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OFFICIAL SPARK AR PARTNER
Spark AR

NEWSFEED
SMARTAPPS

SwipeUp
Games

91st Saudi National Day 2021
Interactive Digital Experiences
Ideas for Facebook/Instagram AR filters and Snap AR Lenses.

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» alivenow is an official Facebook and Instagram Spark AR Partner and a Snapchat Lens Creative Partner.

» We're a global creative tech studio building immersive experiences like branded AR Camera Filters, Facebook Playable Ads, Swipe Up Games, branded Newsfeed SmartApp games, Interactive Videos, Web AR experiences & more.

» Explore all our projects with working links on our portfolio page **www.alivenow.in/Portfolio**

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OUR CREATIVE TECH SOLUTIONS

OFFICIAL SPARK AR PARTNER

Spark AR

SNAPCHAT LENS CREATIVE PARTNER

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

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AND MUCH MORE!

INSTAGRAM, FACEBOOK AR FILTERS, & SNAP LENSES

Branded AR experiences on Instagram or Facebook using front or back cameras and leveraging various gestures like nod head, blink, smile and more. Ideas could be AR games, AR for engagement or AR for sending across a positive message.

Learn More

POSSIBILITIES WITH SPARK AR FILTERS, & SNAP LENSES?

Augmented reality games

Face masks

3D objects static & dynamic

Hand gestures or activate with hand

Head movement

Facial tracking

Mouth & lip tracking

Scan to unlock

AND MUCH MORE!

WHAT'S THE BIG DEAL ABOUT AR RIGHT NOW?

NO NEED TO DOWNLOAD AN APP TO CONSUME AN AR EXPERIENCE.
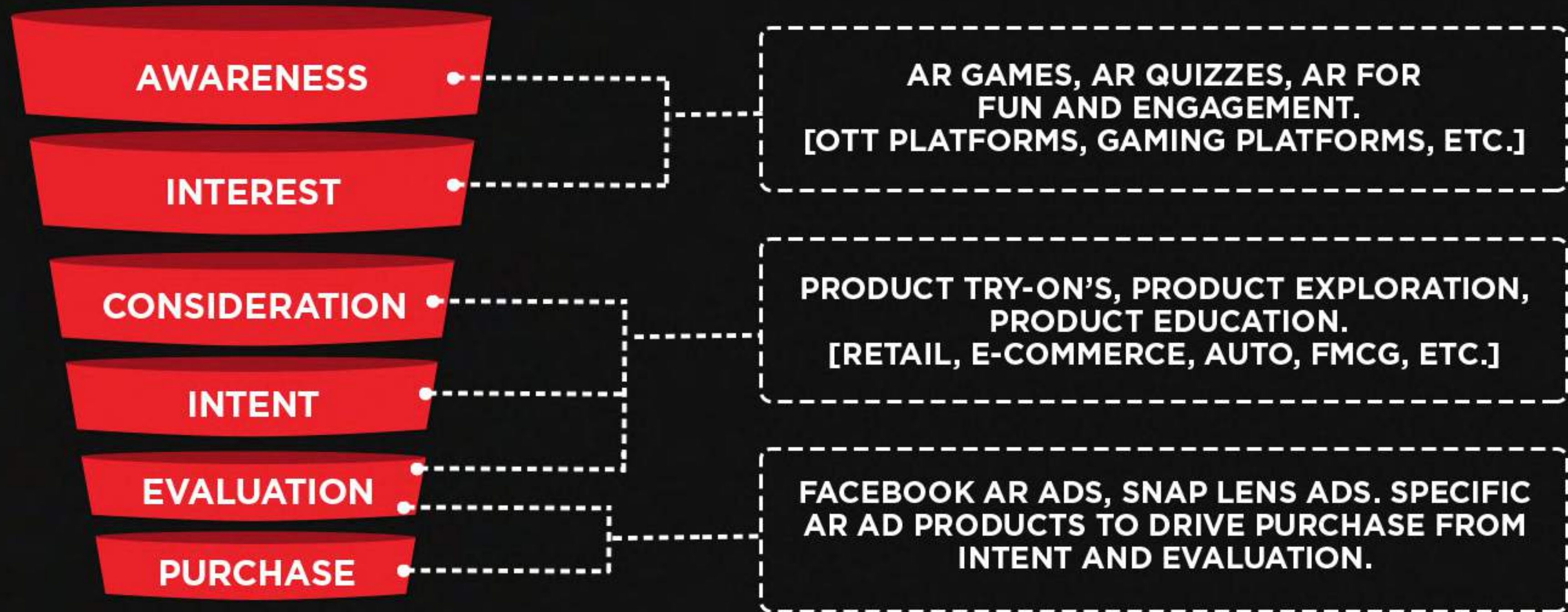
DEMOCRATIZED AR, THANKS TO SOCIAL PLATFORMS.

