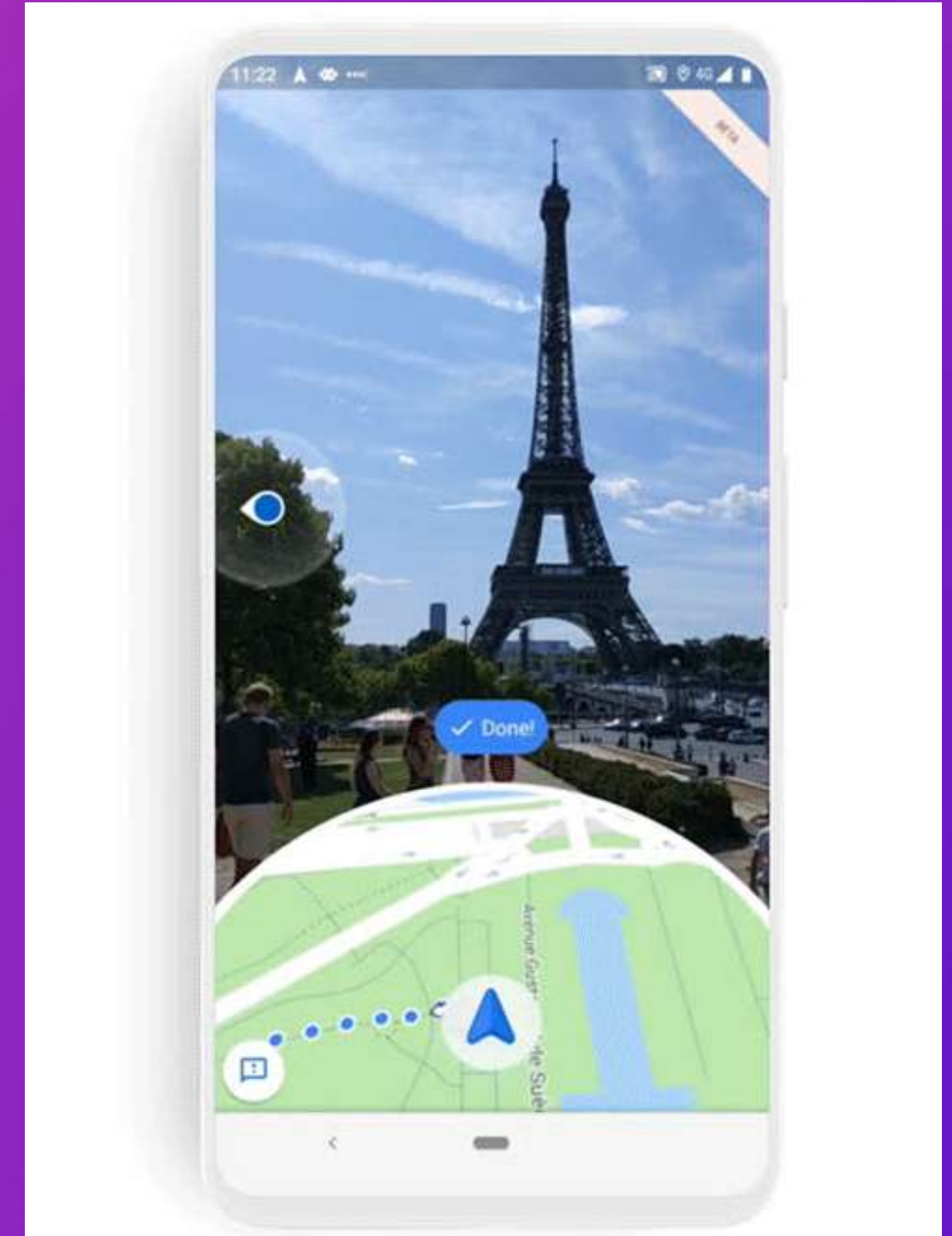
# MARKERLESS **AR**

Markerless AR places virtual 3D objects in the real-life environment by examining the features present in the real-time data.



# LOCATION-BASED AR

It ties the augmentation to a specific place by reading the real-time data from a smartphone camera, GPS, digital compass as well as an accelerometer.





# OBJECT RECOGNITION AR

It is used either for partial or full replacement of the original view of an object with an updated augmented view of that object for the human eye.





