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Augmented Reality – taking it to the next stage

Augmented Reality

About AR and Examples



Augmented Reality evolution



50% of
Smartphone users



Real-Life
Surroundings



Often Found in
Games

Old examples of AR apps

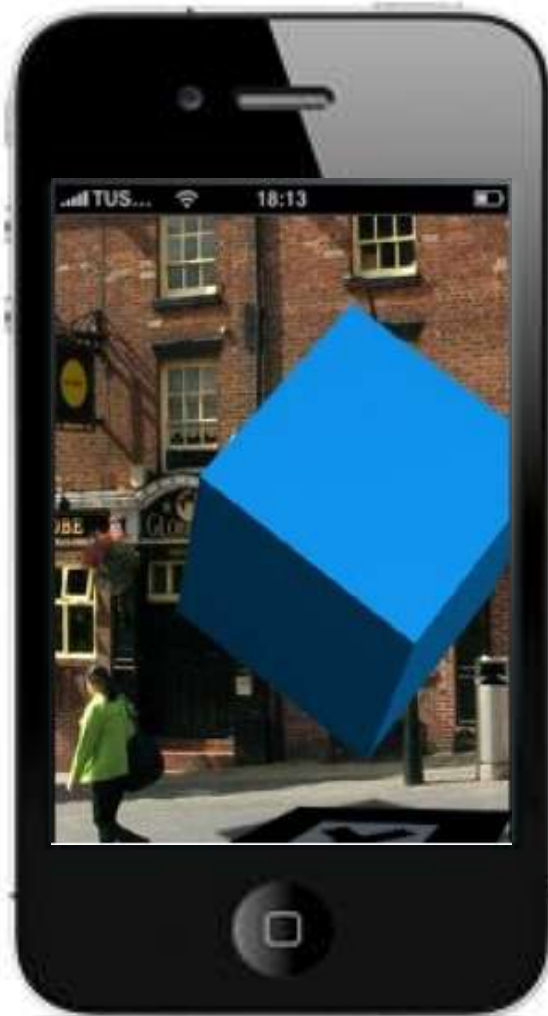
Games:
Ball Invasion:



