



alivenow is a global
digital & creative
tech studio.

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OUR CREATIVE TECH SOLUTIONS



OFFICIAL SPARK AR PARTNER



Spark AR



Instagram AR
Filters



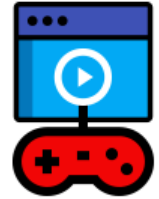
Facebook AR
Filters



Web AR
Experiences



Swipe Up
Games



Facebook
Playable Ads



Newsfeed
SmartApps



Snapchat AR
Lenses



Messenger
Chatbots



WhatsApp
Sticker packs



Interactive
Videos

This presentation focuses exclusively on Web AR.
Please visit our website for details about other solutions.

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What is Web AR?

The magic of Augmented Reality on your smartphone's web browser! With Web AR, experience immersive AR without downloading an app and directly on your phone's web browser.

Some of our recent Web AR experiences



WATCH SHOWREEL

Why should you consider Web AR?

Did you know that current number of smartphone users in the world today is **3.8 billion**, which means that **48.37% of the world's population** can potentially experience your brand's cutting edge Web AR experience!
(Source: Statista)

AR advertising grew from \$0.5 BILLION in global revenues in 2019 to \$1.41 BILLION in 2020 with expectations to surpass **\$8 BILLION by the end of 2024.**



64% of leading consumer brands are investing in immersive experiences.

Source: Accenture

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50% of consumers have better brand recall with those engage them with immersive tech.

Source: Accenture

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47% of consumers say immersive technologies make them feel more connected with products.

Source: Accenture

ADVANTAGES OF WEB AR!



No additional app
needed



First in industry
potential



High fidelity 3D
product discovery



Zero industry
limitations



Bring commerce
to life



Rich media and
information delivery



60-100% increase
in purchase intent



Bring life-size
experiences

- » Fully customisable UI
- » Not limited by any data or file size caps
- » Industry agnostic
- » Robust data capture
- » Unlimited text utilisation
- » Full freedom for branding usage
- » Video compatibility
- » Unlimited URL CTA click-outs
- » E-commerce integration
- » Ready to launch, no approval process
- » Advanced target tracking
- » Advanced surface tracking
- » Works on all mobile web browsers
- » No face gesture tracking

Web AR vs Social AR

- » Face Gesture Tracking
- » Limited branding options
- » Limited text utilization
- » No video support
- » Industry limited
- » Cannot customize UI
- » Limited data capture
- » Size limitation
- » Low poly 3D objects
- » No URL click-outs

WE AT ALIVENOW ARE YOUR ONE-STOP-SHOP

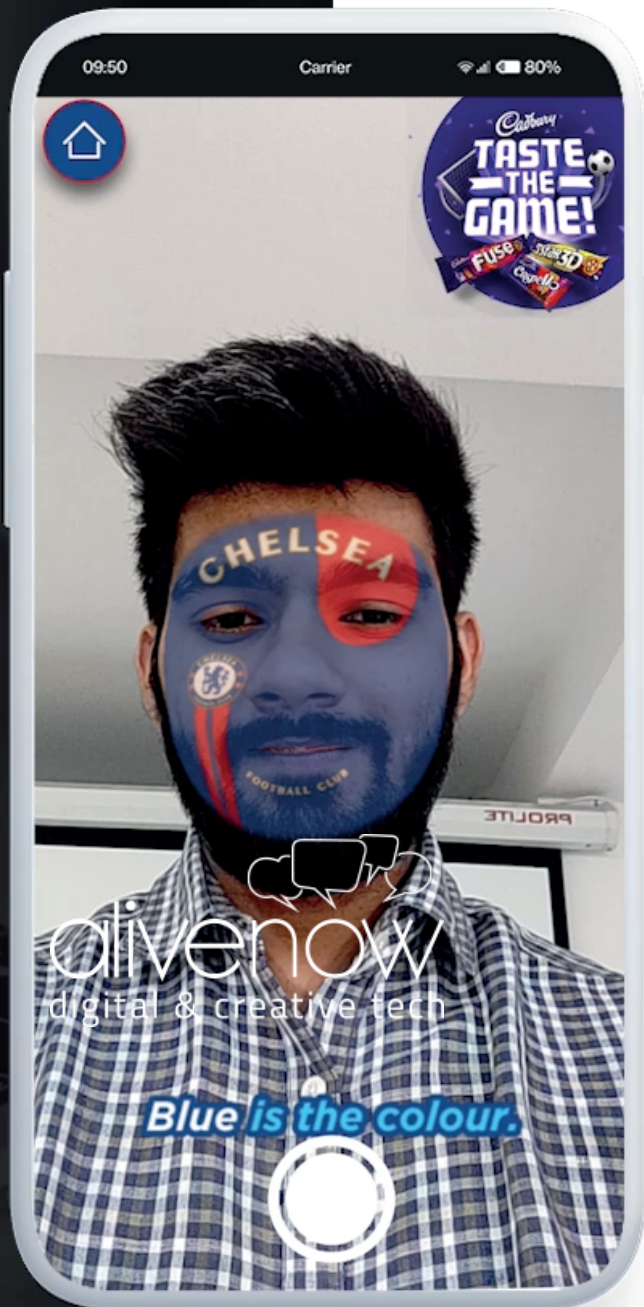
Share your brief with us and our team will take care of ideating and conceptualizing ways Web AR can be utilized for the brand.

