

HARNESS THE POWER OF AUGMENTED REALITY

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ENGAGING AND IMMERSIVE COMMUNICATION



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LEVERAGE YOUR BUSINESS WITH AUGMENTED REALITY

The potential for augmented reality in a business setting is huge. AR will have an impact on multiple companies across every industry together with many other types of organisations including non-profits, universities and social enterprises.

AR allows users to interact with the physical world using digital technologies. It has the power to transform the way we learn, discover information and make purchasing decisions.

Whereas AR was originally found in a handful of consumer projects such as gaming and GPS navigation, advancements in the technology has prompted business and app developers to imagine an increasing number of uses for augmented content.

Consequently, AR has penetrated the commercial landscape and is spreading through our homes, workplaces and factories. Content creators have discovered ways of enabling users to investigate products in-depth, provide insights into product designs, control and customise product operations remotely and optimise product performance using real-time data.

Tech giants like Google, Facebook, Amazon and Microsoft are also empowering companies to take advantage of AR technologies by providing platforms that support and amplify content that features animated elements.

Various studies show that dwell times for AR-integrated content is four times longer than video and generates a 70% higher memory recall. Consequently, four-fifths of brands consider AR marketing is one of the most powerful ways to engage customers and 9 out of 10 plan to use AR in ongoing campaigns.

AR creates value for businesses by engaging customers, increasing sales and improving performance at every touchpoint of the operational chain.

The digital age is an exciting time to be alive. Augmented Reality technologies even bring inanimate objects to life!



FREQUENTLY ASKED QUESTIONS

What is the difference between augmented reality and virtual reality?



There is often some confusion between augmented reality (AR) and virtual reality (VR). The key difference is that VR creates an artificial environment in which users can experience real-life experiences.

AR, on the other hand, superimposes digitally-enhanced images over real-world objects or transforms things from the real-world into animated graphics onto the screen of a smartphone or tablet.

What hardware does AR require?



One of the key advantages of AR is that you only require a smartphone or tablet to access the content. This enables businesses to take advantage of digital technologies and create an unlimited amount of experiences.

In contrast, VR requires additional hardware to use it. VR typically requires a head-mounted display together with input devices such as motion-sensor gloves, trackpads or joysticks.

How do users access AR applications?



Originally AR applications were accessed via QR codes, but this was not a popular option with consumers. Today's AR applications are accessed via a custom-built app or web browser.



What is the potential for AR applications?



AR applications can be used for entertainment, training, product development, communication and increasing sales. The content offers users the option to access information about their location or an object such as a product from their immediate environment.

Alternatively, you can replicate the real world and insert objects to give users a feel for how a project will look. For example, IKEA uses AR so customers can determine whether a piece of furniture will fit into a dedicated space and see how it will look even before the product is physically installed.

AR content can appear in various formats; 2D and 3d images, texts, videos, audio, panoramic 360-degree visuals, linear and interactive mechanics for following instructions and for viewing surroundings in turnaround 360 angles. Features can be configured in any way you need in order to achieve specific solutions.

How can businesses use AR?



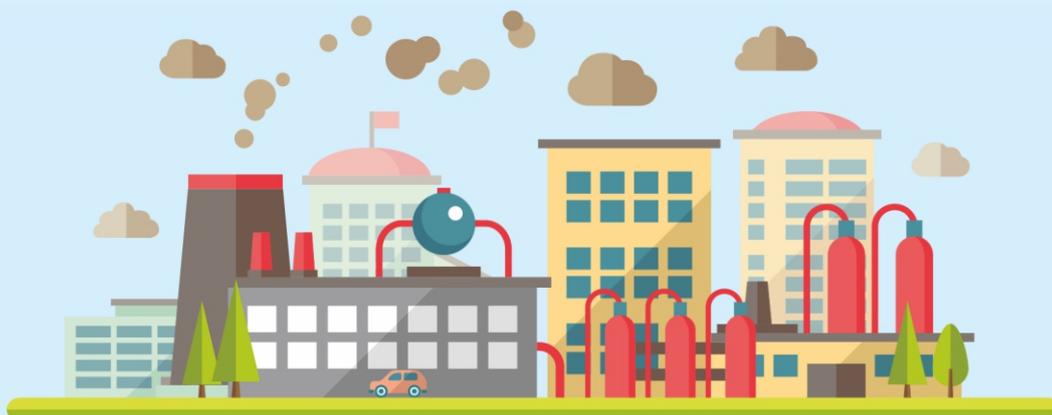
There are four primary types of augmented reality applications:

Marker-based AR - utilises the camera on handheld devices to identify an object. Markers are placed in the AR imitation of the object and gives users the option to access more information which appears in pop-up boxes or behind windows on the screen.

Location-based AR - the application reads data from the user's GPS on the mobile and detects the user's location. When they point their device towards a building or object, they can find more information about a building or object.

Projection-based AR - uses light to project a real-world object on to the user's screen and create an interface with which the user can interact with the content.

Superimposition-based AR - identifies real-world objects or places and allows users to insert AR content over the world view. For example, user's can select a paint colour or wallpaper pattern and see how it will look in their living room.



How does AR improve sales?



Businesses can improve customer engagement with AR. Consumers can examine products in 360-degree angles, try-before-they-buy or actively engage with your content to get a feel for a device or tool.

Surveys have shown that brands using AR increased online conversions by as much as 40%. For example, brands such as Top Shop and Lacoste created a mobile AR app which allows shoppers to try on an item of clothing from a remote location.

As a result, retailers have started integrating AR technologies to enhance the in-store experience of shoppers that don't have time to try on clothes, either because they are in a rush or the store is busy.

How are businesses using AR?



There are various ways businesses can use AR; to increase sales, create engaging content, improve the customer experience, capture consumer contact information, enhance employee training and assist with product development.

Social media networks Instagram and Snapchat deploy AR to engage users by enabling them to add selfie masks to their photos whilst YouTube has added AR features so viewers can actively engage with makeup tutorials.

Countless brands such as Zara, Gucci and L'Oreal have adopted AR to improve the customer experience by enabling them to 'try-before-they-buy' in several ways. AR can be used to see how someone will look in an item of clothing or type of make-up from a remote location.

Automotive brands like Toyota have produced an AR app which enables prospective buyers to examine individual components of the vehicle and learn more about the features.

Brands can also give customers the option to take measurements and determine whether an item of furniture will fit into a designated space or how an extension will look on the side of their house.

Elsewhere in the property market, estate agents can use AR to enable prospective buyers to discover more information about a property by tapping on various parts of the screen.

CISCO built a customised AR app to help technicians launch virtual demonstrations directly from their tablets which shows them how to install devices and learn more about each individual component.

Mercedes are also using AR to enhance staff training. Employees can examine and understand components with higher levels of detail and inspect internal workings without having to strip the car down.

How long does it take to develop an AR application?



Build time depends on the complexity of the application. To give you an idea, a standard AR app takes around one or two weeks. A custom-built app usually takes a little longer, around 500 working hours, so production time could be up to eight weeks.

What steps should companies take to determine how AR can provide solutions?



Before deciding whether building an AR application is right for your business you need to determine:

- Who your audience is
- How will AR benefit the audience
- What business objectives you want to achieve
- Is there any potential for ROI?

Sliced Bread Animation has vast experience in creating AR for businesses and can help you answer any questions or troubleshoot complex issues.