Politics:
Green Party

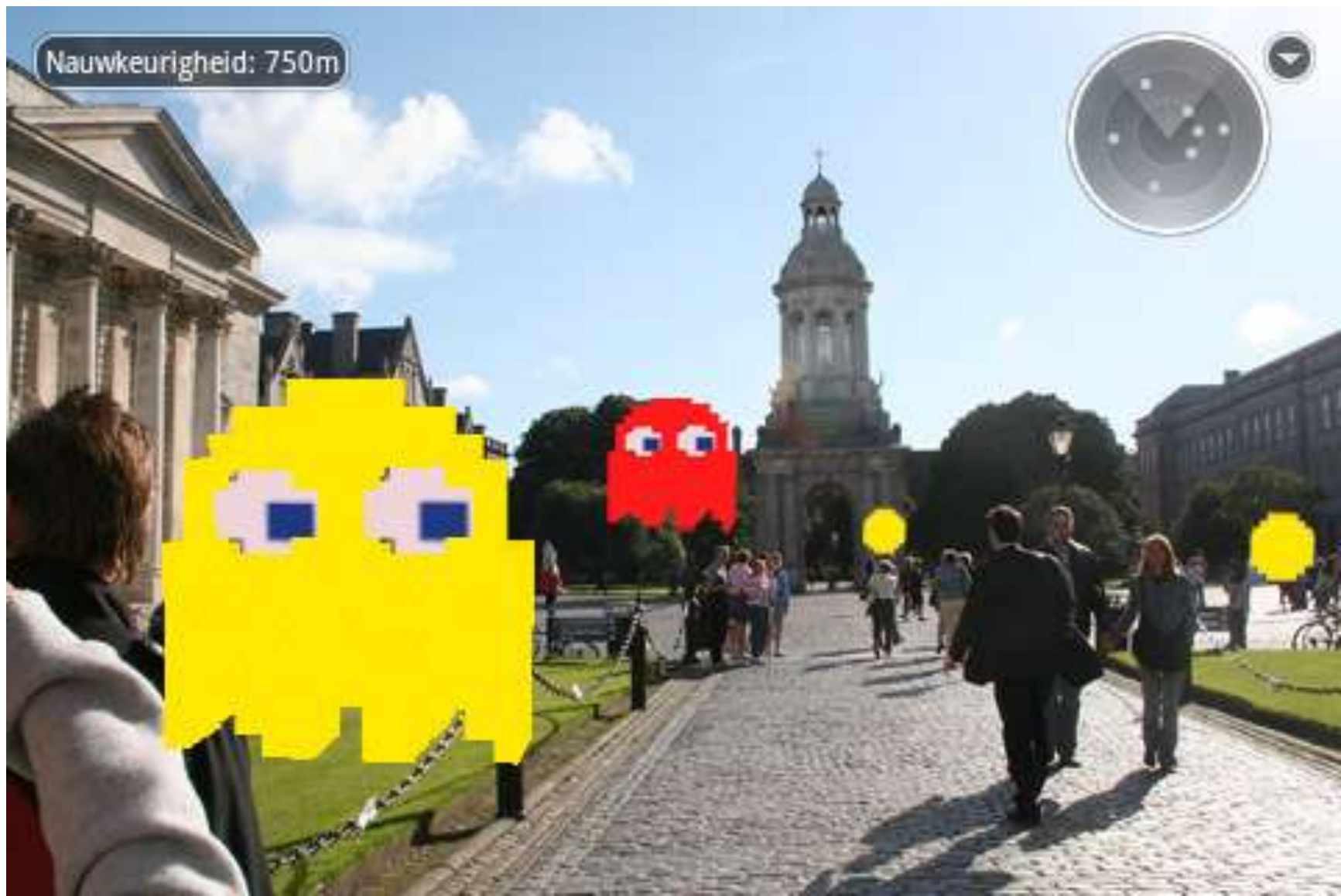


Art:
Site Gallery:



Sales:
Layar:





Ways to use Augmented Reality

In all shape and form



10 Creative Uses for Augmented Reality



1. In-store experiences



2. 'Try before you buy'



3. Augmented reality search



4. Tourism and leisure experiences



5. Augment events and conferences



6. Brochures



7. Customer service or product manuals



8. Online content



9. Outside Campaigns



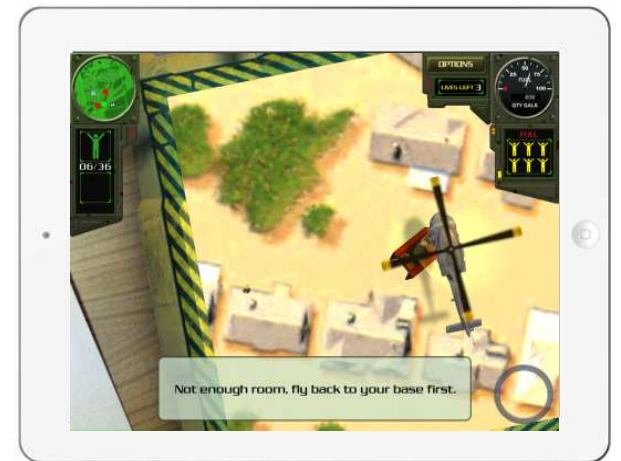
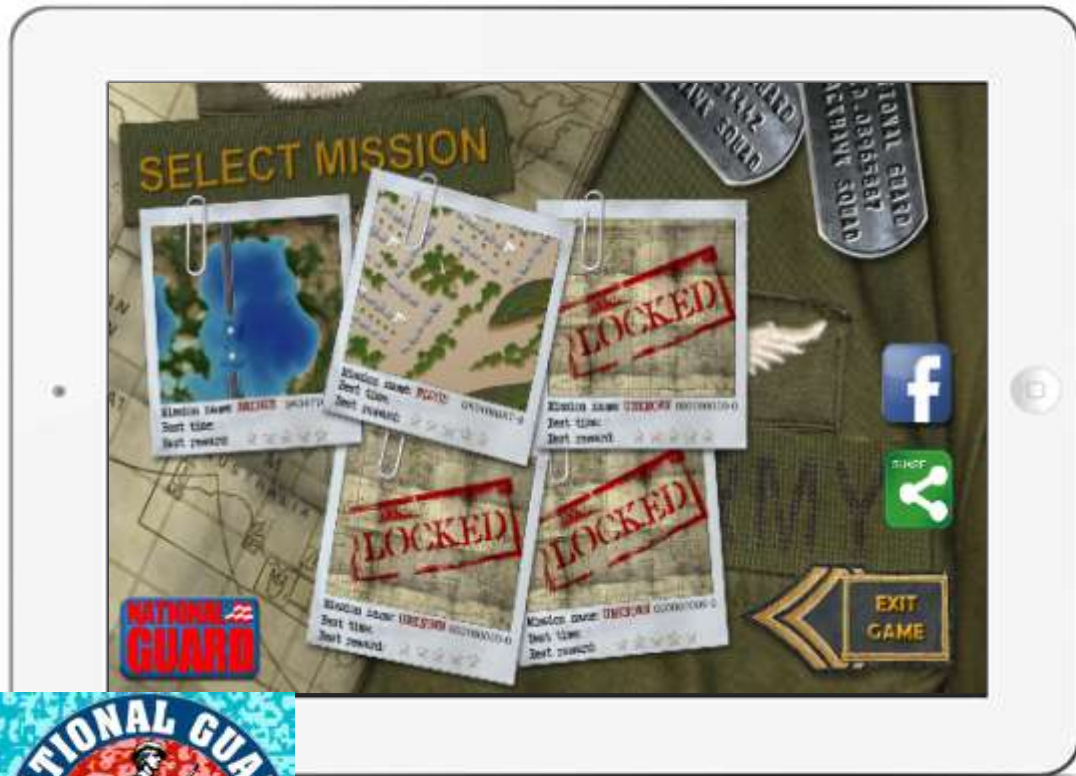
10. Experiential

