



Overview of Augmented Reality

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Augmented vs. Virtual Reality

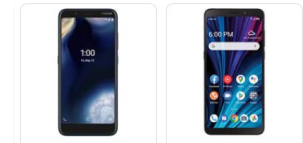


Benjamin
Williams, CEO



David
Oyanadel, CIO

Augmented reality is used with a mobile device, like a phone or tablet. AR brings 3D models to your actual environment.



Virtual reality is used with a headset and completely takes you out of your environment.



THE IMPACT OF AUGMENTED REALITY ON RETAIL



40%

would be willing to pay more for a product if they could experience it through augmented reality

61%

of shoppers prefer to shop at stores that offer augmented reality, over ones that don't

71%

of shoppers would shop at a retailer more often if they offered augmented reality

Travelers Project Overview

Innovate how people and groups learn information with augmented reality. Assess if this strategy is more effective, engaging, and exciting than existing training content/strategy.

- Provide an AR experience for learners to understand the interior and exterior parts of a generic, 2018+ 4-door Accord.
- Bring the car to life in AR and allow learners to highlight a specific part and learn more information/details.
- Allow learners to increase the size of the vehicle, rotate the car/parts 360-degrees and remove all or some engine parts.
- Execute a proof-of-concept and determine efficacy for full-scale development.



Live Demo

Health Literacy

40% of Americans are considered health literate. The Connecticut Children's agree this is a problem and have partnered to co-develop a series of AR health literacy modules.

- Inform kids, families, caregivers and patients with relevant health information as a [self-paced learning journey](#).
- Provide augmented reality content to patients informing of allergic reactions, contraindications, warnings.
- Provide a 3D-model of the pill so patients can verify it was correctly filled.
- Gain advanced activity data on patient interactions with medication its packaging.



Live Demo

Retail & Promotion

Experiencing and learning with immersive technology. For more information, visit: [AR/VR/XR Development | ARSOME Technology](#).

- ❓ Education: Bring information, stories, activities, and data to life for a better learning experience. A great advancement for K-12 education and enterprise alike.
- ❓ Retail: Allow customers the ability to try-on and personalize virtual products in the real world, like watches, hats, sunglasses, and clothing. Learn their purchasing behavior, interests, and recommend products with notifications.





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Questions?