

# Augmented Reality



TLC  
CREATIVE  
TECHNOLOGY

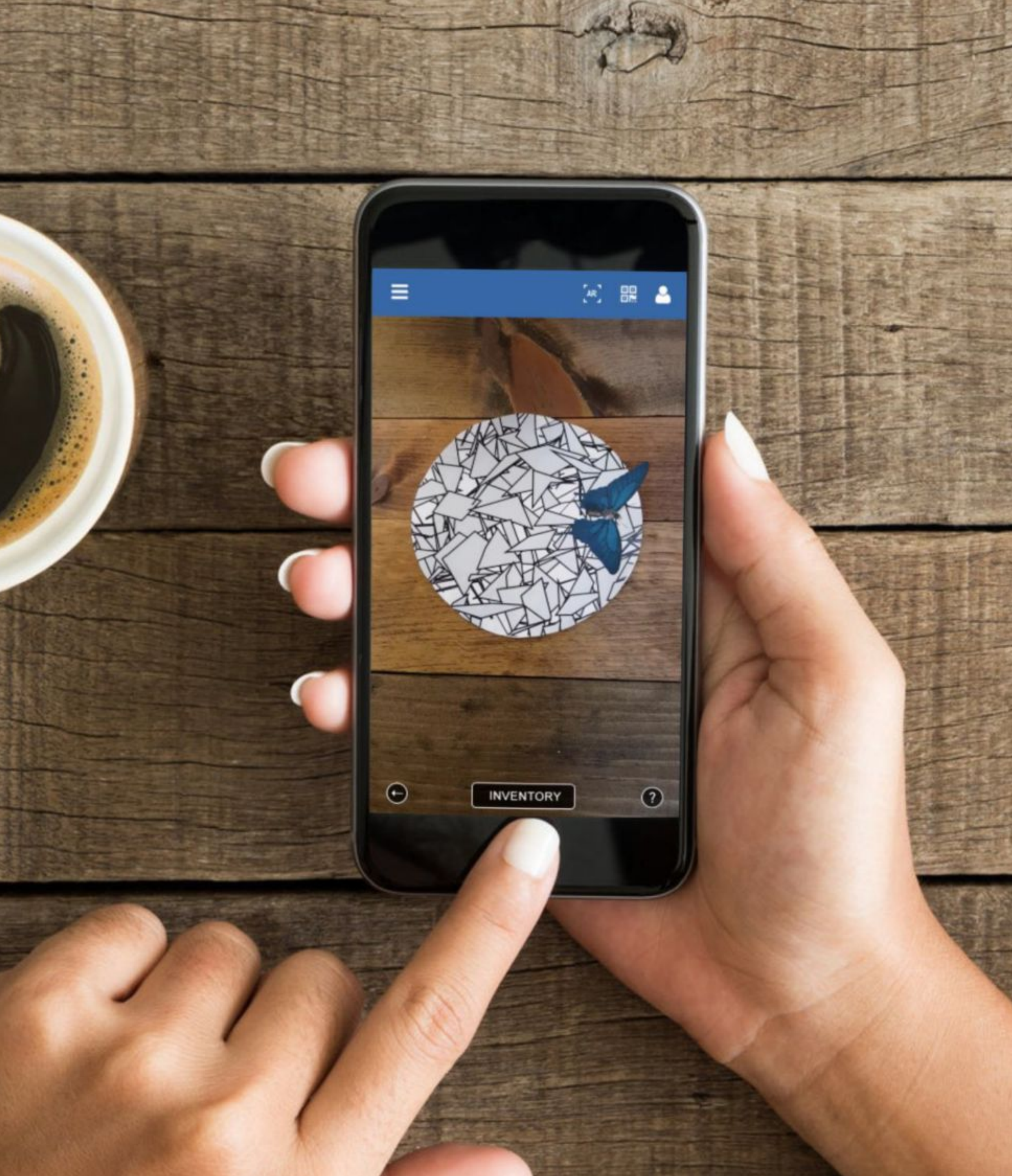


# Augmented Reality

BRING NEW MEANING TO YOUR CONTENT

Augmented reality allows attendees to view hidden computer-generated content via a marker (viewable target) without any special or wearable equipment. MeetingPlay has developed a combination of augmented reality and gamification to connect attendees to your content in a unique way.

