STUDIOKOWALSKY
creative engineering

Augmented Reality

NEW INTERACTION EXPERIENCE
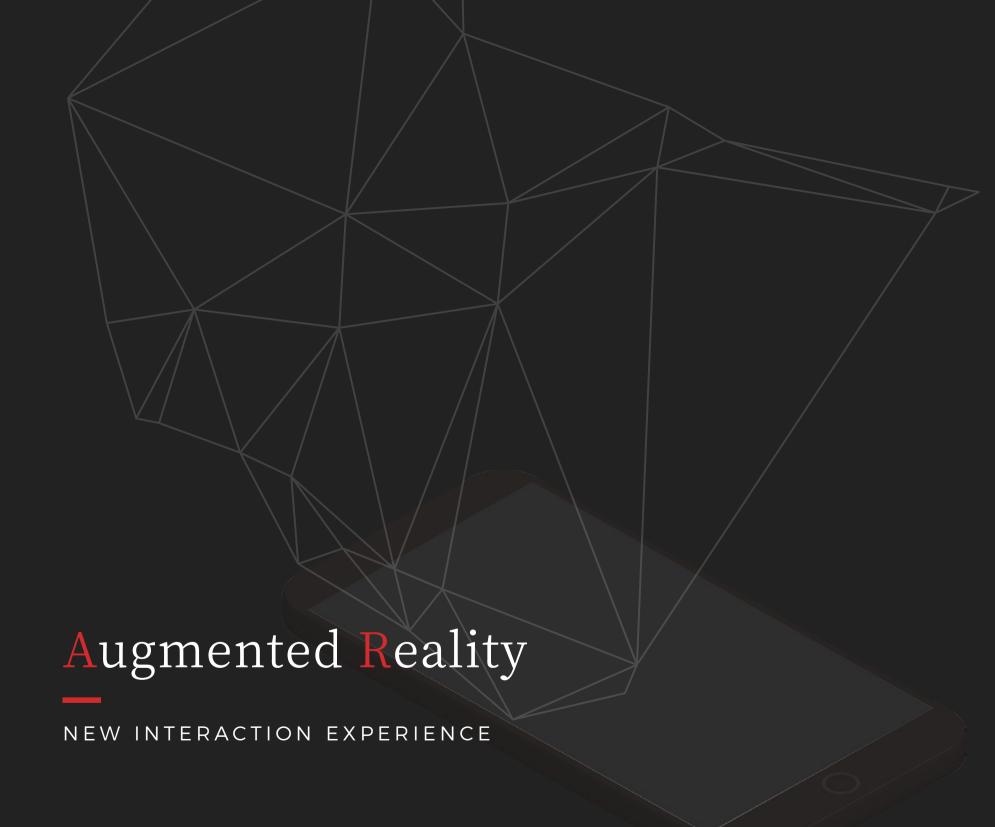
How it works

—

Our project creates specific **APP'S** dedicated to **AUGMENTED REALITY** freely downloadable from the AppleOS and Android major stores.

Using a mobile device, **INTERACTIVE TOURS CAN BE CREATED** to entertain and guide visitors.
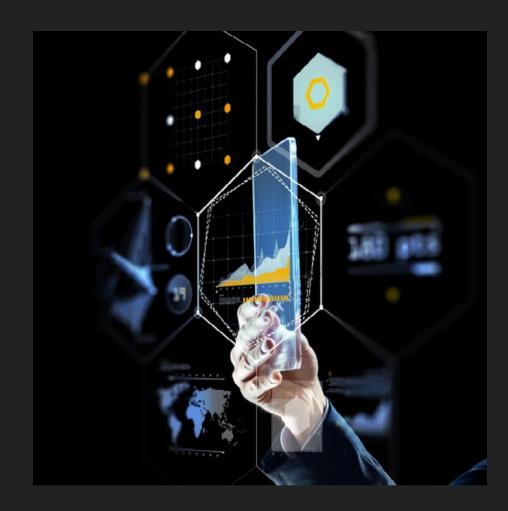
The visitors will be guided through the tour by graphic info and 3d models or environments. Within the real life path of the virtual tour, the visit is transformed into a **UNIQUE EXPERIENCE** thanks to it's stunning visual impact and to it's enormous easy-learning potential.

Augmented reality: **OVERLAPPED INFORMATION AND DIGITAL TRIDIMENSIONAL CONTENT ON THE REAL ENVIRONMENT SEEN** seen through the camera of mobile devices as tablets and smartphones.

Users can interact with real life objects through virtual elements that can help their understanding and comprehension for example of the object's origin, use and functioning.

Narrative structure

Through the use of hotspots placed in precise positions to create paths that cross the location the user will be able to travel through the world and history of any proposed brand. In a first person experience, feel the emotion given through the overlapped content that tells the story of the brand's products and excellence.

Technical structure

The aim is to create an augmented reality app to view the extra video content within a path of hotspots. The app will be created to be used with IOS and Android with Unity game engine combined with Vuforia technology. The User experience shall be developed and inserted into the user's interface, giving the possibility to make photos of real life, but augmented and share them through social media.

Augmented reality is an enormously powerful tool for marketing and is one of the top tech trends according to The Deloitte Report 2018.

Users will not only **INTERACT** with the augmented content but will **SHARE** that interaction with branded content on social media, possibly making it viral.

—

SPONSOR LOGOS FREELY PLACEABLE IN-SIDE THE APP

—

DIRECT INTERACTION WITH SOCIAL NETWORKS WITH THE POSSIBILITY TO SHARE BRANDED PHOTOS WITH THE ANIMATED ELEMENT FROM THE APP ITSELF

—

FULLY AND FREELY BRANDED PATH AND HOTSPOTS

STUDIOKOWALSKY

Operative head quarters
—

Cinecittà Studios
Via Tuscolana, 1055
00173 Roma (RM)

Legal head quarters
—

L.go Nino Franchellucci, 61
00155 Roma (RM)
P.IVA 14683281001

info@studiokowalsky.it