BETTER SMARTPHONES & PROCESSERS = INCREASED REACH + AR AT SCALE.

EMERGENCE OF WEB AR & IMPROVED SMARTPHONE BROWSERS.

ONLY WAY TO UNLOCK GESTURE-BASED MESSAGING AND ADVERTISING.

IMMERSIVE, WHOLESOME: DO MORE WITH AR & 3D VS 2D AND FLAT UI.

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WHAT KIND OF "EXPERIENTIAL MARKETING" ARE YOU ABLE TO UNLOCK WITH AUGMENTED REALITY?

	Facebook	Instagram	Snapchat
FACE/HEAD TRACKING/HEAD TILT	f	Instagram	Snapchat
FEET TRACKING			Snapchat
HAND TRACKING	f		Snapchat
HAND GESTURES [1 FINGER, 2 FINGERS, CLOSE FIST, YOLO SIGN, ETC.]			Snapchat
FACIAL EXPRESSIONS [BLINK, SMILE, NOD, OPEN MOUTH, POUT, ETC.]	f	Instagram	Snapchat
SCAN A PRODUCT TO UNLOCK [OBJECT OR LOGO SCANNING]	f	Instagram	Snapchat

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Saudi National Day Quiz

Tilt your head left or right to choose an option.

Try a similar AR experience that we've built.