Augmented Reality

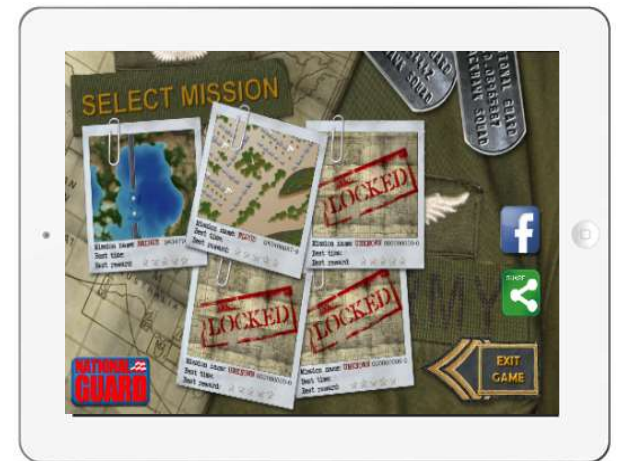
By Golden Gekko



National Guard – Drop Defender



National Guard – Drop Defender



Augmented Reality

O2 Campaign and others



Gorillaz Plastic Beach

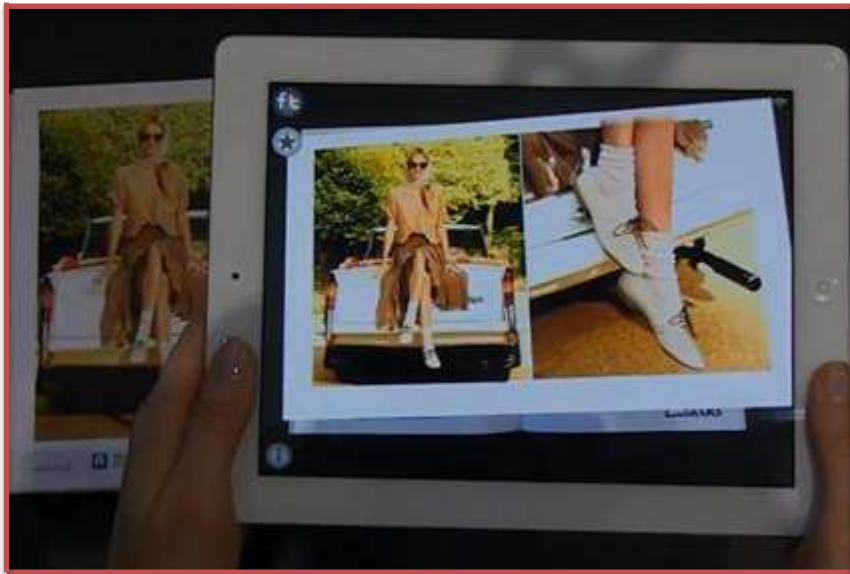
O2, PIAS and Gorillaz Release An Augmented Reality App



Aurasma

Clarks partners
with Aurasma

Aurasma teams up with
[s]edition for Official
Unveiling of The Fourth
Plinth in Trafalgar Square



