

# Augmented Reality vs Reality

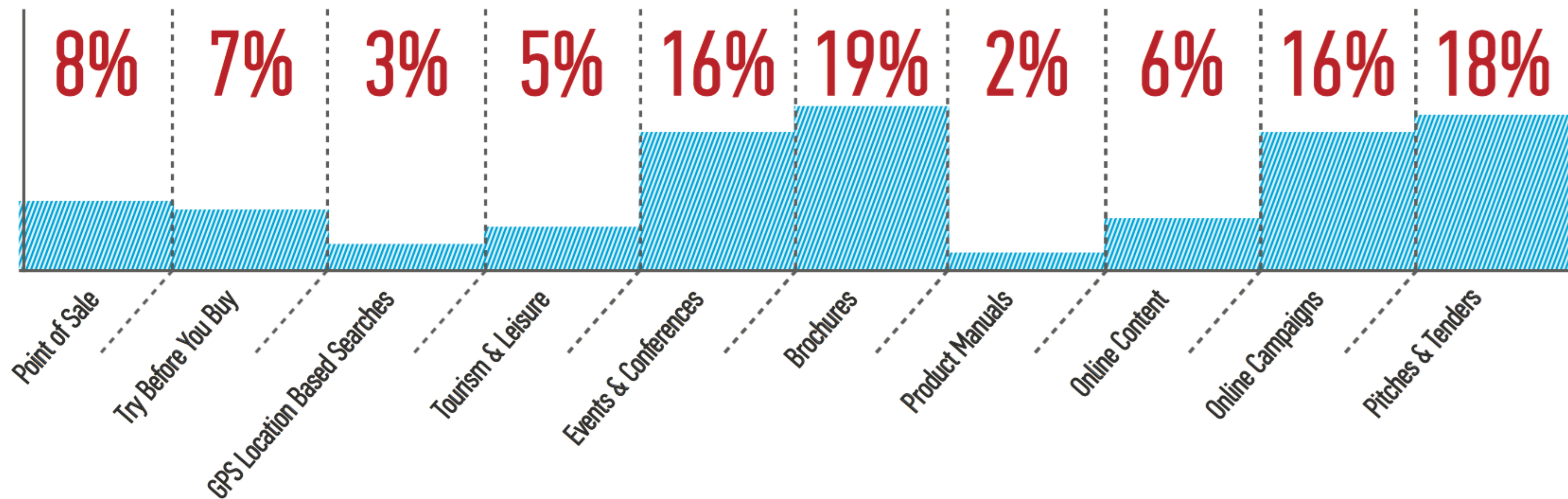
# Why AR

- #3 of Top 10 Internet and Tech trends of 2014.
- Enterprise apps with an AR component are expected to account for the third-largest proportion of revenues by 2015.
- Endless scope, your imagination is the only limitation
- Its cool, new and innovative.