CLICK HERE TO TRY
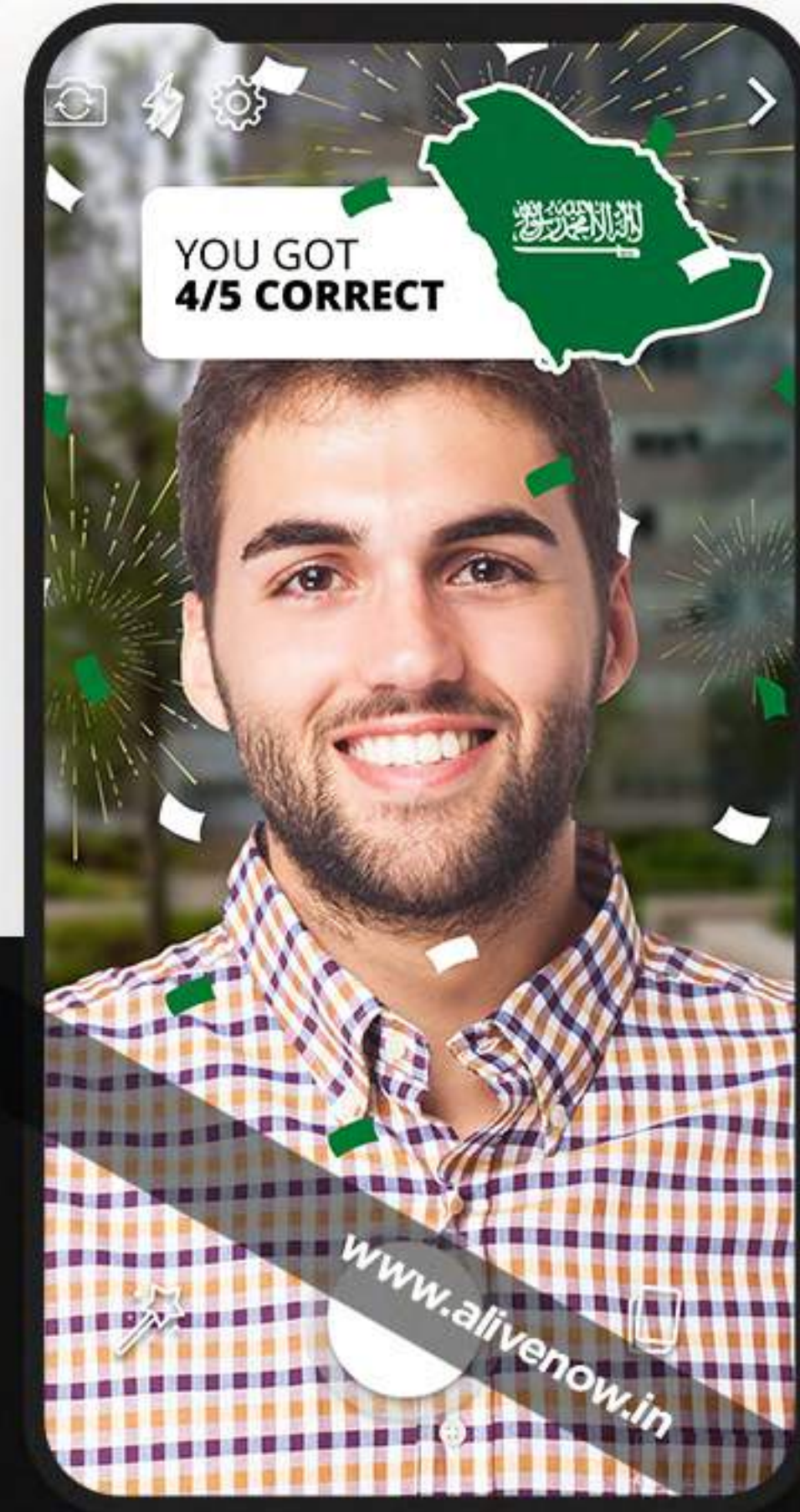