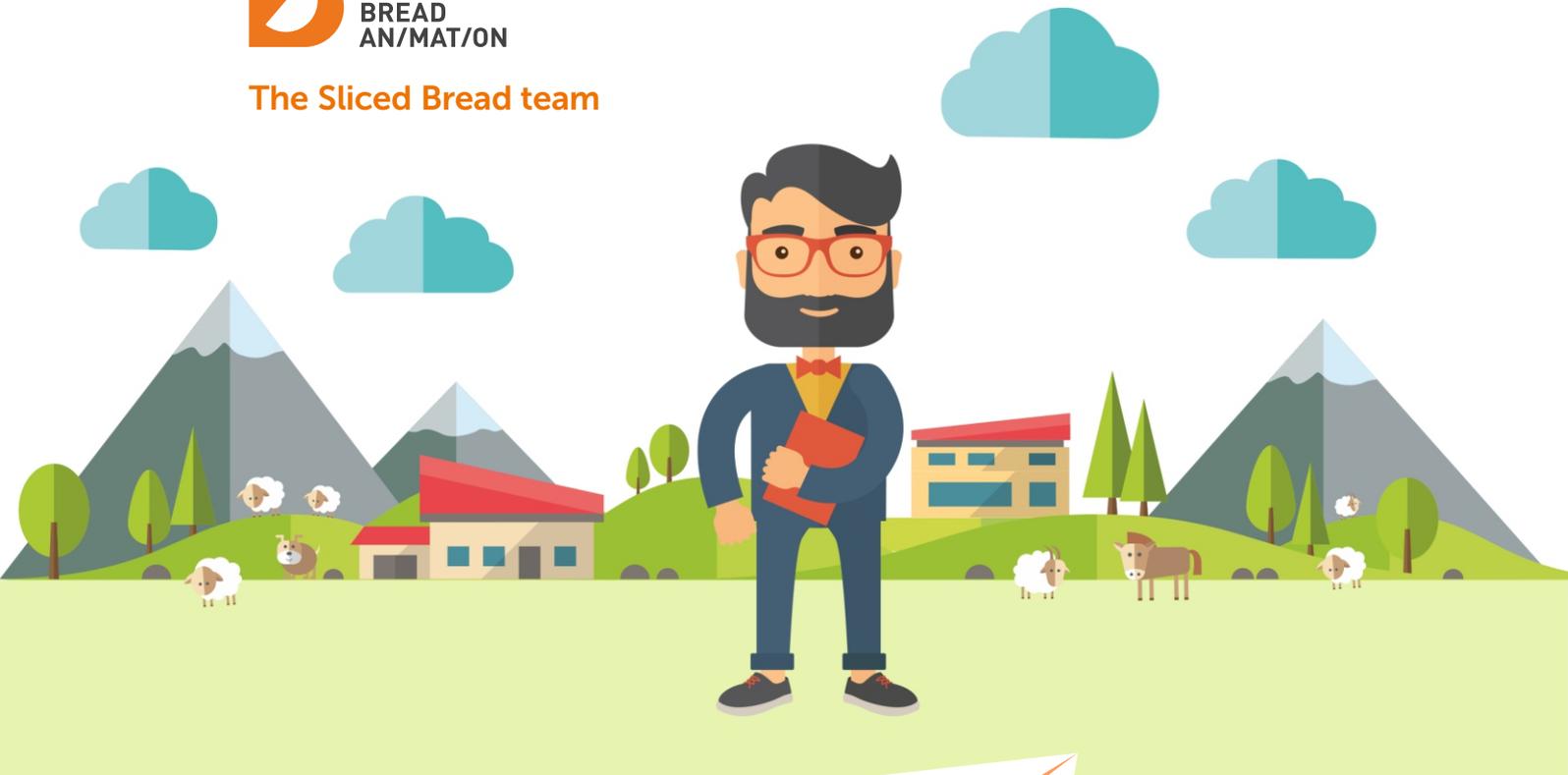
In the initial stages of an AR project, we work closely with you to understand your goals and discuss details such as how your audience will engage with the content, the type of AR that is most suitable, and any additional features you may want to include.

To get started with your AR project, contact us now and speak with one of our experienced and knowledgeable advisors.

We trust you have found the information in this guide useful and look forward to working with you.



The Sliced Bread team



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