

AR Window

SAY GOODBYE TO ONE DIMENSIONAL WINDOW DISPLAYS.

Rather than static, one dimensional advertising, AR Windows provides engaging and interactive displays that can improve engagement, increase footfall and sale conversions.

Billboards, window displays and posters all have something in common – their aim is to stop traffic, get your name noticed and provoke some form of engagement from passing traffic. What else do they have in common? The inability to track whether they are making a difference.

AR Windows can be introduced into any existing screen display (or we can supply them!) and allows passing traffic to engage and interact with the screen content. These augmented reality screen experiences can take a variety of formats – here are some of our favourites:

Character engagement

Typically used within a window display, this experience shows a beloved character on the screen moving around as if they were alive. Passing traffic can then go into the store and see themselves on the screen with that character and take pictures. This not only encourages footfall, but can support social media campaigns and will create a unique and powerful customer experience.

Interactive games

A popular way to provide unique experiences instore, at events and in venues is to use AR Windows for interactive games. With no App download necessary, only a connection to WiFi, this is an incredible way to get engaged with new customers. Each game is created specifically for your campaign, will include Call to Actions (CTAs) and interactions with the screen can be tracked and measured.



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



Product engagement

AR Windows can also be used to encourage sales as well as improved engagement and brand advocacy. Should you wish to display a specific product (or two, or three etc.) AR Windows can be used to allow passing traffic to scan, via their mobile phones, those products on the screen and access additional digital information such as how to guides, product information videos, discount codes and pricing. And should you wish, with the right integration, this can then lead directly to a website that allows purchasing of that product.

Making the decision to try modern technologies can be a difficult one, however we understand that you need to prove that your investment has achieved what it has set out to achieve and therefore we will work with you to ensure that what you need to measure during your campaign, will be tracked and measured.

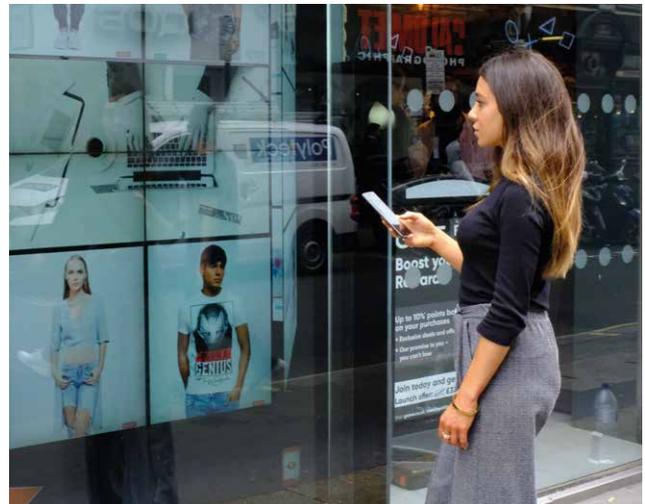
The possibilities with AR Windows are broad and the above just provides a small taste of what can be achieved. We work closely with our customers, providing an end-to-end service from idea generation to content creation, development and ongoing support. So, whether you are experienced with augmented reality campaigns or just starting on this journey, we can tailor our services to meet your specific requirements.

FEATURES

- Analytics dashboard
- App-less interaction
- Ability to purchase direct from screen
- End-to-end service

BENEFITS

- Increased footfall to stores
- Adapt and update your campaign in response to feedback
- Improved engagement with non-customers
- Increased unit sales
- Improved bottom line
- Improved brand awareness and loyalty
- Integrate with existing screens



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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