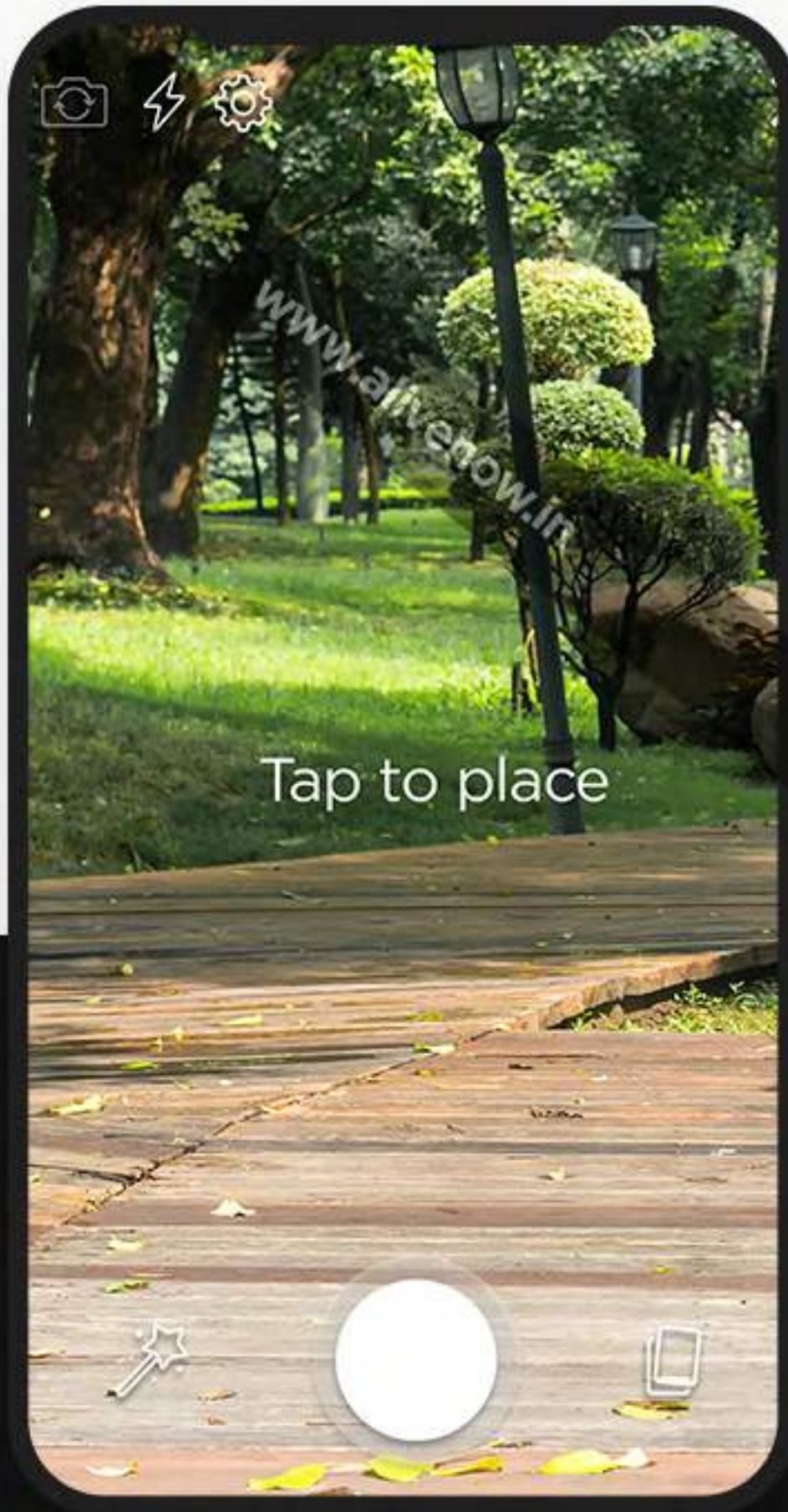
Virtual Flag Hoisting Ceremony