# AR Usage

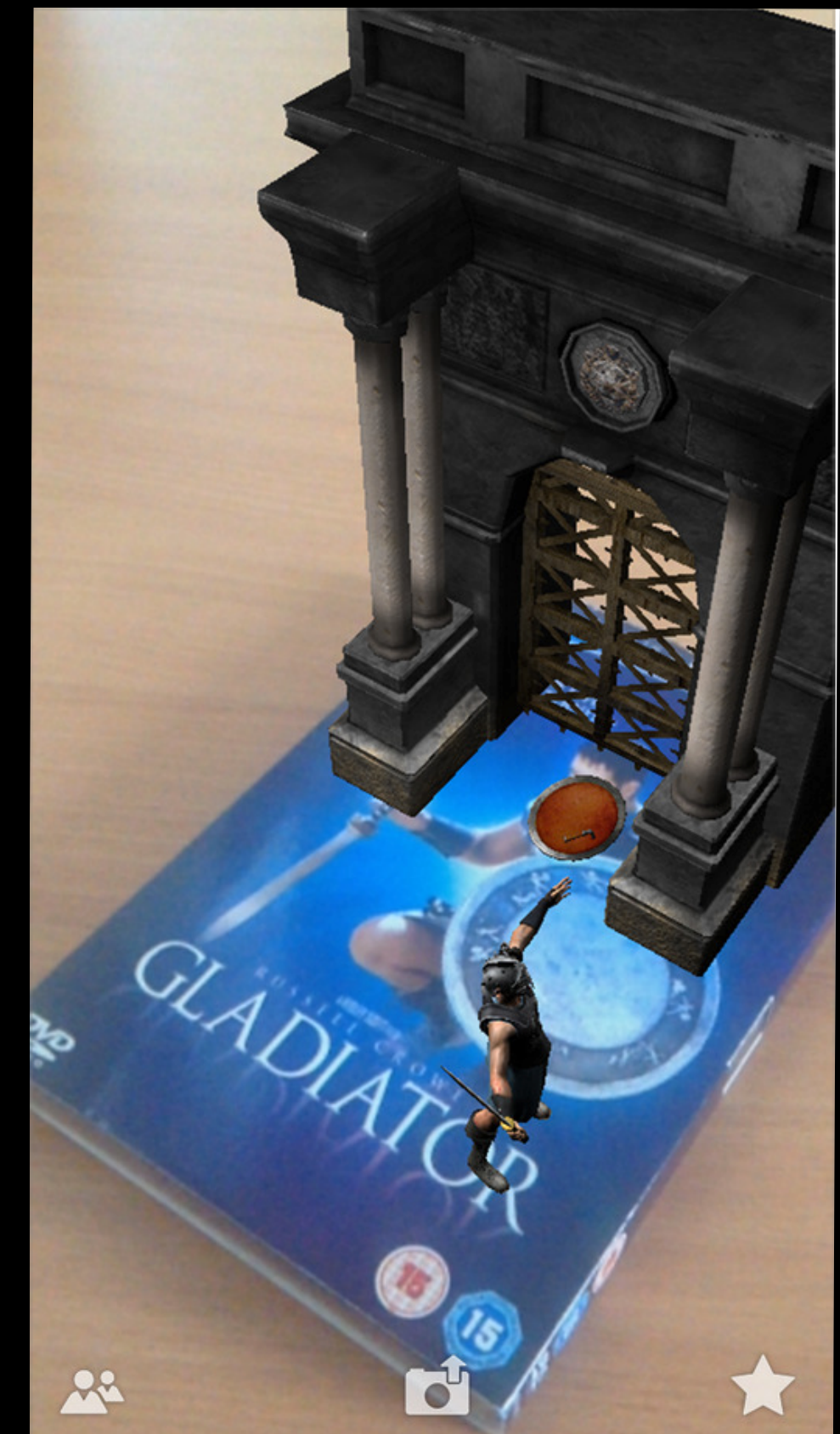
