



The image features two men in suits wearing VR headsets. The man on the right is holding a tablet that displays a satellite in orbit above the Earth. The background is a red-tinted office setting with a framed picture on the wall. A network of white lines and circles is overlaid on the entire image, suggesting a digital or technological theme.

#AUGMENTED REALITY

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PROMOTE YOUR PRODUCTS
OFFER MORE CONTENT
IMPROVE THE USER EXPERIENCE
GUIDE, INFORM, ANIMATE AND
STRENGTHEN YOUR COMMUNITY

ARE YOU READY ?



3...2...1...

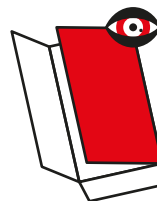
This is a unique opportunity to connect the digital and physical worlds intuitively and simply:



1/ **Locate** the image on your printed document to be scanned for interactive content



2/ **Scan** the image using the app



3/ **Explore** enriched content and continue the interactive experience

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OVER THE MEDIA



You deliver:

- the right information
- at the right time (right now)
- in the right place (right here)

Users have complete control over the media and the information they use.

In a world dominated by smartphones, the ability to enrich 2D or 3D objects offers a considerable advantage for companies:

- internal and external communication media
- products
- packaging
- overpacks
- instructions
- POS advertising
- business cards

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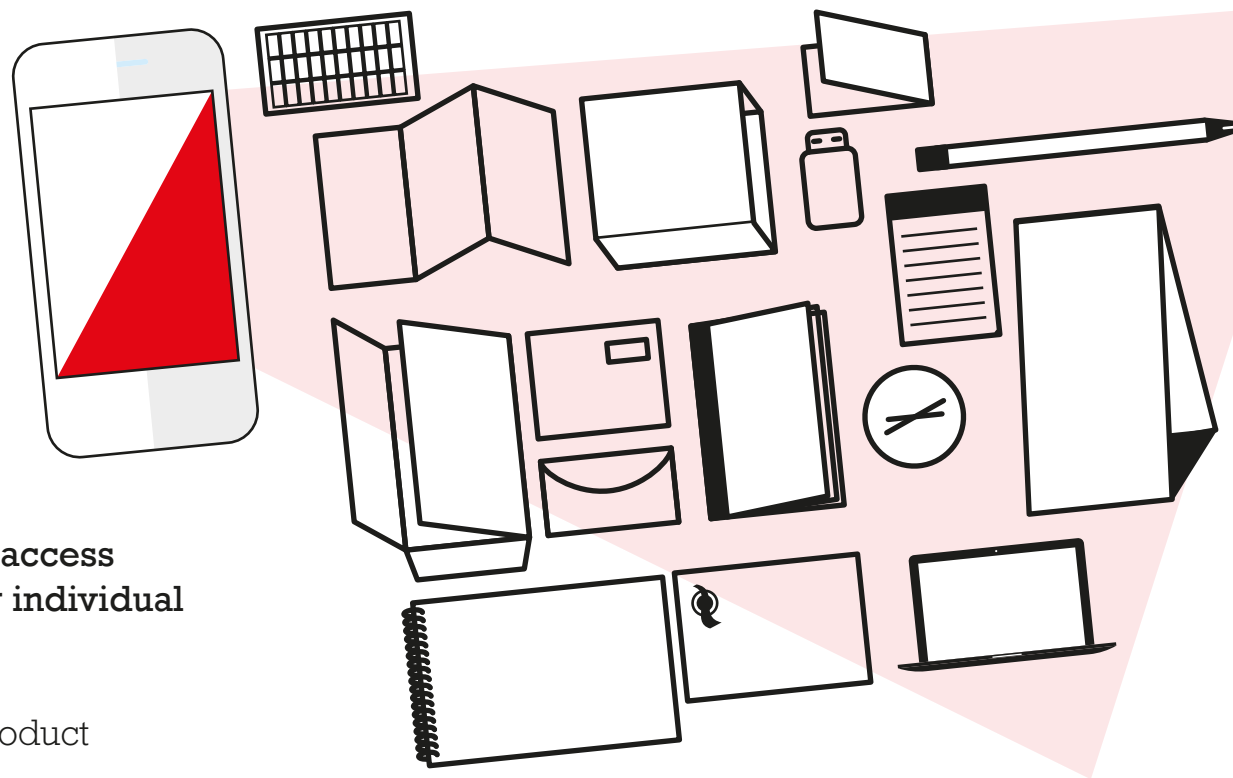
**Provide access to additional
up-to-date information linked
to the content in real time**

Benefits for your users:

From the same device, users can access
additional content based on their individual
interests:

- Immediately receive pertinent product information
- Learn more and consult all product information
- Announce and share events (trade shows, conferences, interviews, reports)
- Access up-to-date news
- Save dates in their calendar
- Find the nearest site (geolocation)
- Sign up for events (web conferences, etc.) or newsletters linked to the content

- View videos on the company server or YouTube
- Read a related article
- Download and read a pdf file
- Access the contact, send an e-mail
- Visit the website
- Participate in a quiz, survey, test, game, etc.



STATISTICS

**Measure the audience
and public interest daily:**

- **clickthrough rate per document, per page, etc.**
- **changes to clickthrough rate**
- **types of actions and user preferences**

Statistics are linked to each enriched media item.





CONTACT

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