



# Augmented Reality



---

How Augmented Reality is  
Transforming the Business Landscape



# Table of Contents

<b>01</b>	Introduction	3
<b>02</b>	How AR Transforms	4
<b>03</b>	3D and True-To-Scale AR	6
<b>04</b>	Digital Items in the Physical Realm	8
<b>05</b>	AR Try-On	12
<b>06</b>	AR and Packaging	14
<b>07</b>	The Future of AR for Brands	18
<b>08</b>	Keep Your Brand Ahead of the Curve	19





# Introduction

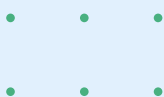
---

**Augmented Reality is transforming the business landscape. AR potential extends beyond enterprise-level solutions and reaches into digital marketing strategies.**

As the world rapidly evolves, it's now more important than ever for brands to keep up with market trends and technological advancements. Augmented reality (AR) is quickly becoming one of the most prominent innovations in the business world.

It has disrupted traditional marketing channels and is transforming the business landscape in unprecedented ways. The technology, which overlays digital images and interactive features onto our physical environment, has revolutionized the way brands interact with their customers.

AR potential extends beyond enterprise-level solutions and reaches into digital marketing strategies. Since it's reshaping the modern business landscape, brands do well to pay close attention to AR as an integral component of their operations.



# How AR Transforms

**AR has quickly become an invaluable tool for e-commerce digital marketing.** Companies are starting to use 3D objects, interactive movies, and even enhanced ads in their campaigns to stand out from the competition. AR technology bolsters customer experience by giving them the ability to virtually try out products, explore real-world settings with products highlighted, or even find an exact product based on visual cues. Brands can take advantage of this powerful tool and provide shoppers with an engaging experience.

## CUSTOMER INVOLVEMENT

There are exciting opportunities to increase customer engagement. By enabling users to interact virtually via elements like packaging, apps, and brand websites, companies create personalized experiences and boost overall user satisfaction. AR offers users a way to explore products in unprecedented detail and access instructions even after making a purchase. This type of engagement leads to longer, more meaningful experiences that could increase product loyalty.

## STELLAR AR DEVELOPMENTS

AR enables individuals to use smartphones and other digital devices more effectively. For example, it helps consumers visualize product designs and make precise measurements in real life without needing a physical prototype. Additionally, apps allow users to view virtual information or instruction overlays on their physical environment or objects of interest. AR has long been a possibility, but now that smartphones are omnipresent, there is even more potential for brands everywhere. Here are some notable examples of how some brands have utilized AR.



## 3D and True-To-Scale AR

---

**3D and true-to-scale AR technology is an immersive way to interact with a virtual environment that closely resembles the real world. It works by using three-dimensional (3D) models of objects, which can be used to create realistic simulations in augmented reality.** Users can interact with these 3D models, gaining new insights and perspectives on their surroundings.

This technology has numerous benefits for brands and customers alike. Brands can save time and money by eliminating the need for trial runs and data visualizations can help them better understand product performance. For customers, 3D and true-to-scale AR can provide a more immersive experience when exploring products or services, reducing buyer's remorse.

Augmented reality is a rapidly expanding field, with 3D and true-to-scale AR being the latest advancements. This technology allows for a realistic and immersive viewing experience, with 3D models being placed in real-life environments and scaled to precise measurements. It is particularly useful for architects, engineers, and interior designers, enhancing visualization and aiding in planning and decision-making.

### IKEA PLACE

An excellent example of 3D and true-to-scale AR is [IKEA Place](#). It allows customers to virtually place furnishings in their space, providing them with the opportunity to visualize the product and evaluate its size, design, and functionality. What sets IKEA Place apart from other AR apps is the accuracy of its measurements. The app utilizes a unique technology called 'Placenote' that accurately maps the space, providing a true-to-scale representation of the area. With over 2,000 products to choose from in the app, customers can be confident in their decisions and make purchases with ease.