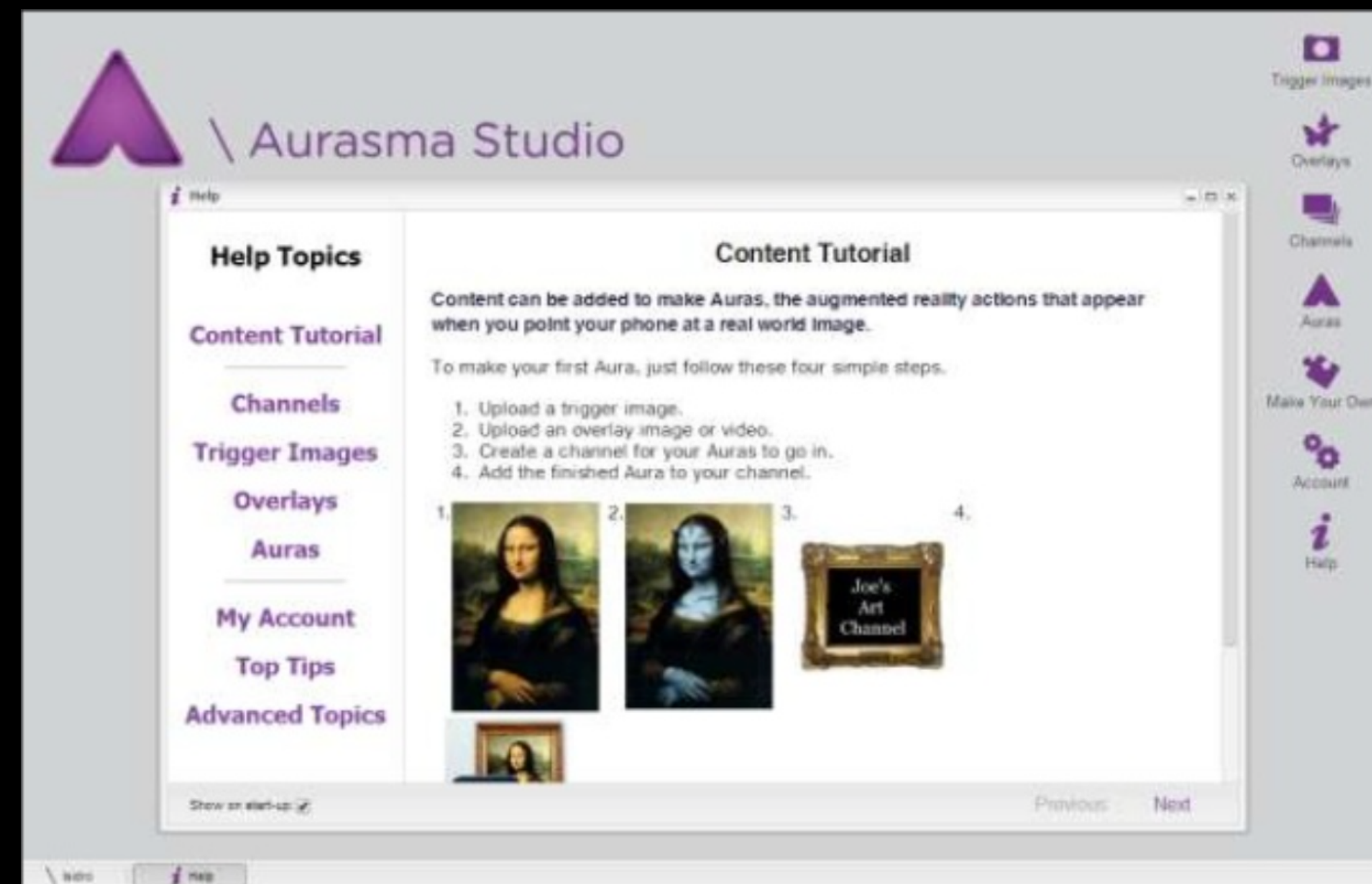
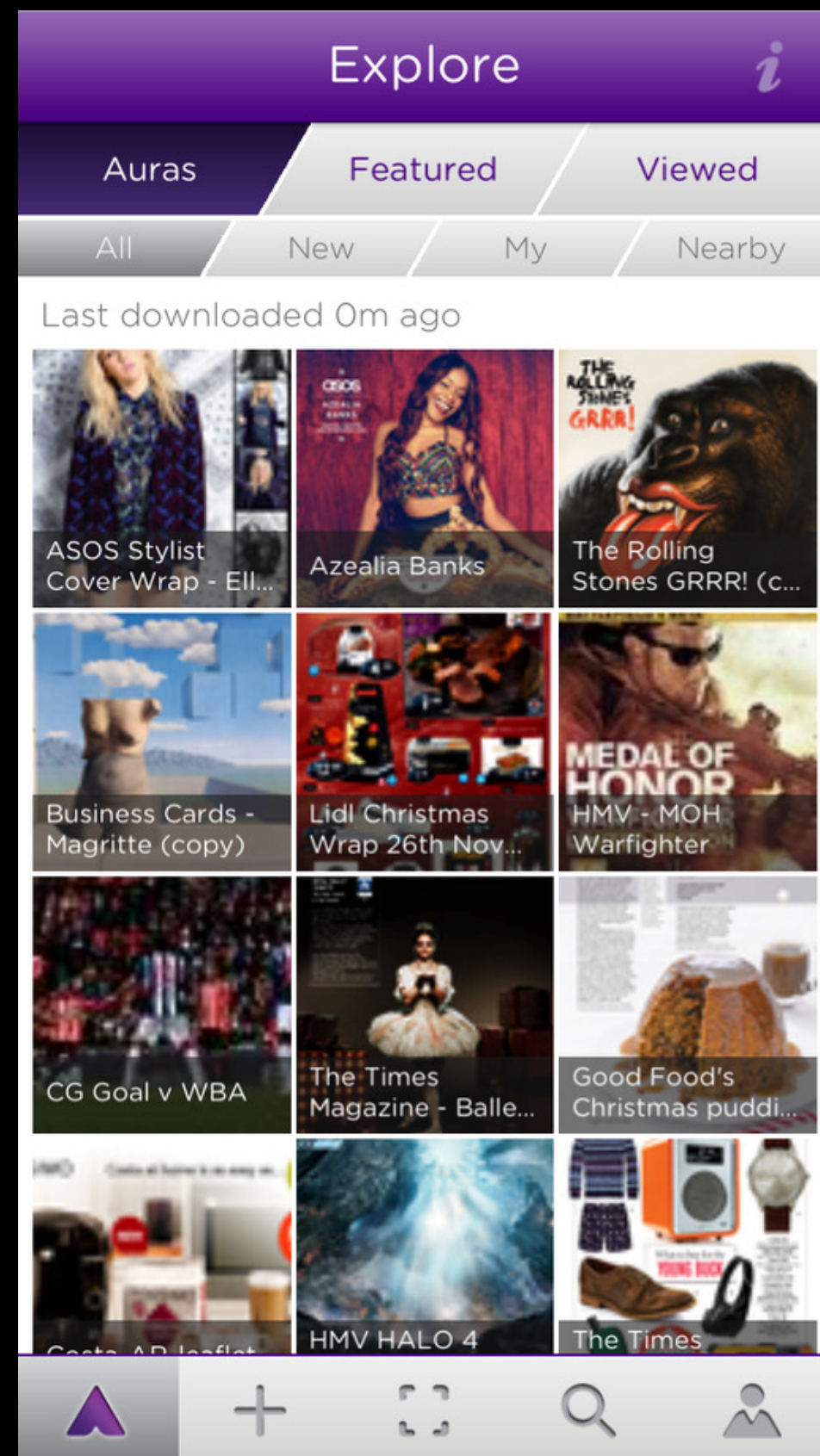
Fig 1.