# INDUSTRY SPECIFIC **AR** USECASES

Let's learn how we can leverage AR in different industries.



# AR FOR LEARNING INDUSTRY

Make education a fun learning experience with AR.



# AR FOR HEALTHCARE INDUSTRY

Saving lives just got a little easier.





# AR FOR AUTOMOBILE INDUSTRY

Let your cars speak for themselves.



# AR FOR COSMETICS & BEAUTY INDUSTRY

Allow your customers to try your products before they buy.



# AR FOR RETAIL INDUSTRY

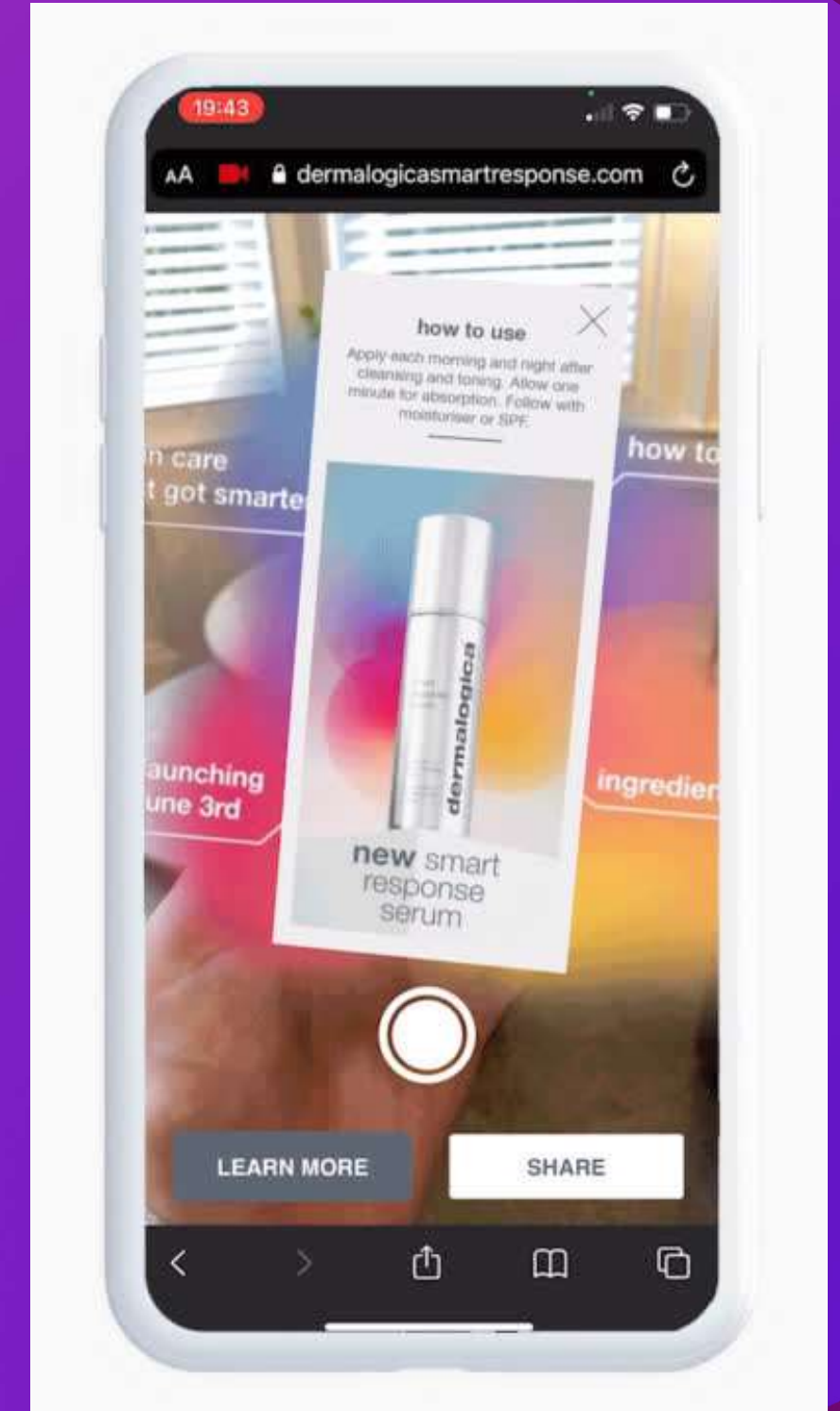
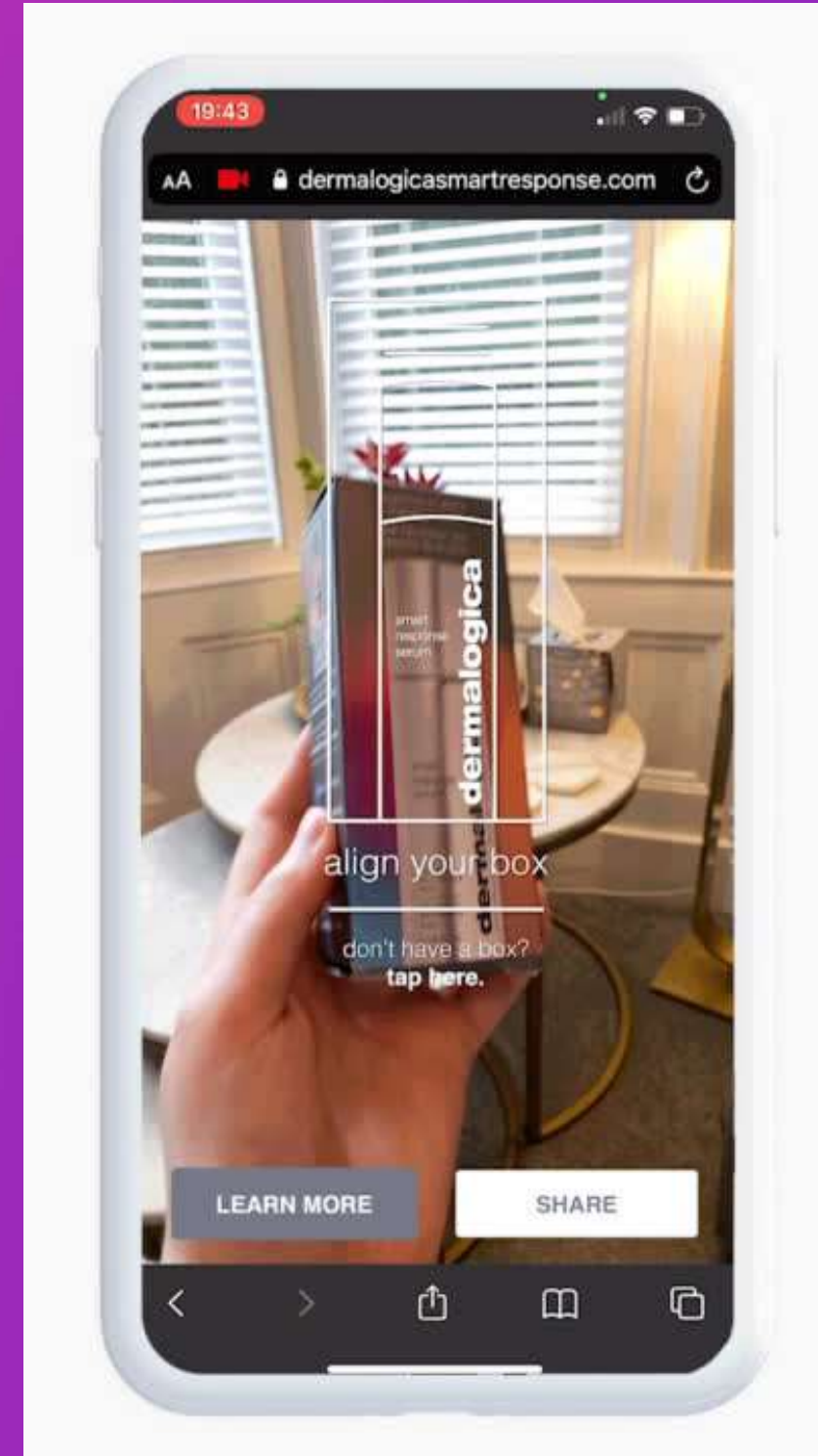
Allow your customers to try your products before they buy.





# AR FOR PRODUCT PACKAGING

Make your product packaging speak with your customer.



# AR FOR GAMING INDUSTRY

Augmented reality gaming (AR gaming) is the integration of game visual and audio content with the user's environment in real time.