And more great examples

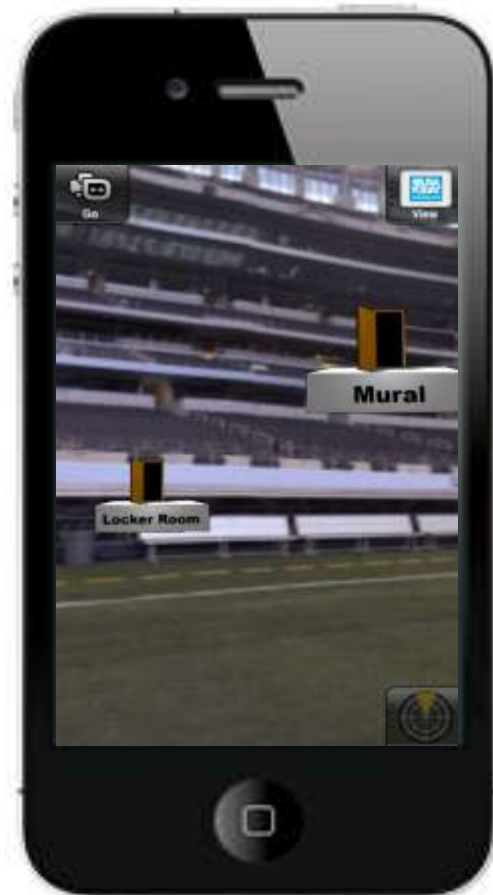
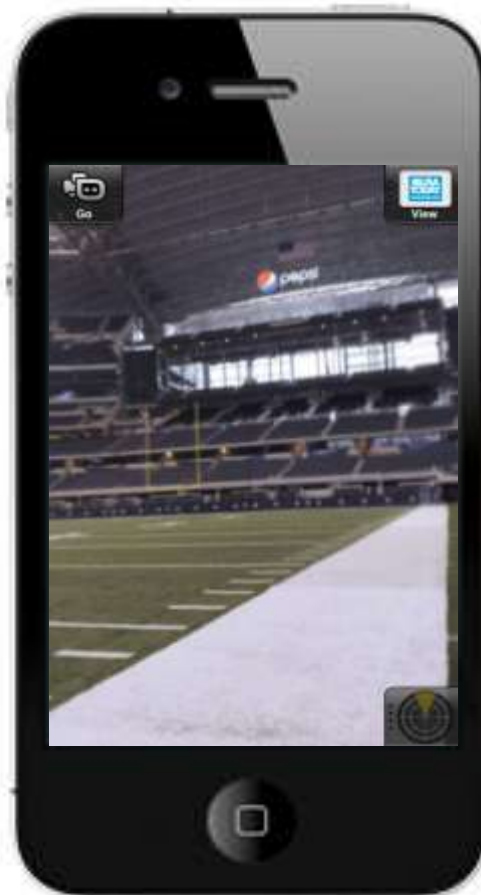


Cadbury's Augmented Reality



Pepsi, Papa John's use mobile augmented reality in the US

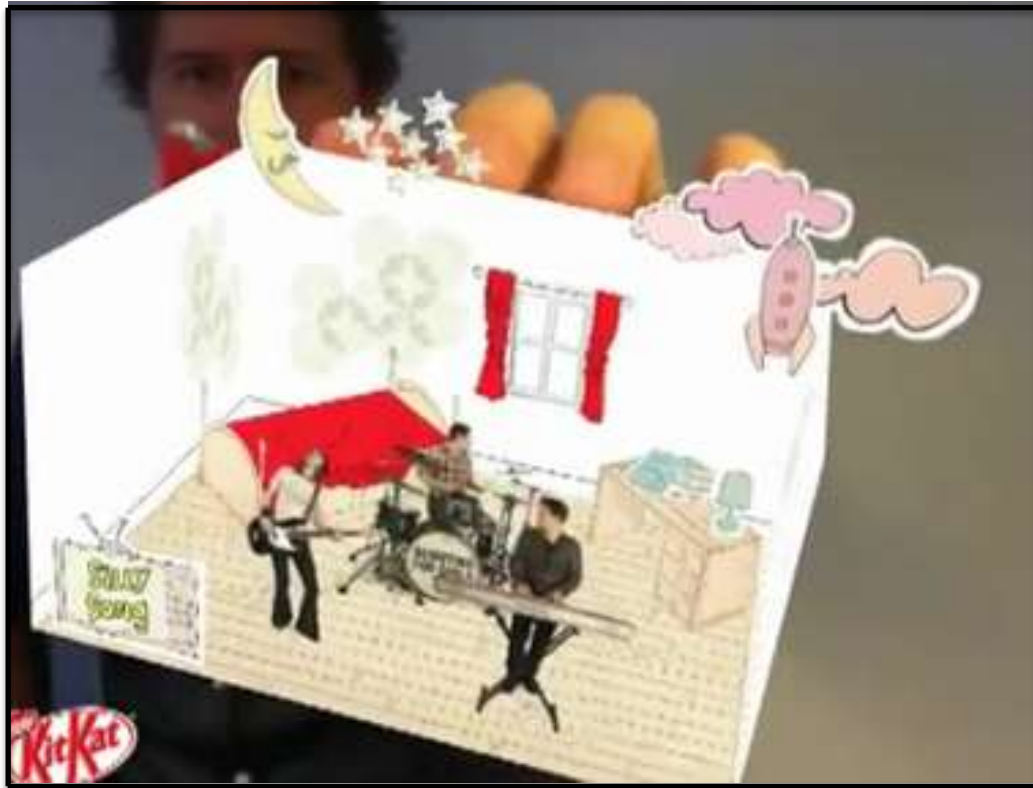
Via Super Bowl Sponsorship



Nestle adds augmented reality to its cereal boxes



Scouting for girls with a Kit Kat



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