Uses based on current adoption by major brands



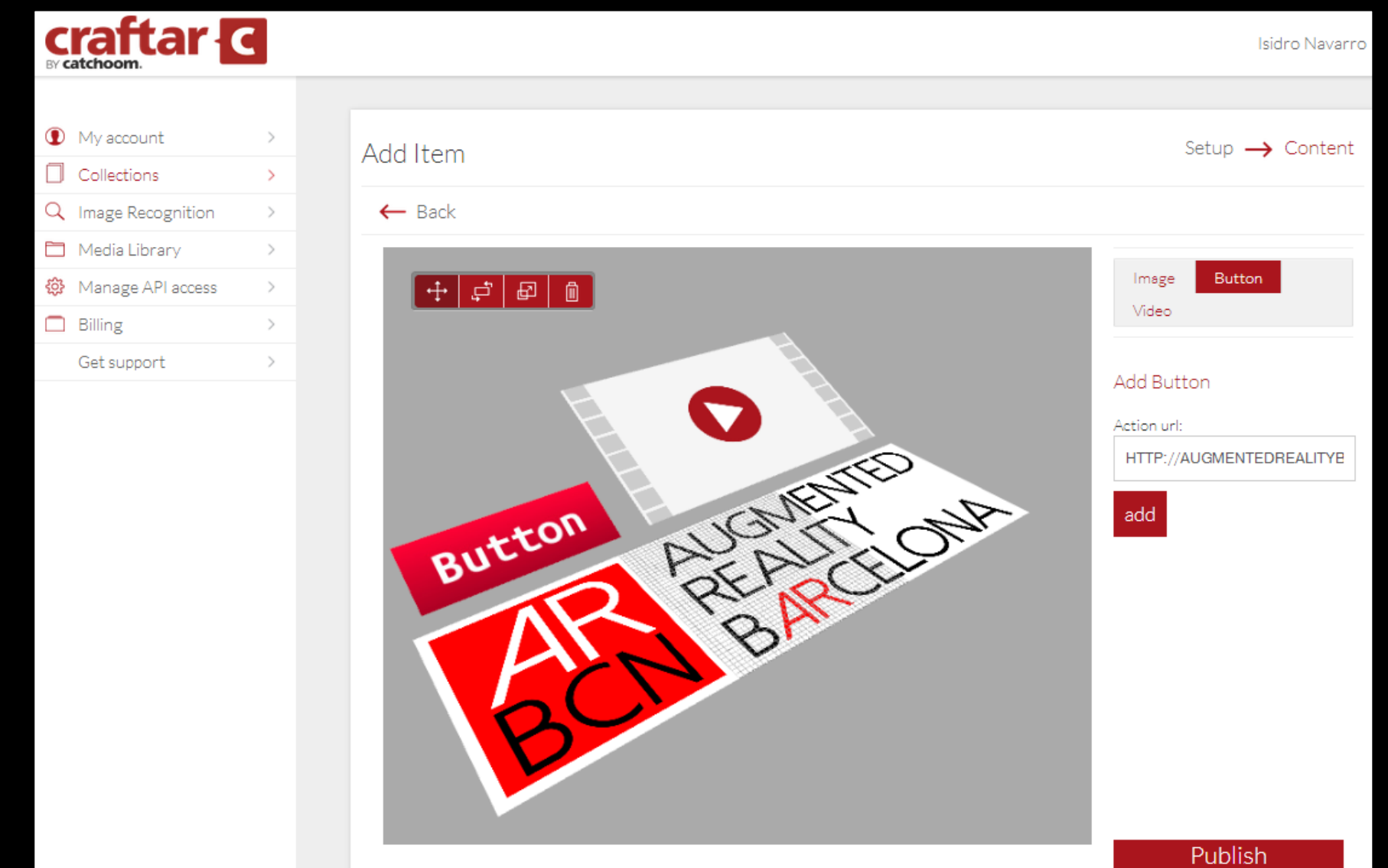


# Aurasma



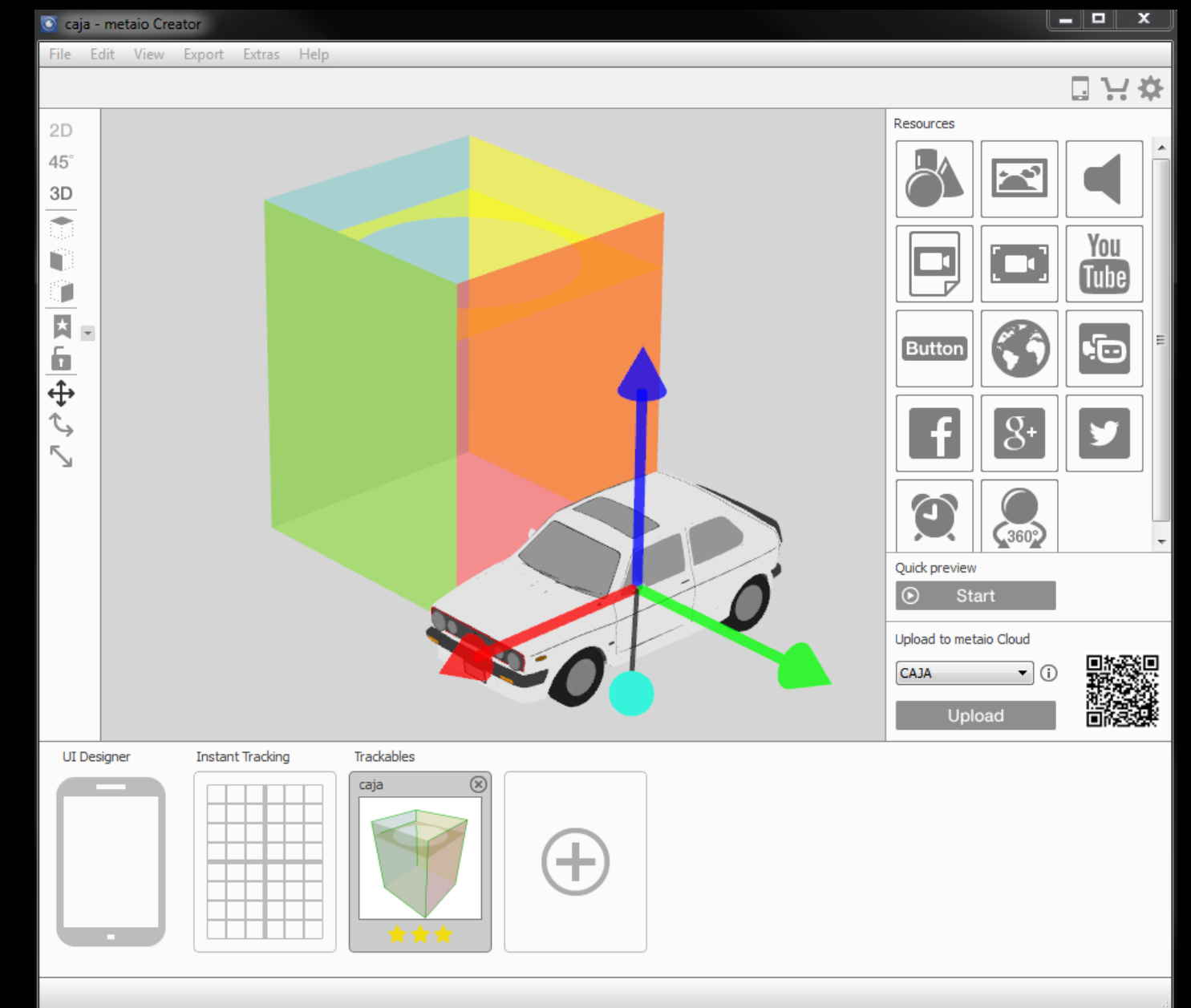


# CraftAR



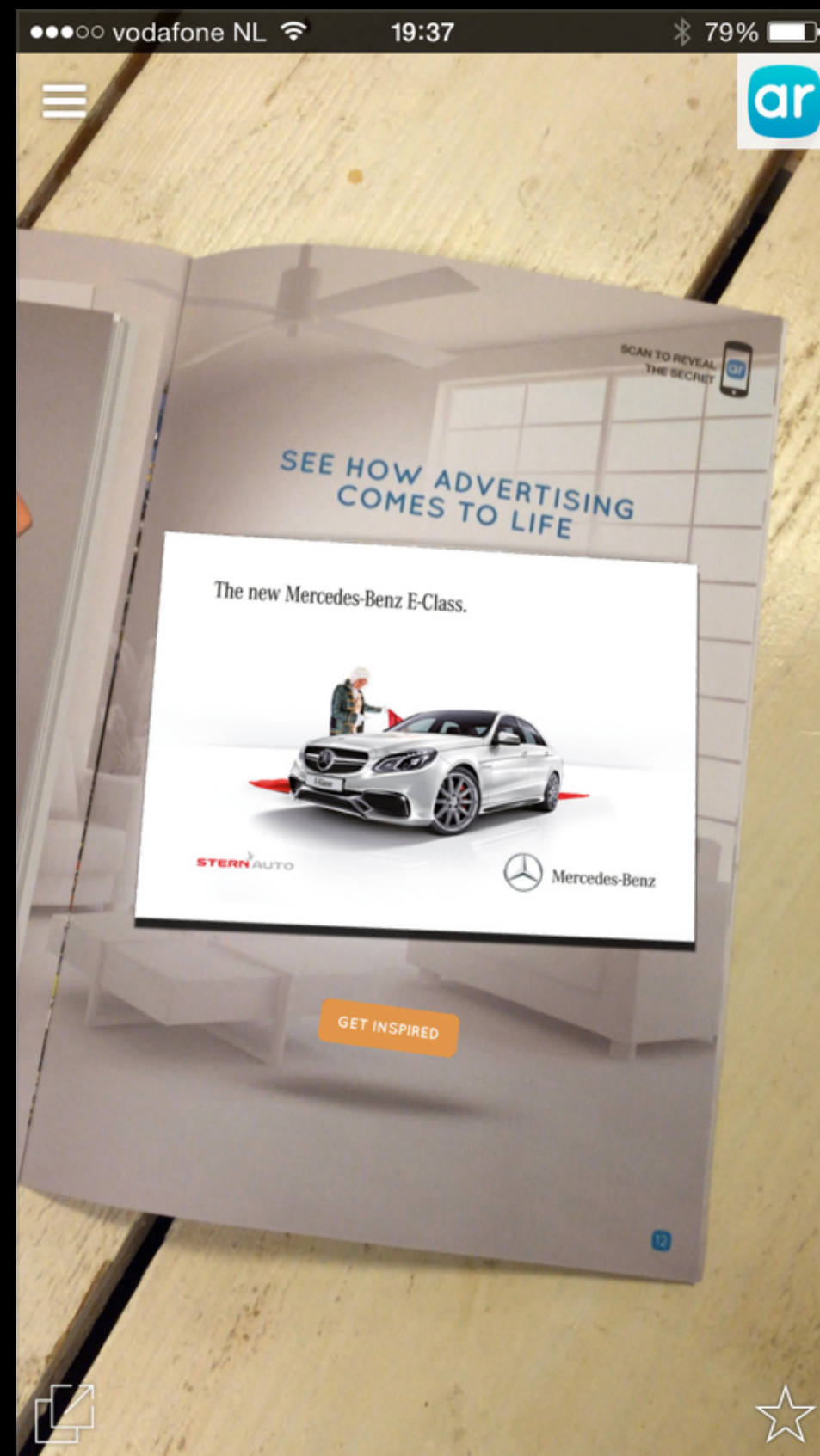


# Junaio - Metaio





# LayAR





# Blippar

+ Blipbuilder - AR Content Creator





# Initiation

## AR for Property Marketing





# Explore Engage

## Interactive Projects for Marketing





# IBM Shopping

Learn more about food.





