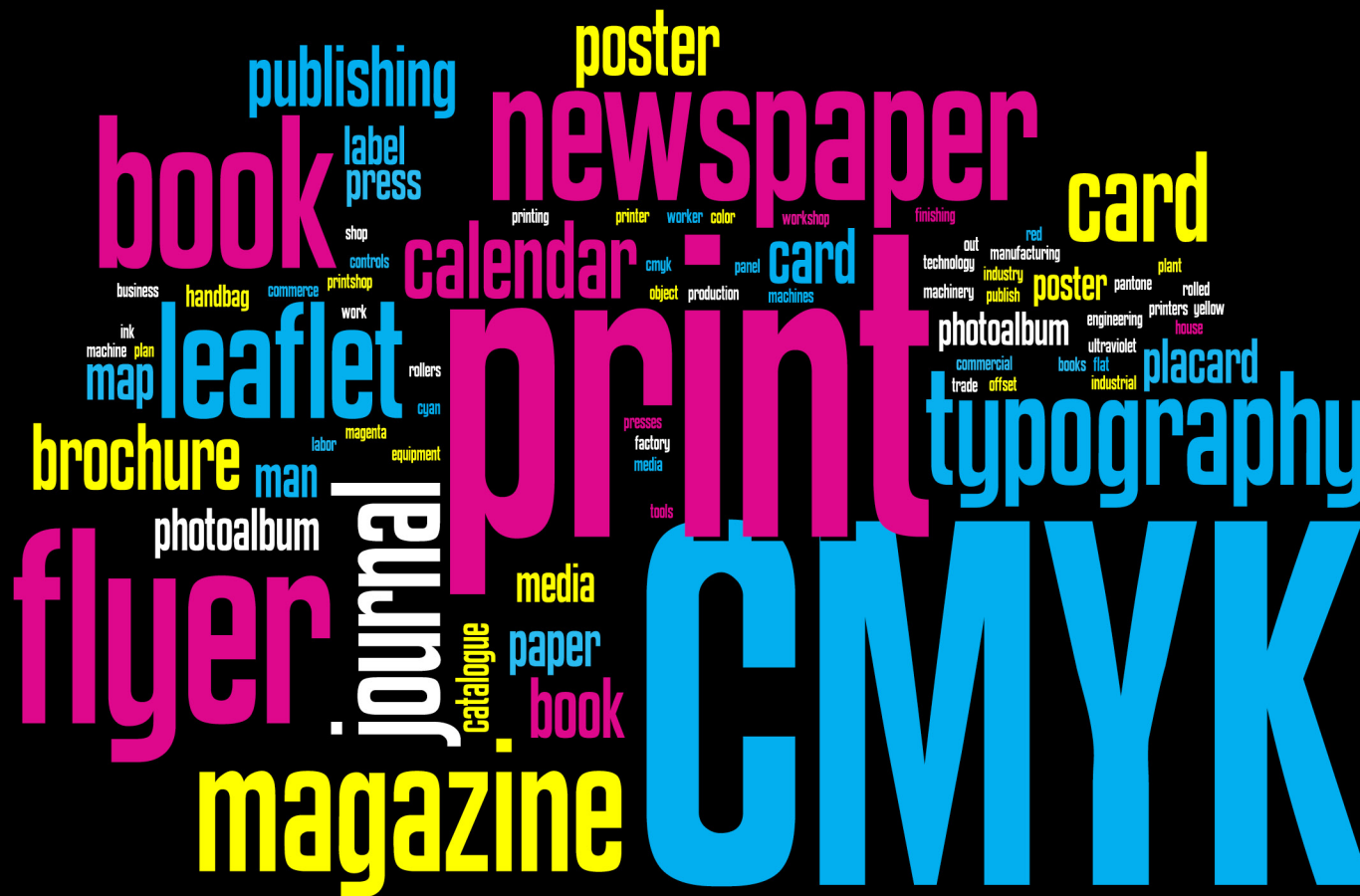


Augmented Reality for the Rest of Us

How to Make Your Marketing
Come Alive...Literally!