Switch to the rear camera, place the flag pole on a flat surface and watch the flag hoist itself to the top. The flag opens and flowers fall down. The national anthem tune can be played in the background.

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Sing the Anthem

Launch the AR filter and select the pattern of face paint of your choice. Hold the record button to start the national anthem music and sing it as the lyrics appear in a card on top of the users heads in augmented reality.

Saudi Flag Colors Soundwave

There is a sound wave that appears on top of the user's head in neon. The soundwave will be in 'Saudi Flag Colors'. Once the user sings or hums or records a patriotic message, the sound wave will change accordingly and they can record this experience.

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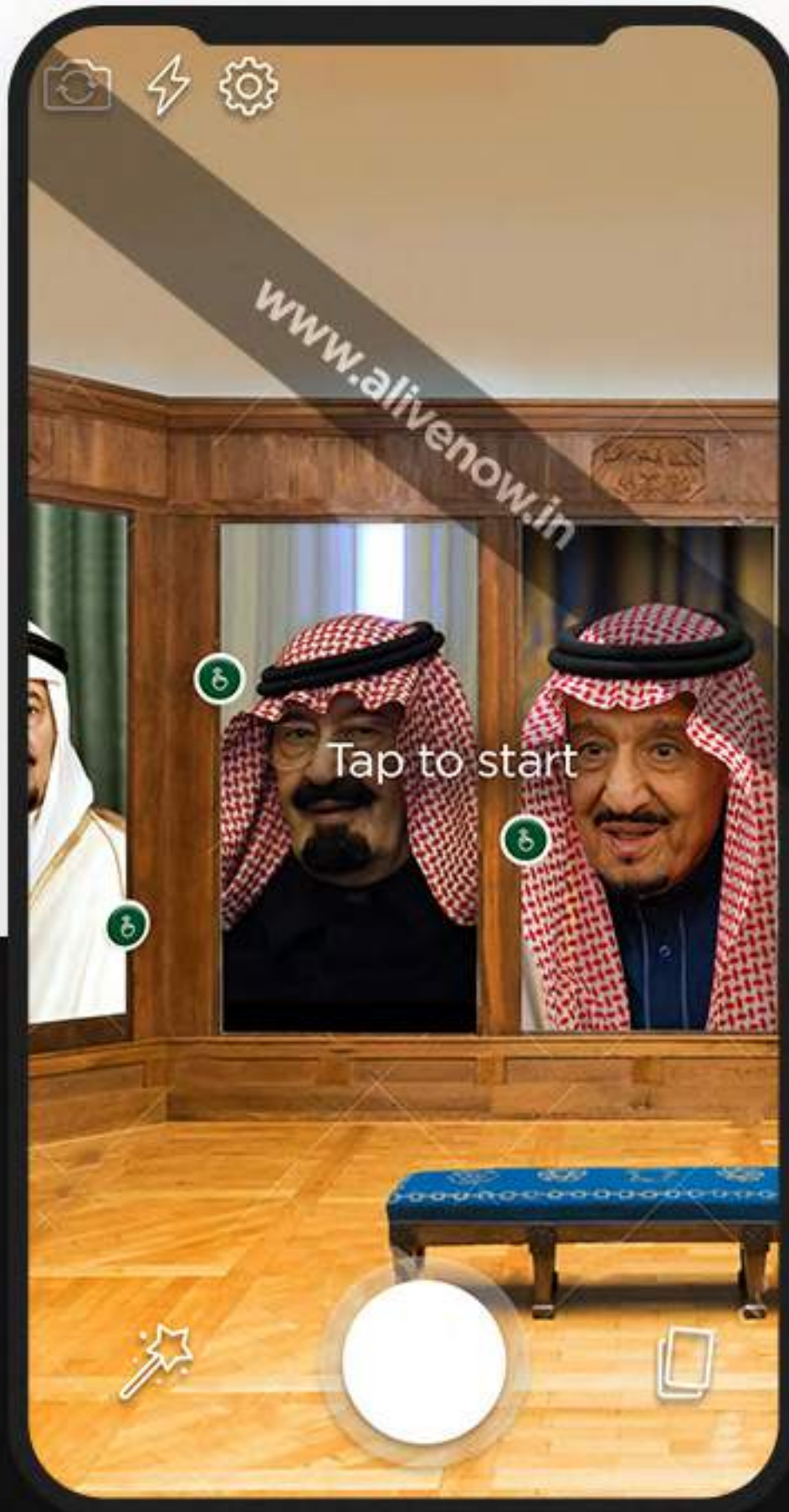
Virtual Museum

Launch the filter in the rear camera to enter the virtual museum and move around your phone to see different elements. Tap on the hotspots to learn more about an event.

Salman bin Abdulaziz Al Saud

Custodian of the Two Holy Mosques King Salman bin Abdulaziz was proclaimed the seventh King of the Kingdom of Saudi Arabia on 3 Rabi' al Thani 1436H (January 23, 2015), upon the death of Custodian of the Two Holy Mosques King Abdullah bin Abdulaziz. King Salman is also Prime Minister of the Council of Ministers.