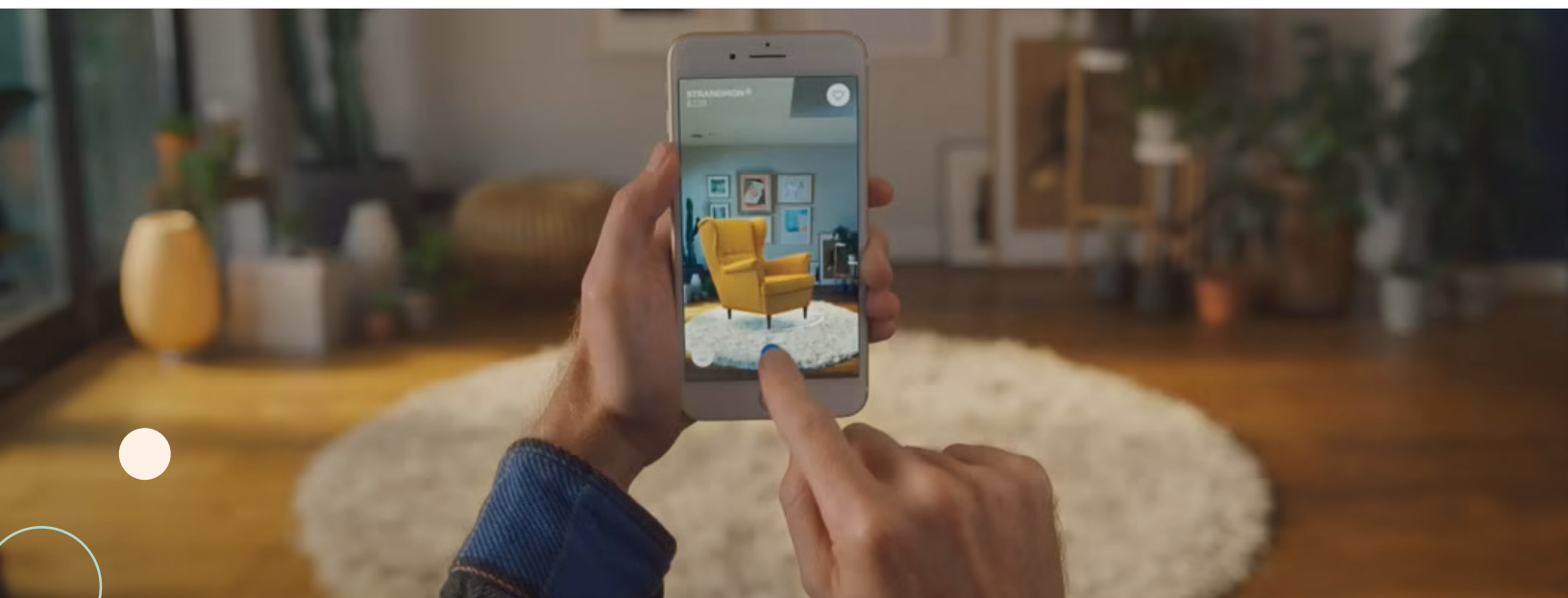
**One of the most significant benefits** of IKEA Place is the convenience it brings to the shopping experience. Customers no longer have to visit a physical store or consult a catalog to make a decision.

**Another significant advantage** of IKEA Place is the flexibility it provides. Since customers can see how different products will look in their home, it simplifies the decision-making process. It also eliminates the worry of making a costly mistake by purchasing a product that doesn't fit the space or style. With IKEA Place, customers can experiment with different design and color options, ensuring they make the best choice.



## Take Away:

IKEA Place is a perfect example of how AR technology can revolutionize the customer shopping experience. The app's 3D and true-to-scale products provide customers with a more realistic presentation of the products, allowing them to make more informed decisions. The convenience and flexibility provided by IKEA Place make it a superb solution for customers looking for a hassle-free and engaging shopping experience. IKEA has set the bar high for AR innovation in the marketing industry.



# Digital Items in the Physical Realm

**Augmented reality is already transforming the retail industry, and the potential is limitless. As technology advances, we can expect brands to leverage AR in more creative and innovative ways.**

AR can currently be used to provide real-time product information or to create immersive branded experiences. It is also possible to use AR to bridge the gap between online and offline shopping, allowing customers to seamlessly move between channels. Regardless of how it's used, augmented reality will undoubtedly play a massive role in the future of the retail industry.



## MICROSOFT HOLOLENS

Companies like [Microsoft HoloLens](#) are now using AR to bring digital items into the physical realm, making it possible to provide customers with experiences they couldn't get anywhere else. NASA has used HoloLens headsets to give researchers an immersive experience while learning about different spacecraft components—allowing them to interact with models they wouldn't be able to touch due to size limitations or safety concerns.

Other brands have already begun experimenting with AR technology to provide customers with unique experiences that were previously impossible.

## Here are 5 ways Microsoft HoloLens is changing the future of computing by bringing digital items into the physical realm using AR.

1

**Creating immersive experiences.** Microsoft HoloLens has the unique capability to create immersive experiences by overlaying digital content onto the physical world. You can visualize and manipulate digital content in real time, allowing a deeper understanding of complex concepts. HoloLens' ability to display 3D images makes it a valuable tool for training and learning.