# Catalogue IKEA

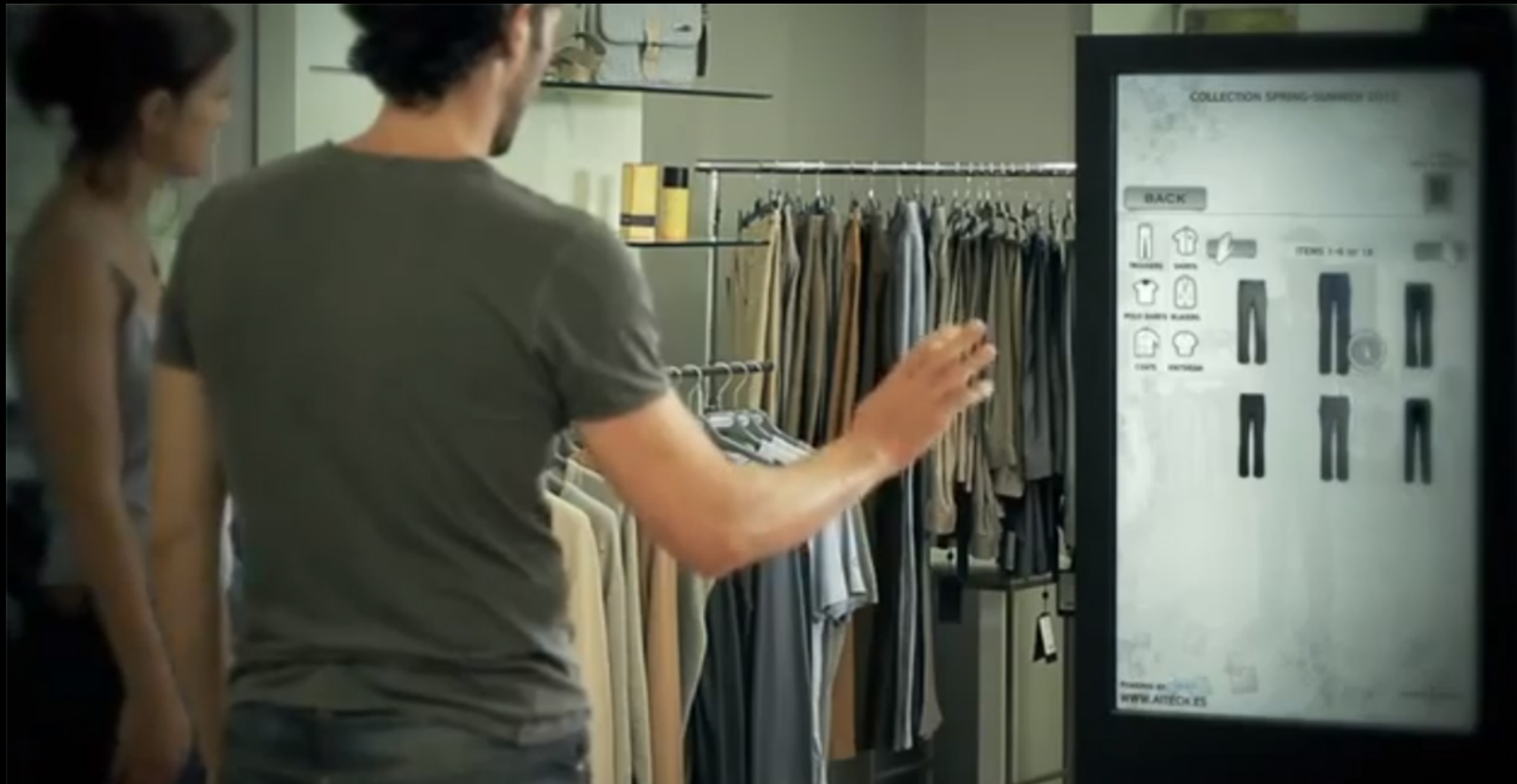
Experience 3D models





# aiMirror

AR outfits



# Word Lens

Translate signs in-line





# CarFinder

Locate parked cars.