Tap to start

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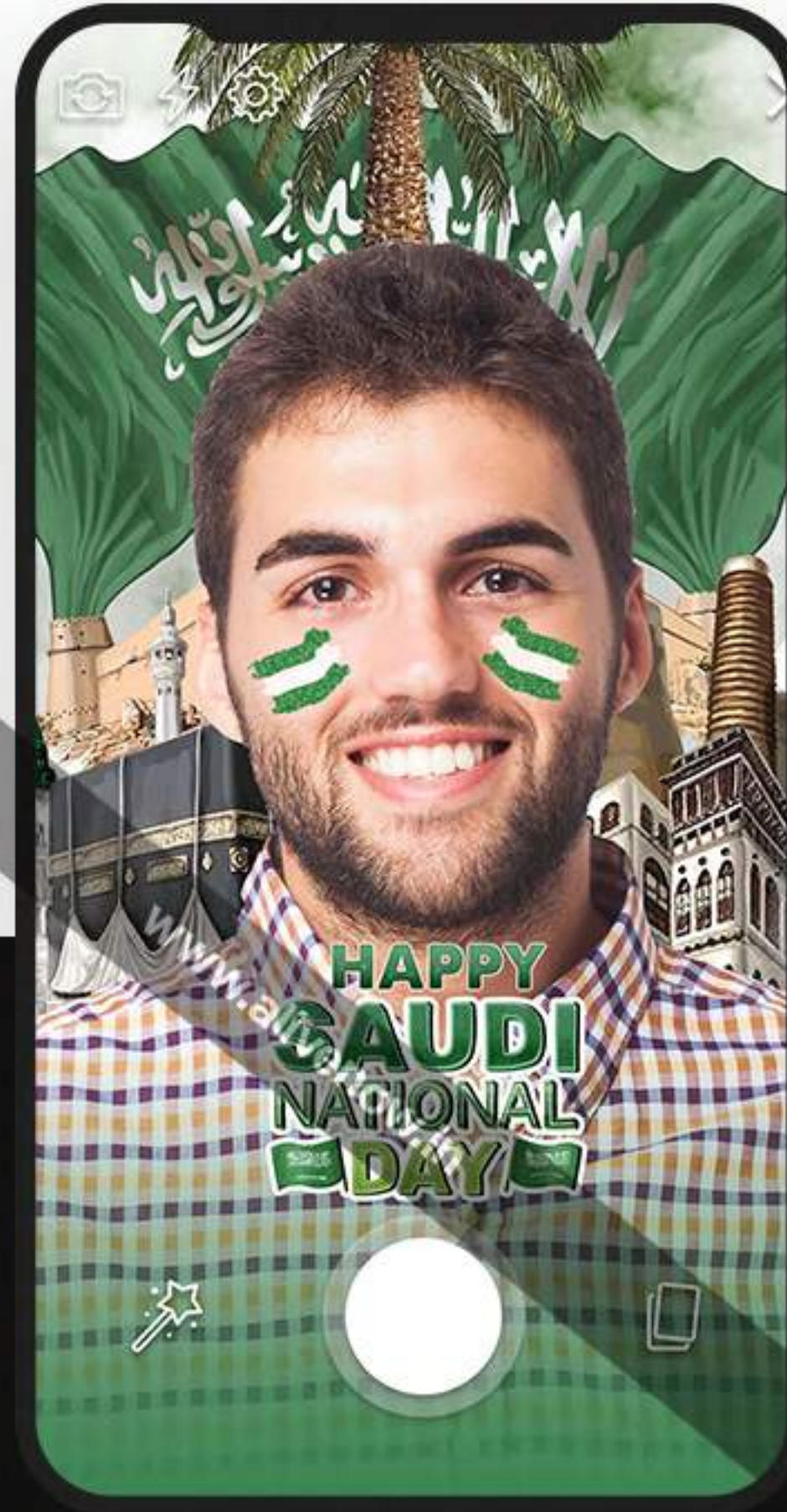
Patriotic poster