2

**Enhancing the gaming industry.** The gaming industry has always been at the forefront of technological innovation, and AR is no exception. HoloLens allows gamers to bring their favorite games into the real world. Gamers can blur the line between the physical and virtual worlds using AR technology. HoloLens enables gamers to interact with virtual objects as if they were real, creating an exhilarating gaming experience.

3

**Transforming the healthcare industry.** HoloLens is also finding its way into the healthcare industry. Medical professionals are using AR technology to simulate complicated surgical procedures, providing a training tool that replicates real world scenarios. Surgeons can practice and perfect their skills in a virtual environment, improving patient outcomes.

4

**Enabling remote collaboration.** HoloLens is enabling remote collaboration like never before. With the ability to overlay digital content onto physical objects, users can remotely collaborate on projects, and visualize them in a shared world. This allows teams to work together more effectively, improving productivity in various industries

5

**Revolutionizing the future of design.** HoloLens is revolutionizing the design industry. Designers can now create 3D models of products and visualize them in the real world with HoloLens. This design process allows designers to visualize the end product at a much earlier stage, enabling faster prototyping and decision-making.

### Take Away:

Microsoft HoloLens is changing the way we interact with digital content. It is enabling us to bring digital items to life and interact with them as if they were real. From enhancing the gaming industry to revolutionizing the way products are designed, HoloLens is a powerful tool that is being used across industries.





## LOWE'S HOLOROOM HOW TO

Lowe's Home Improvement stores use [Holoroom How To](#), which provides customers with step-by-step instructions for tackling home renovation projects using HoloLens holograms. It essentially provides virtual assistance from experts who could otherwise never be present at every customer location. This AR-powered experience allows customers to visualize home improvement projects in a 3D environment.

Using a tablet or smartphone, customers can create and customize their projects and then see them come to life in augmented reality. Users can choose the color, texture, and size of various items, such as flooring, paint, and appliances. They can even add accessories like curtains, rugs, and wall art to complete their virtual vision.

## HOME IMPROVEMENT TRANSFORMED

Lowe's Holoroom How To has revolutionized the way people shop for home improvement products. This technology provides a convenient and flexible shopping experience that saves people time and effort. Customers no longer need to visit multiple stores and make endless trips back and forth to see how products would look in their homes. Instead, they can use the Holoroom How To and accomplish everything in one place. The interactive and engaging nature of the Holoroom How To helps customers make more informed decisions by allowing them to see and compare products in real time.

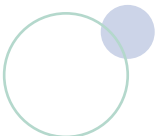


Lowe's Holoroom How To has been dubbed as a game-changing event for the retail industry. By blending physical and digital worlds, augmented reality is transforming the way people shop. Holoroom How To elevates the shopping experience by making it more personalized, interactive, and fun. Customers can experiment with different home improvement options in real time, share their creations with family and friends, and even save their projects for future reference. This technology is enhancing the process for customers and helping retailers attract more business.



## Take Away:

Lowe's Holoroom How To is a prime example of how augmented reality is changing the retail industry. The technology provides customers with an immersive and interactive shopping experience that blends the physical and digital worlds. AR is transforming the way people shop for home improvement products by making the process faster, easier, and more informative. In a highly competitive retail environment, retailers that embrace AR technology can differentiate themselves, establish brand loyalty, and drive sales growth.





## AR Try-On

---

AR try-on technology allows shoppers to virtually “try on” products before they make a purchase. Shoppers don't have to worry about making trips to the store or waiting for items to be shipped—they can simply use their phones or computers to instantly try on items and make a purchase. This reduces wait times and makes it easier for customers to find what they're looking for quickly. Additionally, customers can get an accurate idea of how an item will look on them without having to guess, which helps with sizing decisions and overall satisfaction with the product.

AR try-on technology reduces returns and provides better visuals upfront. Customers are more likely to be happy with their purchases, which eliminates any potential confusion or disappointment about sizing or fit. Additionally, this type of technology provides businesses with valuable analytics data about user preferences, which can then be used to improve future products or services and offer more tailored selections based on customer demand. Offering an enhanced shopping experience can also help build customer loyalty and trust in a brand by showing that you value their time and convenience.

### WARBY PARKER

[Warby Parker](#) is one of the latest companies to leverage AR-powered try-on technology. One of Warby Parker's greatest tech innovations is an AR-powered try-on app that allows customers to try on frames virtually. This technology is useful for Warby Parker because it overcomes one of the biggest challenges of purchasing glasses online, not being able to try them on before buying.