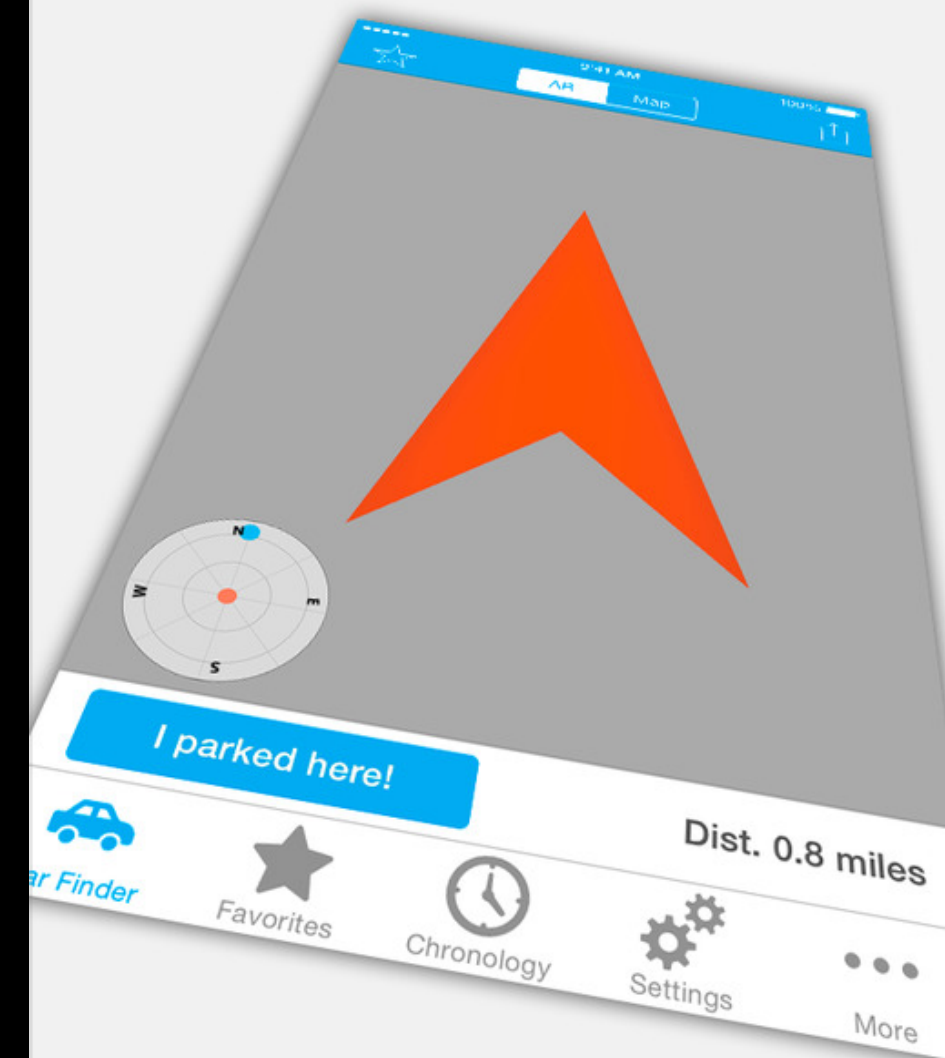
## Tag your position

Then use Augmented Reality to get back to it.



## Simple

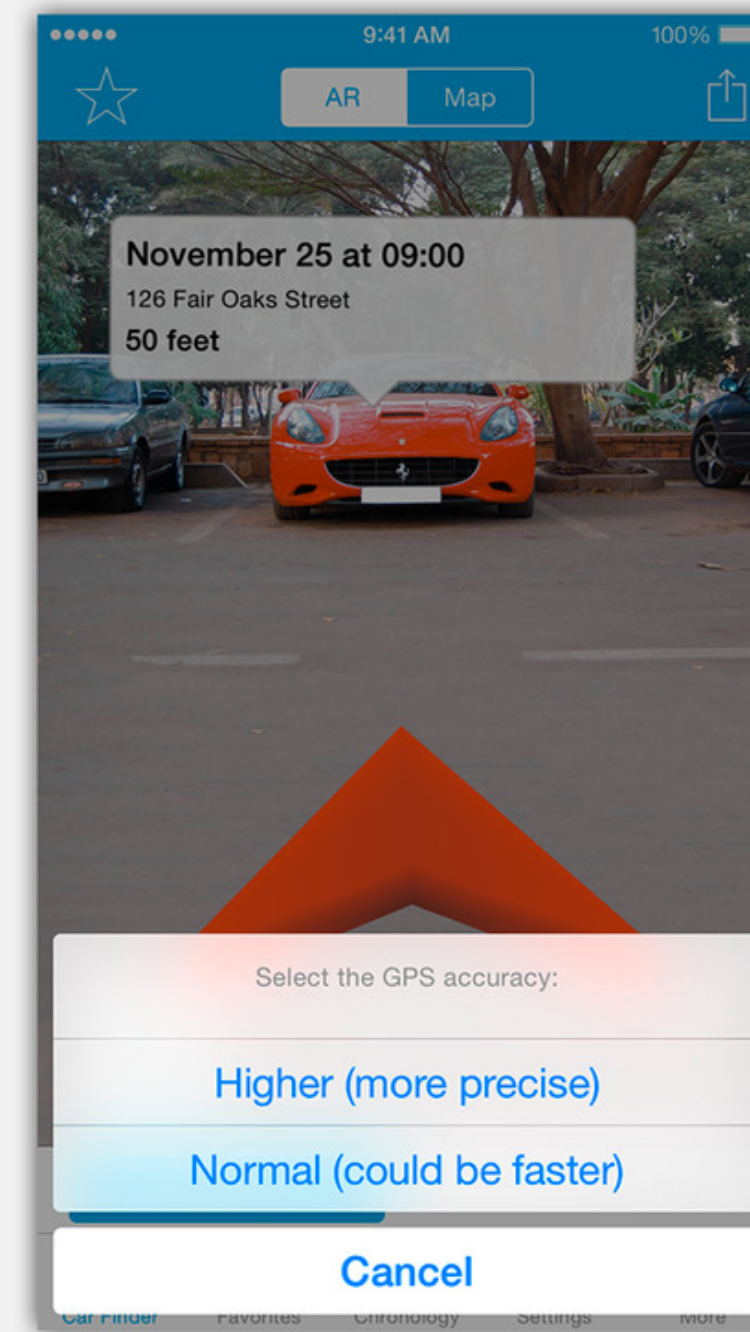
Just follow the arrow.



