



PROMO APPS

TYPES OF AUGMENTED REALITY

1/ connecting with the face of the person

- the starter is the face of the person which configures the app
- for example it can be used for trying on some clothes such as jacket, trousers, shoes, watch, necklace, earrings, glasses, wig, etc.
- example <https://www.youtube.com/watch?v=NxQZuo6pFUw>
- and picture for batman



2/ animation in the space

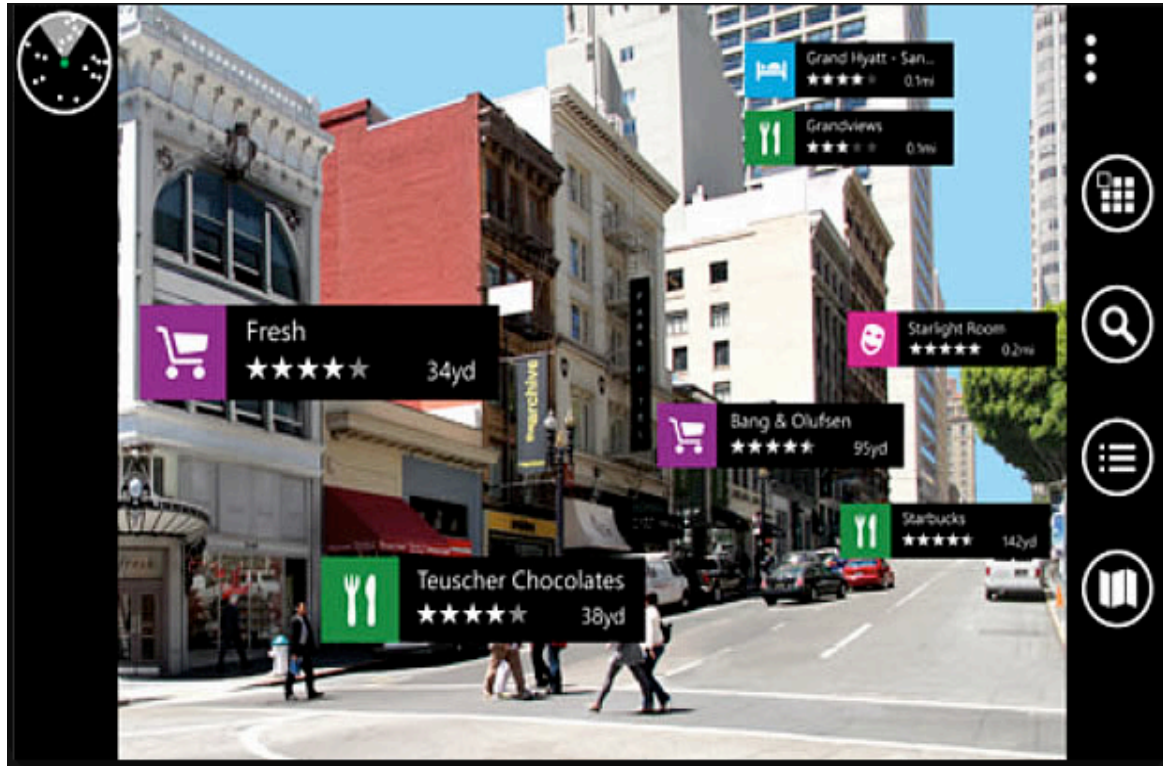
- without any configuration
- after starting the app, you can directly play
- for example the app can be used for creating some product (biscuits, manure, car, etc.) or every company which wants to create an easy game like on the picture
- example here on the picture for haribo and here <https://www.youtube.com/watch?v=G8DWVW7Uzkl>



la PROMO APPS

3/ GPS

- on the 3D map predefined points are shown
- the user sees in which direction should he go to reach something (usage for companies with their own site of branches as KFC, Starbucks, HSBC, car distribution companies, car tracking, etc.)
- starter is the opening of the app and GPS data
- example on the picture for Nokia city lens app



4/ animation or screen showing

- the starter is symbol anywhere (bilboards, posters, catalogs, etc.)
- it starts after showing the symbol in front of the camera
- there can be everything medeled, 3D, in connection with native functions of the phone
- can be used for any product souch as cars, phones, game figures, movie promotions, fashion brands catalogs, etc.
- for example Mona Lisa from the picture or here https://www.youtube.com/watch?v=oH_LfXnkIRw

