AUGMENTED REALITY

From eLearning Plus⁺

eLearning Plus⁺

Augmented Reality – blending digital components into the real world

Captivate – Interact - Engage

ENHANCE YOUR VIEWER EXPERIENCE WITH INTERACTIVE AR CONTENT

> "AR experiences deliver almost double the levels of engagement compared to their non-AR equivalent."
>
> *Neuro-Insight*

Introduction

Virtual and augmented reality are now starting to play a much more significant role in 2 key areas:

- Training & job aids in the workplace.
- Events/exhibitions and visitor attractions

General technology trends are showing that both virtual and augmented reality are becoming much more accessible than ever and introducing this technology to your viewers is creating more ways for:

- Learners to experience interactive training sessions
- Exhibitors and visitor centres to expand their offering and to create another layer of visitor experience
- Employers to provide tools that support those in the workplace

The difference between VR (Virtual Reality) and Augmented Reality (AR).

Virtual reality (VR) is a three-dimensional digital environment that allows users to interact and experience a virtual space via a headset. It closes down the real world and is fully immersive, whereas augmented reality (AR) is the integration of digital content superimposed onto the real world via mobile devices.

Why should I consider AR?

AR has the ability to generate a more powerful response than equivalent 'non-AR' experiences, enabling you to:

- Drive deeper engagement
- Increase dwell time
- Provide a softer entry point to a sales conversation
- Motivate learners to engage with your material
- Capture email addresses through AR material
- Generate leads
- Attract more people to your stand or visitor attraction
- Analyse real time performance
- Drive a stronger ROI from your digital content

Areas that lend themselves well to AR delivery

- Interactive brochures
- Product visualisation
- AR catalogues
- Visualisation of event spaces and maps
- Games
- Education and training
- Interactive holograms
- Interactive marketing materials
- Job aids e.g process line maintenance
- Museum experiences

How eLearning Plus+ can help you.

TRAINING & JOB AIDS

- Increase learner engagement
- Introduce a new level of interactivity
- Enable the learner to choose their own path
- Expand the visual
- Provide training at the point of need
- Speed up process line maintenance tasks
- Improve technical abilities by "training" in the real world
- Link to essential resources

EXHIBITIONS/VISITOR ATTRACTIONS

- Attract more people to your stand
- Stand out from the competition
- Engage with your visitors
- Capture data and qualify prospects
- Measure the event performance in real time
- Significantly increase your ROI
- Add a further dimension to the visitor experience
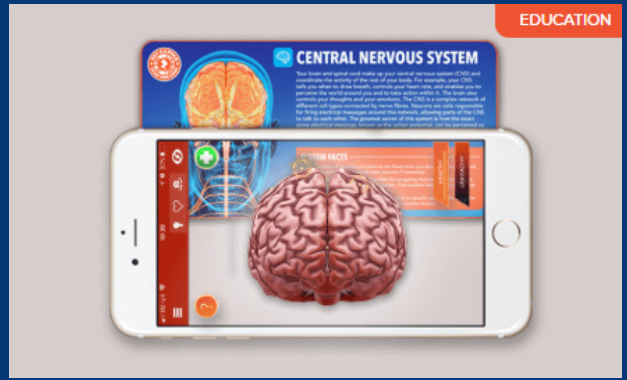- Educate as well as inform

Each project has 3 Stages

1 CONCEPT AND DESIGN

2 PRODUCTION AND IMPLEMENTATION

3 DELIVERY AND MEASUREMENT

How eLearning Plus+ can help you.

We create digital content that can be added onto the real world around us opening a hidden universe of additional content through your mobile device that enhances the viewer experience. We help you with all aspects of AR production including developing your AR strategy, producing concept designs, UI and UX design, 3D modelling and animation, coding and testing. Your viewer simply opens the app, scans an image with a code on it, and the rest is magic!

Getting started

If your organisation is not yet using AR and you would like to find out what it is and how it can increase your business success, then please get in touch. We will help you understand the essentials of AR including:

- **An introduction to Augmented Reality**
- **The difference between Augmented Reality, Virtual Reality and Mixed Reality**
- **Understanding what you are aiming to achieve with AR.**
- **How to implement AR in your marketing or educational strategy**
- **The technical side of AR**
- **The user experience**
- **How to measure viewer engagement with analytics**

TO FIND OUT MORE, OR FOR A DEMO GET IN TOUCH.

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