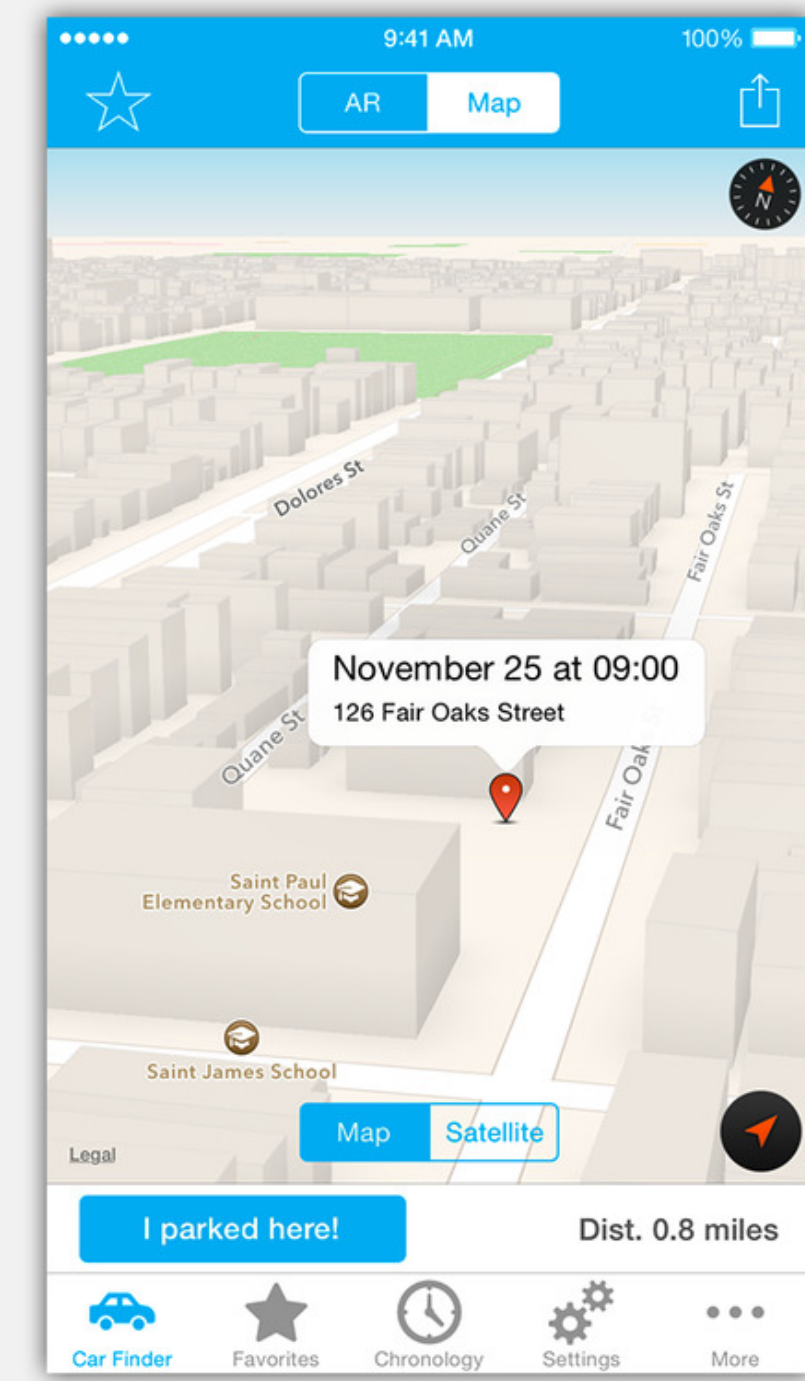
You don't even need an Internet connection.

## Accurate

Two levels of precision.



## View on map



# What Clients Want

- Successful prior work
- Proof of AR concept
- Large customer base
- Customer retention
- Customer engagement
- Customer satisfaction
- Brand awareness



# What Customers Want

- Usefulness
- Purpose
- Engaging content
- Affordability
- Reliability
- Privacy



# What Luminary Wants

- A brand name
- Large customer base
- Customer retention
- Customer satisfaction
- Large client base
- Client satisfaction
- Money



# Our Recommendation

*Make the AR app useful, beyond the scope of  
engaging marketing content.*



# What AR Useful?

## Utility

- Word Lens - translates words from other languages
- IKEA Catalogue - lets users experience products
- IBM Shopping - informs users about food
- Inition - enhances the property buying experience
- Layar - reads QR codes
- CarFinder - finds parked cars

# Approach

- Option 1 : Create an AR app with one sole utilitarian purpose.
- Option 2 : Create an AR app with expandability, which ships with at least one useful utility.
- Option 3 : Reconsider the use of AR.