# AR FOR CONSTRUCTION INDUSTRY

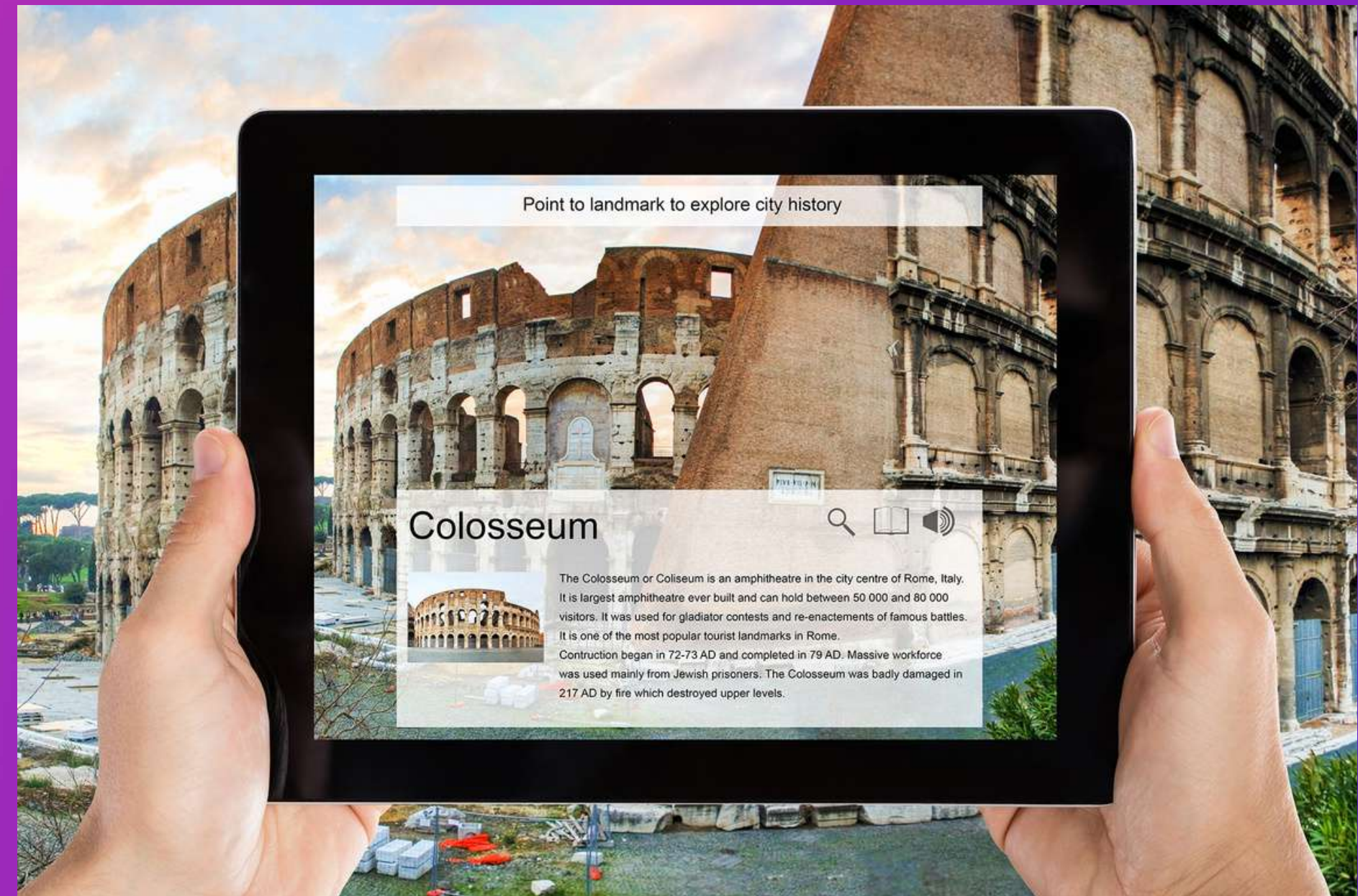
Let's look at how things will look,  
before they're even built.





# AR FOR TOURISM INDUSTRY

Visiting a new place and want to learn it all? AR got your back!