Graphic Design for Print





“

Marketing is no longer about the stuff you make, but the **stories you tell.**

”



—**SETH GODIN**, entrepreneur,
author, marketer, and public speaker



The Magic of Augmented Reality



Augmented Reality overlays virtual content on top of real world objects



“
Augmented reality
is a **core technology**
that promises to be
as influential to our society
as smart phones.

”



–TIM COOK, Apple CEO



Augmented Reality by the Numbers

\$150 BILLION
Revenue Opportunity

With Apple, Facebook, Google and others getting into the game, Statista reports that the Augmented Reality market could reach nearly \$150 billion per year by 2021.



Augmented Reality by the Numbers

1 BILLION

New AR Users

Augmented Reality is expected to have 1 billion users by 2020. There are currently over 700 new AR startups, with an average valuation of \$4.7 million.



Augmented Reality by the Numbers

24 MILLION

New Devices Sold

24 million virtual reality and augmented reality devices are expected to be sold in 2018.



AR High-End Applications



Universal Studios



AR High-End Applications





AR Mid-Range Applications



Volkswagen



AR for the Rest of Us





What's in it for You?

- ▶ **Impact and Influence**
- ▶ Increased Engagement
- ▶ Build Customer Loyalty
- ▶ More Value from Print
- ▶ Low-Risk Investment



What's in it for You?

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- ▶ **Increased Engagement**
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What's in it for You?

- ▶ **Impact and Influence**
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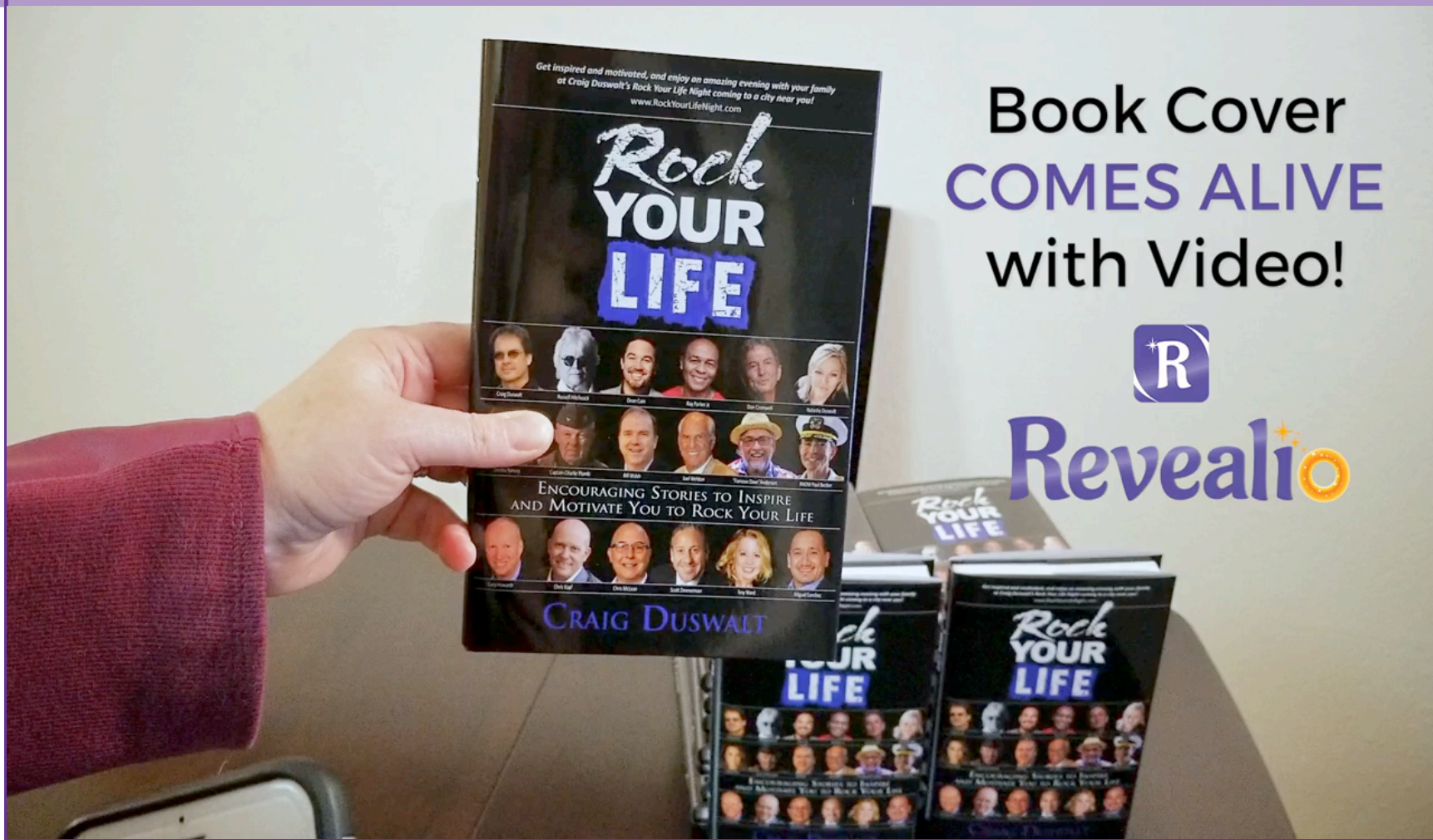