The user taps to record and a line passes across the screen and Saudi monuments in the back along with the flag and a text reading 'Happy Saudi National Day' at the bottom. The filter will also apply the Saudi flag colours on the user's cheek.
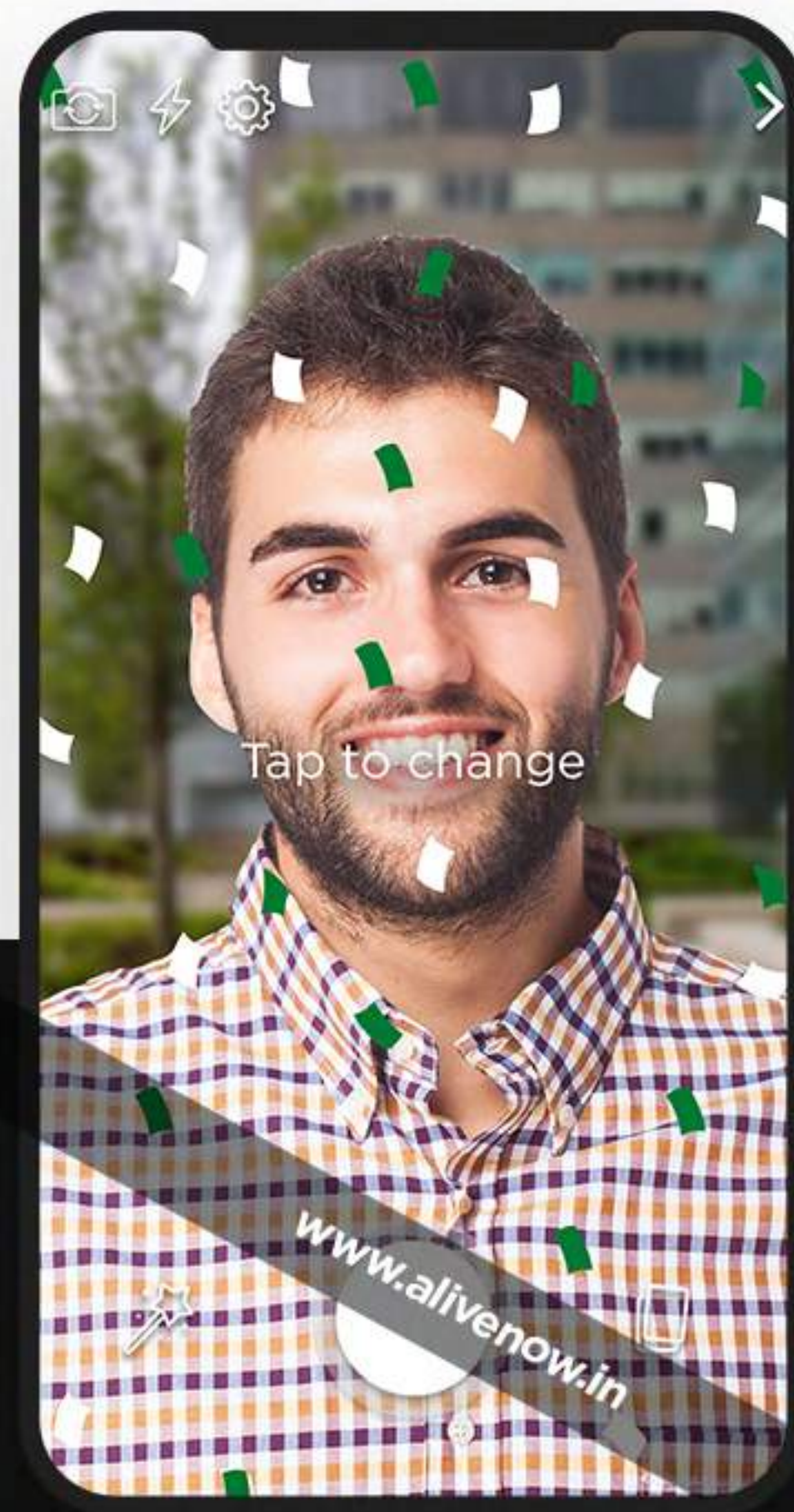
Saudi Face Paint