The app utilizes face-mapping technology found in iPhones with the [True Depth](#) camera. Now shoppers can try on glasses from Warby Parker's inventory without waiting for mail delivery or visiting a store. The AR try-on feature is enriched with photo sharing so customers seeking feedback can feel free to post pictures of themselves in their AR specs and get advice from family or friends.

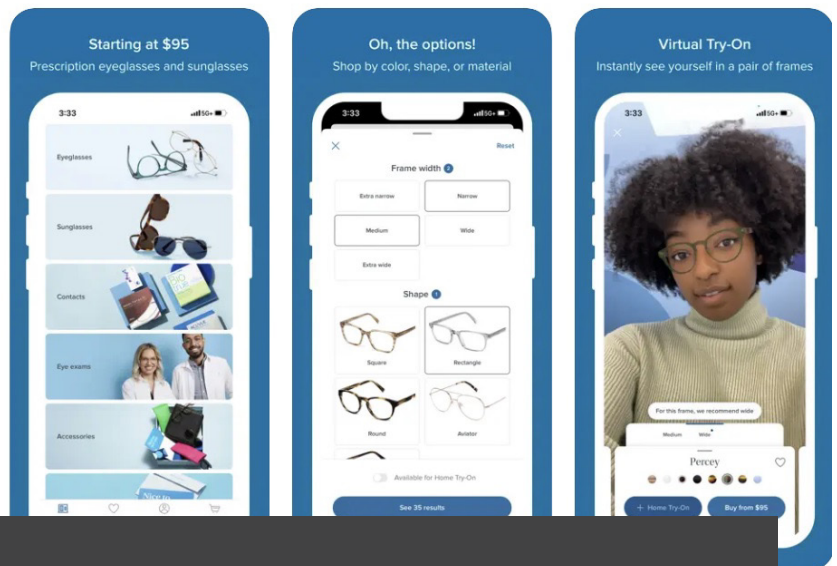
## THE CUSTOMER EXPERIENCE PROCESS

Once the app is downloaded, the user selects which frames they want to try on. Then, the app uses the phone's camera to snap a photo of the user's face. Next, the app overlays images of the selected frames onto the user's picture, simulating what they'd look like wearing the frames.

**The Warby Parker app makes it easy** for customers to choose the right frames, as they can see the glasses on their face before making a purchase. Additionally, the app is engaging. The interface is user-friendly, and the feature's swiping function makes for an enjoyable experience.

**The Warby Parker app isn't just entertaining**—it's educational, too. It allows users to try on frames that are not in stock in-store or online, making it possible to see and buy everything that Warby Parker offers. Another feature allows users to take photos of themselves wearing virtual frames and share those images on social media. This function helps Warby Parker with its marketing objectives, as it generates word-of-mouth marketing through social media shares and endorsements.

Or you can try  
five pairs at home  
—for free!



## Take Away:

Warby Parker is at the forefront of AR technology with their app thanks to its ability to use face-mapping technology found in iPhones with the True Depth camera. Warby Parker's AR-powered try-on app is a marvelous innovation that allows customers to have fun and try on glasses from their homes.

## AR and Packaging

---

The use of AR in packaging design provides a great way to stand out from the competition and deliver unique experiences to customers. It can be used as a powerful platform for marketing campaigns, helping brands engage with customers at every stage of the purchasing process. For consumers, it allows them to access additional information on products without having to leave their homes. It can also be used as an entertaining way to interact with brands and explore their product ranges in more depth than ever before.

One of the most common uses for AR in packaging design is product demonstrations. With this type of application, customers can view how your product works by simply scanning its QR code on their smartphone or tablet camera. This eliminates the need for lengthy instruction manuals or complicated tutorials that could put off potential buyers from making a purchase decision. Furthermore, this type of application also helps brands develop relationships with customers by providing them with helpful tips and advice on how best to use their products.



Product packaging can be an overlooked aspect of marketing, yet it holds the potential to make a significant impression. Packaging has the power to define narratives and brand perceptions, set your product apart from its competitors, and stay in the minds of consumers far beyond the purchasing moment. Using AR QR Codes allows brands to tell a story that helps build a sense of trust and loyalty among customers.

## LAY'S

The Lay's Smiles Bags campaign is a striking departure from traditional marketing campaigns. It goes beyond product promotion and showcases real people with genuine stories, allowing customers to connect with them on a deeper level.

Lay's AR packaging experience is powered by the Facebook Camera. By scanning a unique QR code, customers can use their Facebook Camera to access an augmented reality experience featuring a short video about one of the 31 inspirational individuals featured on Lay's "Smiles" bags. The campaign is also promoted through social media, as customers are encouraged to share their own stories and join in on the conversation of celebrating everyday people.





