



# AR Mobile

## UNEXPECTED EXPERIENCES. UNFORGETTABLE BRANDS.

Our cutting-edge product recognition technology combined with augmented reality gives consumers a unique and memorable experience, both instore and at home.

### 2D and 3D recognition

With the ability to capture both 2D and 3D images, AR Mobile will allow consumers to interact with your products, providing additional information with the use of augmented reality. From pricing options and related products to information videos, consumers can learn more and spend more all with one simple scan of your product or Point of Sale (POS).

AR Mobile is designed to enhance the customer experience ensuring that your instore and online offerings can be truly connected. AR Mobile can recognise any print whether 2D or 3D, from product packaging to instore POS (such as floor markers and signage) or a catalogue or brochure. This gives you extreme flexibility to integrate AR throughout your brand or product campaign, ensuring that consumers receive a unique experience throughout the duration of your campaign.

### Advanced customisation

AR Mobile uses cloud-based recognition and this enables advanced customisation such as personalised pricing. Should you offer a loyalty or points scheme to consumers, this can be recognised through AR Mobile ensuring they see not only the RRP but also their own personalised price based on any points they have as part of the loyalty scheme, encouraging them to redeem points and make the purchase. This cloud-based technology also enables you to react quickly to competitor's promotions, by uploading special offers and tailored pricing.



Download our **FREE** mobile App and scan the photo to see our fantastic **GAME** case-study...



## Measuring results

We understand that you need to see a Return on Investment (ROI) from your campaign and to track what is working and what isn't. AR Mobile includes in-App analytics which ensures that you can track performance such as unit sales and cart abandonment. Working with our team of developers you can determine the data you wish to capture, giving you tailored statistics that can be used to report on the exact things you are required to report on.

## App options

Unlike other augmented reality solutions, AR Mobile can be built into any existing App ensuring that your customers are interacting with your App and not ours. This means that rather than us receiving all those new downloads, you do. Should you not have an existing App, or you wish to keep the campaign separate this is no problem either. Our creative team can work with you to develop a dedicated App or your experience can be built into our own App

Whether you are looking for a one-off campaign or a more long-term solution to providing improved customer experiences, AR Mobile has the flexibility to do both.

## FEATURES

- Personalised pricing
- Analytics dashboard
- 2D & 3D recognition
- Use your own App
- Advanced customisation

## BENEFITS

- Increased unit sales
- Improved customer and brand loyalty
- Measure ROI
- Improved App downloads
- Increase in customer engagement
- Respond quickly to market trends & customer feedback



**Scan here** to see our showreel and discover how Ads Reality can deliver an AR solution that will boost your business

## GET IN TOUCH

Want to discuss how Ads Reality can help you in your next campaign, please get in touch.

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