REVEALiO AR Marketing Tool

Book Cover
COMES ALIVE
with Video!



RevealiO





REVEALiO AR Marketing Tool

Bring your business card or book cover to life...
with "Augmented Reality" technology



REVEALiO AR Marketing Tool





“

Countless people have **gone from being strangers to engaged in conversation** with just one click of my phone.

”

RE/MAX
ESTATE PROPERTIES
MANHATTAN BEACH

Alison Clay-Duboff
REALTOR® | CalBRE# 01786922

1030-1040 Manhattan Blvd.
Manhattan Beach, CA 90266
Cell 310-200-3037
Office 310-376-2225 x208
eFax 310-265-6050
alison@alisonisrealestate.com

See this card come ALIVE with the REVEALIO AR Marketing App!

—ALISON CLAY-DUBOFF,
real estate agent

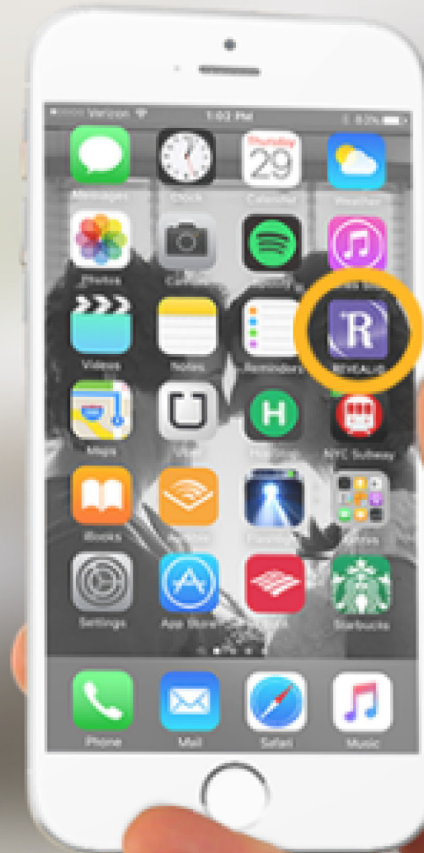


REVEALiO User Experience

Tap on
REVEALiO



app icon





REVEALiO User Experience

Tap on
VIEW
REVEALiO





REVEALiO User Experience

Fit Image
in Frame
of Device





REVEALiO User Experience

Cards **Come Alive** With Video!





Create a REVEALiO

- 1** Print Artwork + Video
+ Call to Action Buttons
- 2** Activate Artwork and
Optimize Video
- 3** Get Artwork Printed and
Share the Magic



Captivate and Engage with REVEALiO



cardscomealive.com



CLARITY
designworks