# AR BRAND CAMPAIGN USECASES

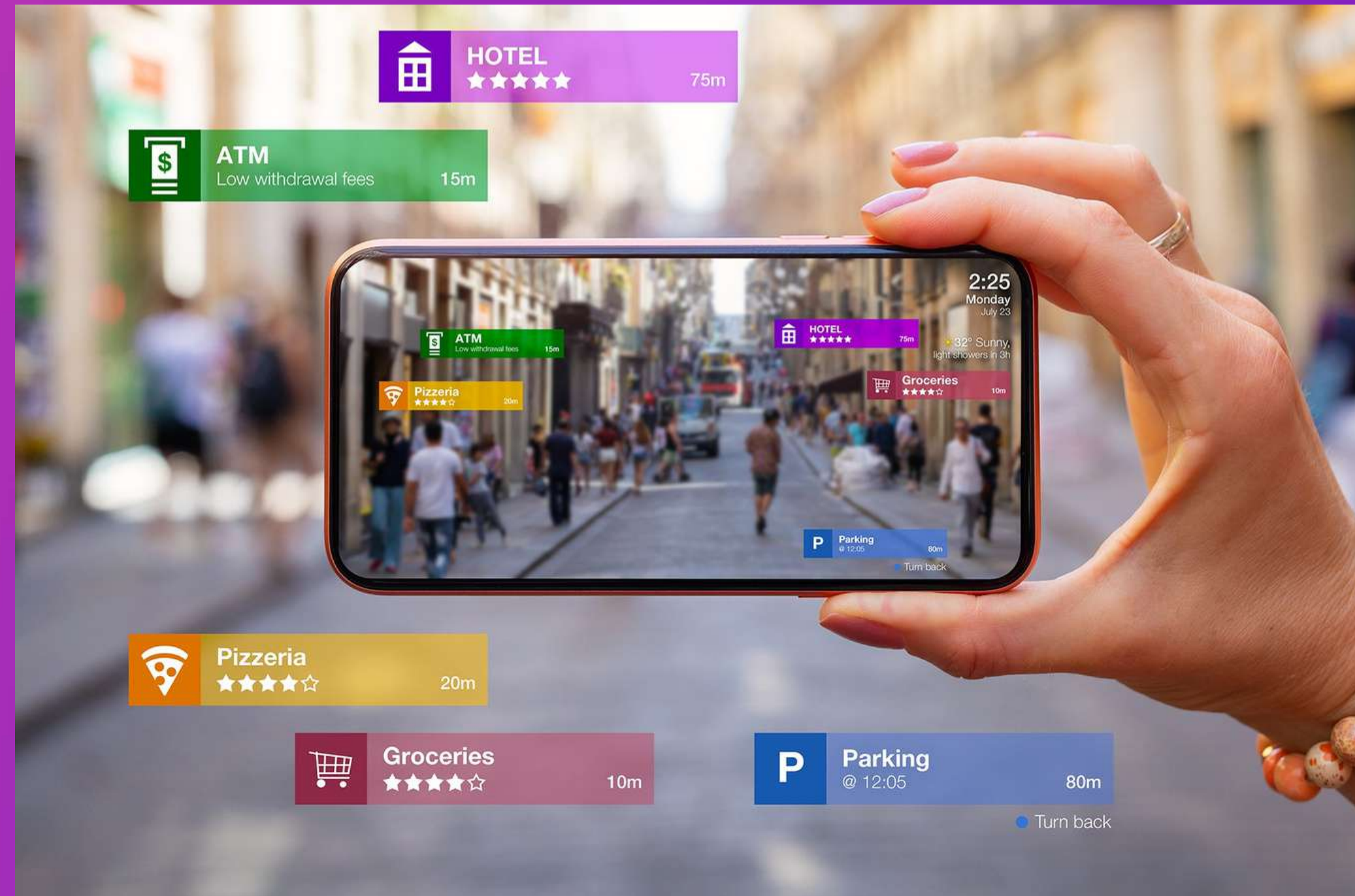
Let's learn how we can leverage AR to publicise your brand.





