

# WHAT IS SEEFOOD?

SEEFOOD is an interactive recipe book which uses a web application that will scan AR and QR codes to initialize a delightful and immersive experience for the customer. Customers will be able to see their ingredients in 3D form using AR to understand how the product looks in order to help them find and purchase.

## Customer Quotes

"There are times when I see unfamiliar ingredients in a recipe book. I end up avoiding the dish because it is hard to know what I am looking for at the store. If there was a way to visualize these ingredients, I would feel better about attempting to cook with them."

# HOW DOES IT WORK?

Step 1: Open your mobile device camera and scan the QR code on a recipe page to open the SEEFOOD application.

Step 2: Click the AR button to initialize your augmented reality experience when viewing the ingredient section or click the QR button to initialize your video experience when viewing the recipe section.

# MEET THE TEAM

The people at SEEFOOD are passionate about creating delightful experiences that are globally accessible to everyone.



Robert Cavallero



Rafay Khawar



Sarah Kwon