## UNIQUE MARKETING

What makes this campaign stand out is its celebration of diversity and inclusivity. The individuals featured come from all walks of life, backgrounds, and experiences. From artists and athletes to educators and entrepreneurs, each person has a unique story to share.

The Lay's Smiles Bags campaign is more than just a feel-good initiative. It is a call to action for all to celebrate the everyday joys of life. The campaign features the tagline "Here's to life's little smiles," which encourages positivity and optimism in our daily lives. By showcasing individuals who overcame obstacles and renewed their spirits, Lay's celebrates resilience and perseverance in the face of adversity. The marketing campaign reminds consumers to appreciate the little things in life and to keep smiling, even in tough times.

This AR packaging experience provides a unique and engaging way to learn more about the individuals featured on the Lay's Smiles Bags. The immersive experience allows customers to see the stories come to life and connect with the individuals on a more personal level. This AR-powered campaign exemplifies how marketing campaigns can be more than just a way to promote products, but also a platform for promoting diversity and inclusivity.





## Take Away:

The Lay's Smiles Bags campaign is a refreshing and innovative approach to marketing. By showcasing diverse individuals from various backgrounds and experiences, it promotes inclusivity and celebrates the everyday joys of life. Since the AR packaging experience is an excellent way to learn more about each individual, the campaign reminds us that everyone has a story to share, and that positivity can be found in life's little moments. It is a refreshing example of how AR marketing campaigns can be used to promote positivity, diversity, and inclusivity.

### 3 WAYS BRANDS ARE USING AUGMENTED REALITY



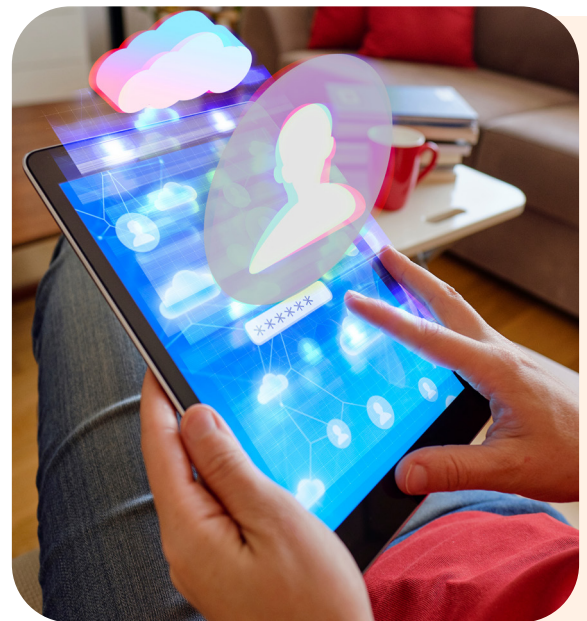
3d and True-To-Scale products allow customers to evaluate size, design, and functionality.



AR-powered try-on apps are revolutionizing consumer habits.



AR QR codes allow brands to tell a story that helps build a sense of trust and loyalty.



# The Future of AR for Brands

---

- 
- 
- 
- 

AR has the potential to revolutionize how brands and consumers interact with each other, allowing for experiences that are unprecedented in scope. One especially promising area to watch is the Metaverse.

The metaverse is an immersive virtual world that can be accessed via AR technology. With its potential to create digital avatars and map out auditory soundscapes that simulate life-like experiences, AR in the metaverse has opened a world of possibilities for brands. With the potential to create digital avatars and map out auditory soundscapes that simulate life-like experiences, AR in the [Metaverse](#) has opened a world of possibilities for brands. Brands can already transfer digital items into the physical realm to provide their customers with unique interactions and otherwise inaccessible services. The future of AR is certain to supply more unimaginable scenarios as brands take advantage of the Metaverse and other outlets in the near future.



## Keep Your Brand Ahead of the Curve

---

In a highly competitive retail environment, it's essential to provide customers with the most compelling and distinctive experience possible. Augmented reality can be a powerful tool for retailers, especially when it comes to home improvement. It can help retailers improve customer engagement, boost sales, and reduce product returns. AR technology allows retailers to create personalized and unique experiences that differentiate them from their competitors. Retailers can leverage AR to increase customer loyalty, establish brand awareness, and even optimize store designs.

Having the right partner is key to staying ahead of the competition. Witz Group knows how complicated the technology landscape can be, and we're committed to helping our partners reach their goals. We focus on supplying innovative solutions that make an impact. Our experienced teams are dedicated to success, so you can count on us to deliver results that keep you one step ahead. Reach out today to discover how we can help your brand stay ahead of the curve.



Learn more at [witzgroup.com](https://witzgroup.com).