Saudi Colour Glasses

Saudi Colour Confetti

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Saudi Colour Balloons

Saudi Colour Lipstick

Plane Flyby with Smoke in Saudi Colours

Tap to change

Tap to change

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Fireworks in Saudi Colours
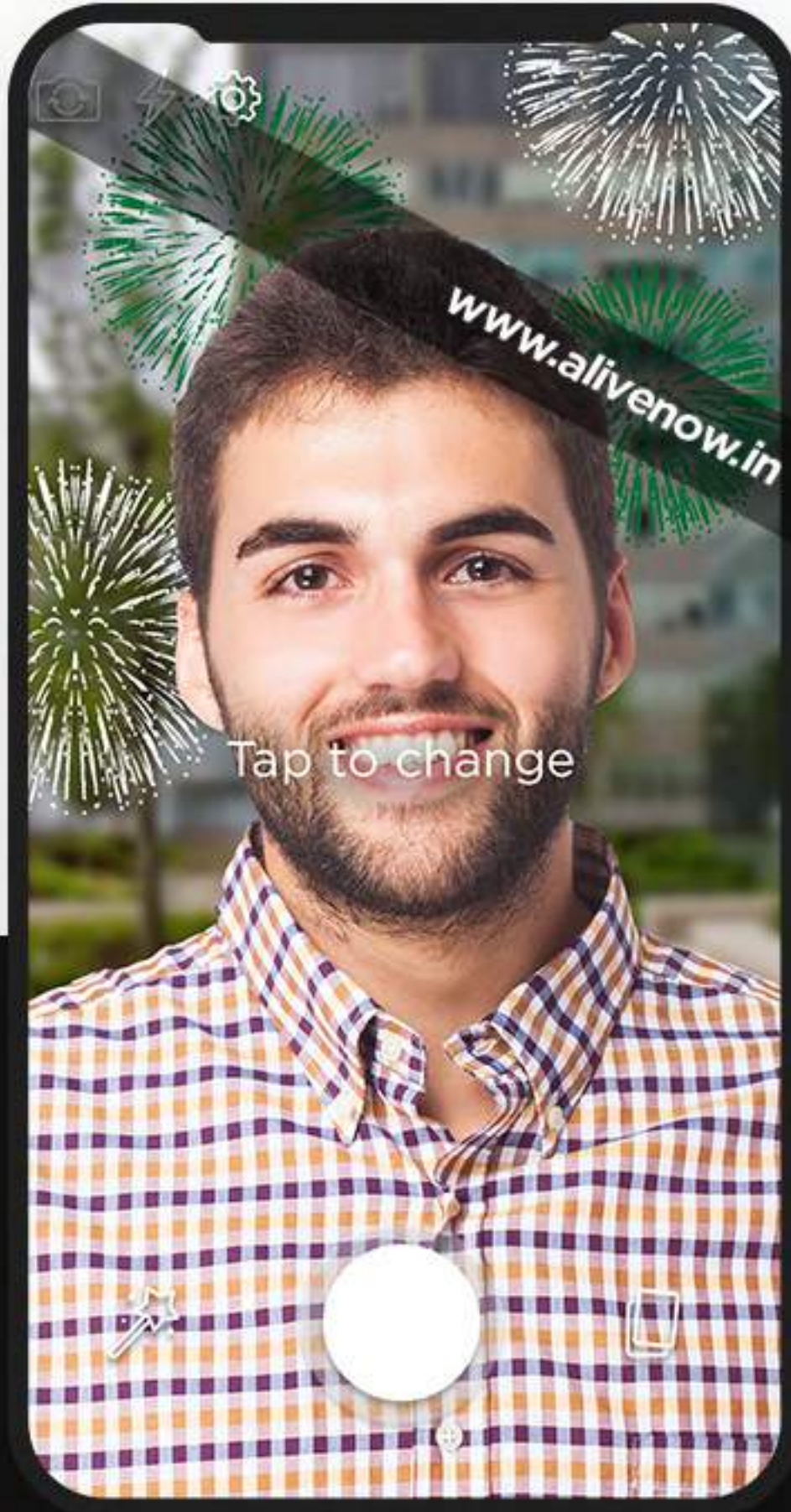
Face Mask in Saudi Colours

Background Segmentation with different Saudi Cities

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» We can build these as separate filters or as a combination of different elements in the same filter.

» For example the same filter can have the Saudi face paint with confetti or Saudi coloured fireworks with Saudi Glasses.

» We can integrate branding in different ways. Logos on the balloons, logo anchored to the face, etc.

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Try similar National Day Instagram AR filters that we've built for Almarai and Panda Retail Supermarket

TRY THIS FILTER

TRY THIS FILTER

HOW DOES THIS WORK & WHAT NEXT?

» Each of these ideas/concepts can be customized and built for your brand and based on your requirements.

» We can come back with more ideas/concepts if you have a specific brief.

» All AR filters have to be approved by the platform, which takes anywhere between 2-5 days.

» Our team undertakes all the work from 3D design/modeling, to UI/UX design and tech/development work. We do not outsource anything, all work is done in house.

HOW DOES THIS WORK & WHAT NEXT?

» Costs/timelines vary based on what idea/concept is picked.

» We do not have any exclusivity with any brand/agency for any ideas.

» Please respect the originality of the ideas and we request you not to copy our ideas/concepts.

» Please visit our **website** to explore other innovative creative tech solutions like Web AR, Interactive Videos, WhatsApp Stickers and Messenger Chatbots.

We work with brands and agencies globally across all sectors and sizes!

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OREO

intel

Facebook

pepsi

amazon

SAMSUNG

Unilever

Starbucks

BMW

Coca-Cola

HSBC

Mercedes-Benz
Das Beste oder nichts.

THANK YOU!

contact@alivenow.in

Explore more work at **www.alivenow.in**