Our in-house design team will take care of all 3D creations and other design work needed.

And our development team will bring the concept to life!



WHAT IS POSSIBLE WITH WEB AR?



BRANDED SELFIE EXPERIENCES

Extend your customer's loyalty to other mediums of social media. Google reported **20 billion selfies** uploaded last year, so why not make the experience so much more interesting for everyone!

TRY IT

WATCH IT



BRING YOUR PRODUCT AND PACKAGING TO LIFE

Get your consumers to interact with products in-store, at home, at set locations, to unlock incredible possibilities with Web AR.

60% eCommerce buyers said they want to shop in 3D & AR, let's make it happen.

TRY IT

WATCH IT



BRING PRODUCTS TO YOUR CUSTOMERS IN AR

Let consumers virtually unbox your electronic products, place your brand new SUV in their driveway, and so much more!

Complete the Web AR interaction with a seamless user journey leading them to the book and purchase your products.

TRY IT

WATCH IT



BRING YOUR BRANDED SPACES TO YOUR CONSUMERS

In these times travel is difficult for everyone, so why not bring spaces to your consumers with intuitive Web AR experiences.

Let them walk around, touch, explore, learn, purchase, all through their phones in AR.

TRY IT

WATCH IT



ENGAGE YOUR AUDIENCE WITH WEB AR GAMES

Through arcade games, memory games, skill based games, and many more fun and engaging experiences.

TRY IT

WATCH IT



BRING A CELEBRITY TO YOUR SPACE

With Web AR, bring a celebrity or a team of people into your space to deliver a brand message and enable fans to click pictures with them!

TRY IT

WATCH IT

SECTOR-WISE USE CASES



RETAIL

Extend your product packaging with AR



ENTERTAINMENT

Bringing OOH advertising to life



E-COMMERCE

Bridge the gap between e-commerce and reality

BARELY SCRATCHING THE SURFACE OF POSSIBILITIES!

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SECTOR-WISE USE CASES



REAL ESTATE

Let your audience explore apartments, rooms, materials and more in Web AR.



MANUFACTURING

Customer can't visit your plant to see your equipment in action? Bring it to them with Web AR.



EDUCATION

Teach remotely through augmented reality and practical activities

BARELY SCRATCHING THE SURFACE OF POSSIBILITIES!

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SECTOR-WISE USE CASES



AUTOMOTIVE

Explore features, models and book your test drive! (car and bike)



B2B

Bring your expo booth to your audiences at home



TOURISM

Teleport yourself to places around the world

BARELY SCRATCHING THE SURFACE OF POSSIBILITIES!

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HOW TO REACH YOUR AUDIENCE?



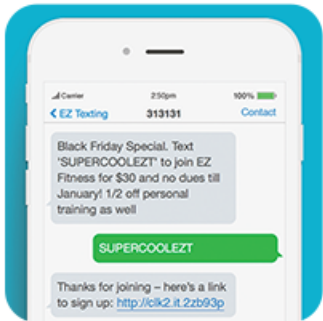
QR CODES

Simply open your phone's camera & scan the QR code to access the Web AR experience.



BANNER ADS

Activate Web AR experiences directly from banner ads!



SMS MESSAGING

Send your audience an SMS containing the direct link to activate the experience.



TELEVISION ADVERTISING

Display QR codes in TV ads to let customers launch Web AR experiences

HOW TO REACH YOUR AUDIENCE?



SHORT LINKS

We'll share a custom short URL that you can place on collaterals for users to search for.



DIRECT LINKS

Embed a direct link to your Web AR experience within a social media post, email blast, social media post, email blast,



NFC CHIPS

Embed an NFC chip in your printed materials. Users with a compatible phone can simply tap and launch the Web AR experience!



SOCIAL MEDIA CHANNELS

Launch the experience from Facebook, Instagram, LinkedIn, Twitter, Snapchat and more.

THANK YOU!

Get in touch and lets talk about
what we can do for you.