# GEO-LOCATION BASED AR

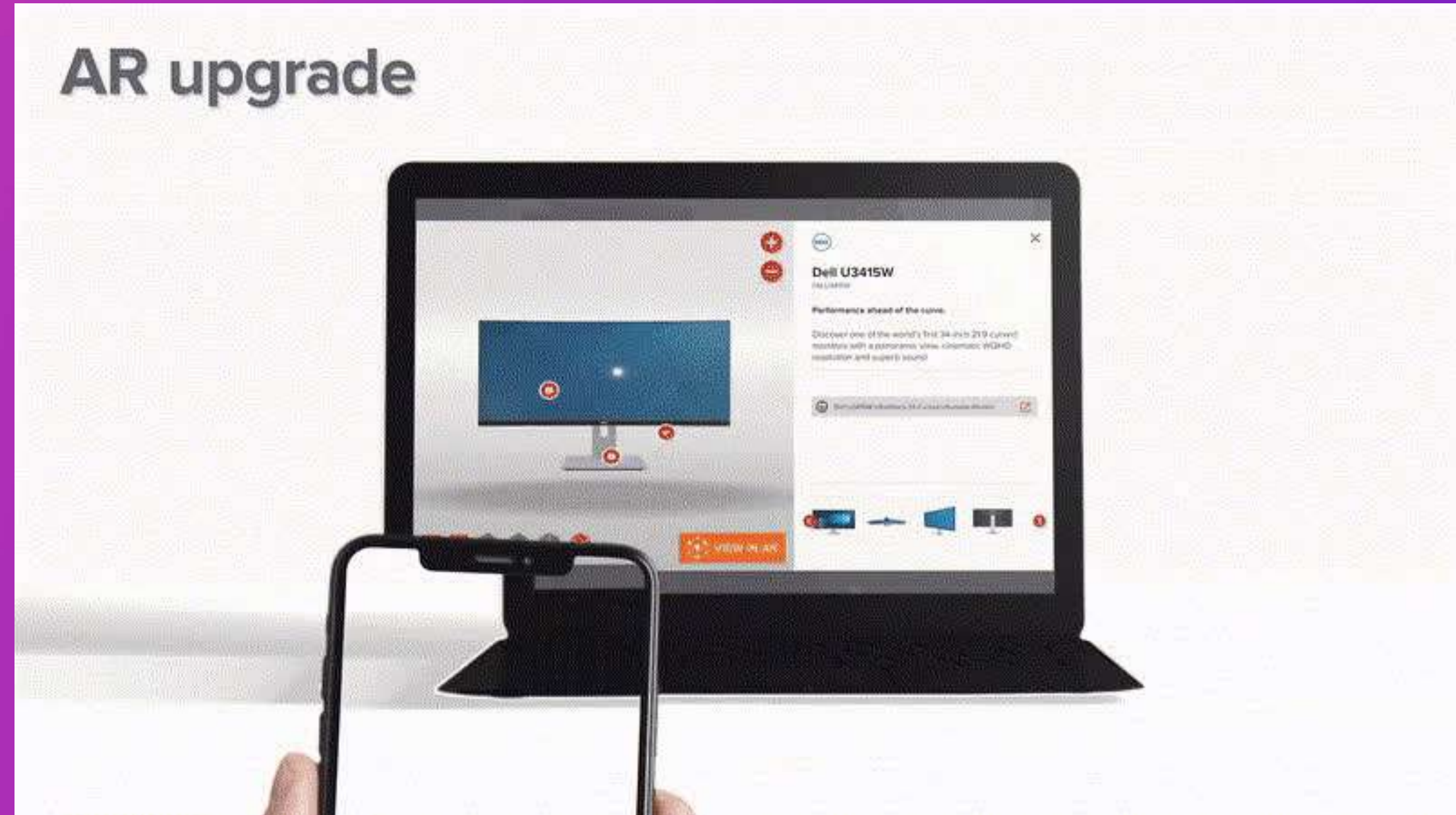
Having trouble attracting customers to your attractive services and discounts? Let AR do the talking.





# AR BASED PRODUCT LAUNCH

Launch your products via. AR,  
and give your customers an  
immersive experience.



# AR FILTERS

Engaging Instagram filters to showcase your latest products.





# AR PHOTOBOOTH

Click-a-pic, with your favourite childhood friends.





# IN-STORE AR

Allow your customers to interact with your products by trying them on virtually.



# AR VIA. FASHION MAGAZINES

With the help of hand tracking we can provide AR Try-On for all hand cosmetic products like nailpaint, manicure, etc.







# THANK YOU.

For more queries, connect with us:

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