

## Augmented Reality



### Augmented Reality and the Future of Marketing

There are an abundance of innovative marketing tools, some enabling brands to create experiences that are not only original but highly favored among consumers.

Augmented Reality (AR) is no secret to forward-thinking brands and agencies. AR's proven applications throughout this past year have validated the opportunity in marketing.

PokemonGo and Snapchat are anomalies because of their larger platforms and the resources to drive such a community; nonetheless, their use of AR is producing exponential results: not only driving revenue but addictive engagement too. Both players have a product that revolves around AR experiences and their use of this technology has readied the world for what's to come. In an effort to mimic their results, marketers and agencies are anxious to use augmented reality

with their audiences. In this Whitepaper we explore how augmented reality differs from other mobile technologies and how marketers can leverage AR. Get your report now.

Unlike Virtual Reality, Augmented Reality keeps you in the real world with a digital overlay. The digital overlay can deliver contextual information but without cutting you off from the world around you. Google Glass is the best known early example of an Augmented Reality system. Many tech companies are in the race for winning Augmented Reality systems, but as yet, none have gained any widespread market success or public adoption. In general, Augmented Reality will not require the high bandwidths of Virtual Reality, but the need for real-time delivery and ubiquitous availability will mean that latency remains crucial. Augmented Reality AR adds a digital layer over the real world, providing software generated images, sounds and/or data, mostly related to the environment where the user is located. Just as the VR real-estate allowed you to explore a property from home, so an Augmented Reality twist will let prospective buyers get more out of the visit to the actual property – giving a heads up on the price of recent sales in the area, on local crime statistics, local authority services and so on – in short, giving information on the life not just the property. Augmented Reality naturally mashes up with social media too, giving restaurant ratings as you walk down the street, and maybe even helping find somebody who'd like to join you for dinner. AR can also make it safe for people to manage action in hostile environments without exposing themselves to danger. Combining live-stream camera with AR data and robotics, for example, while carrying out underwater maintenance on rigs and pipelines, or in engaging in military campaigns.