Let's say you have a big transformation coming up, and you want to build excitement and intrigue among your attendees. At the start of the conference, augmented reality targets can be present. The first clue an attendee might unveil is a butterfly – a symbol of transformation. On its own, it may not reveal the full message, but combined with other clues and with gamification, you can lead your attendees down a path of learning more.



# Augmented Reality: The Next Level of Mobile Event App Technology

WHAT IS AUGMENTED REALITY?



## AR Defined

This cutting edge technology superimposes a computer-generated image on a user's view of the real world via their mobile device.



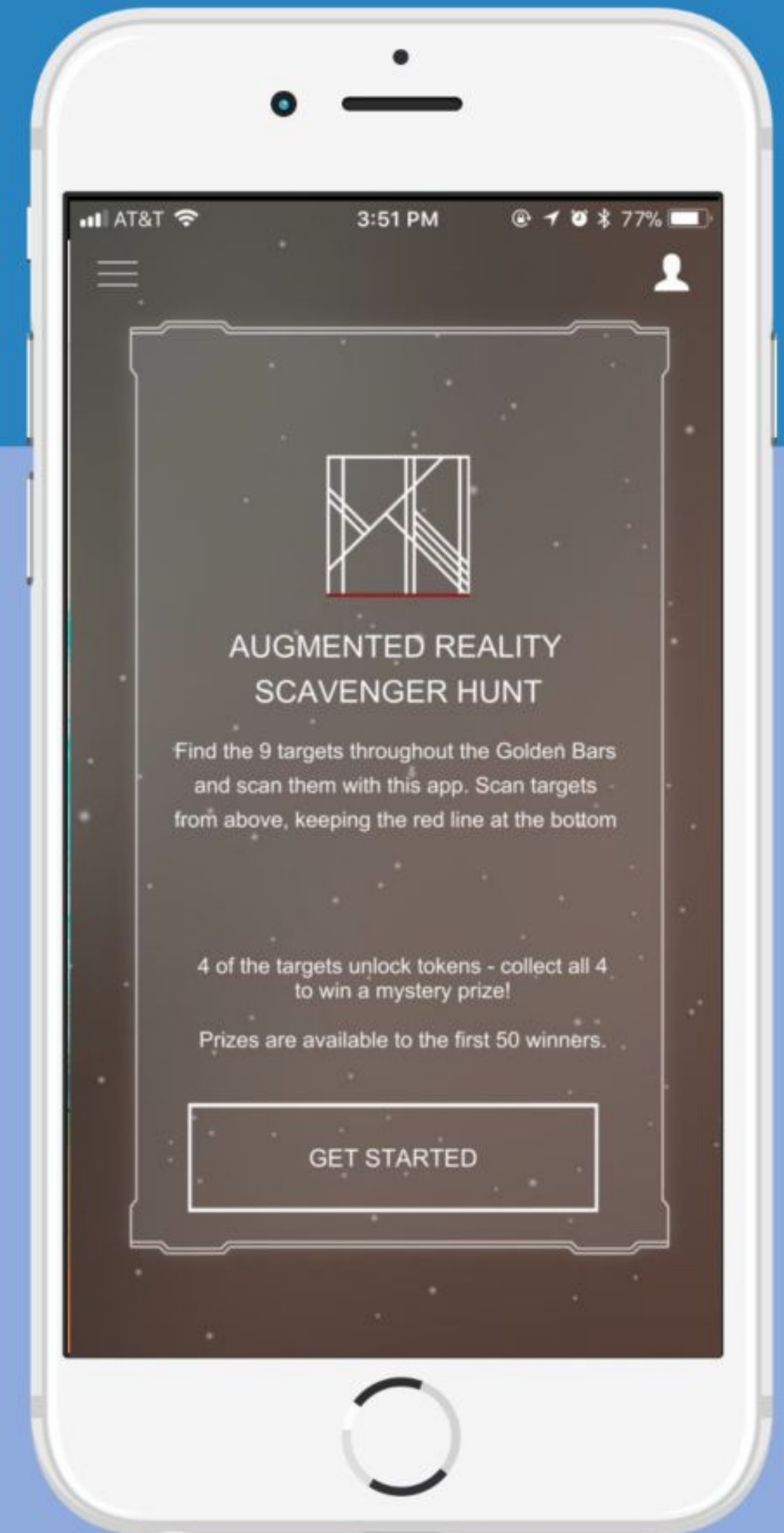
## What it Does

Users focus their mobile devices on a target and are exposed to an image, phrase, or other piece of information, giving them insight into something others can't see in plain sight.



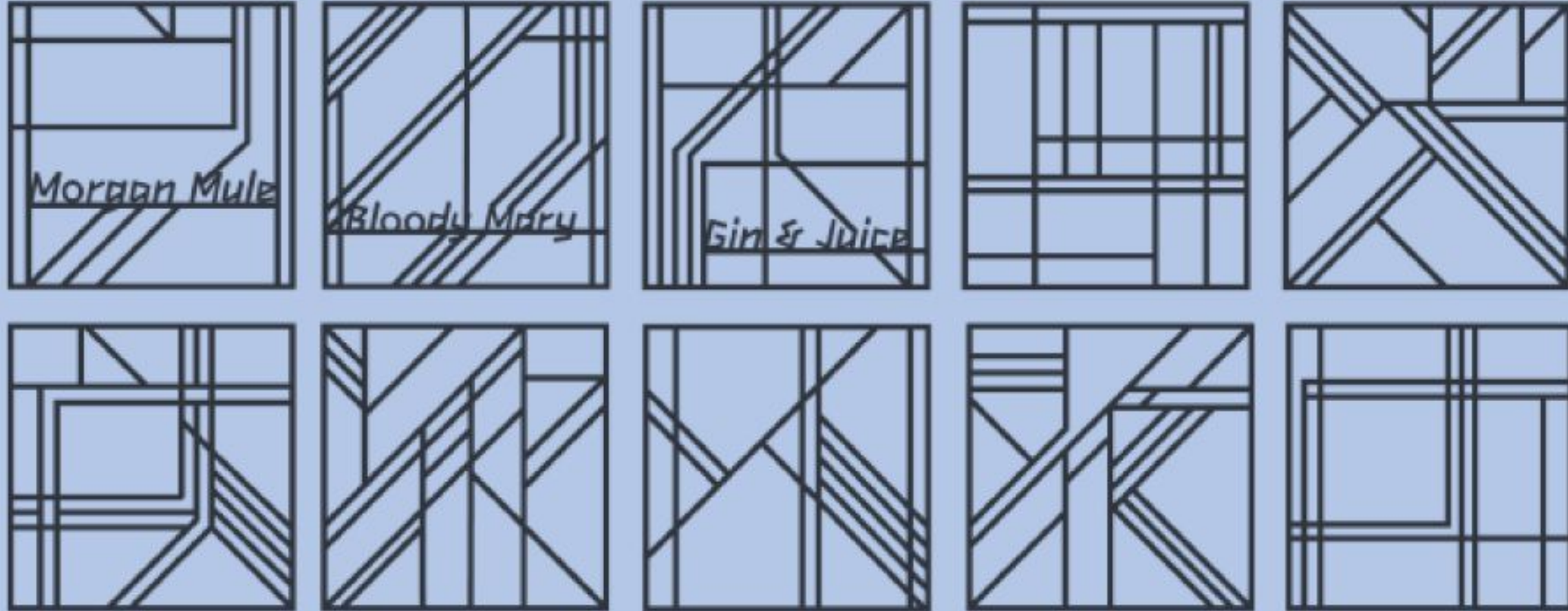
## Benefits of AR

With this innovative technology experience, proprietary/confidential information/products can be seen only by those with the app.



# Asset Example: Product launch with Scavenger Hunt

ASSETS, VISUAL EXAMPLES, AND MORE



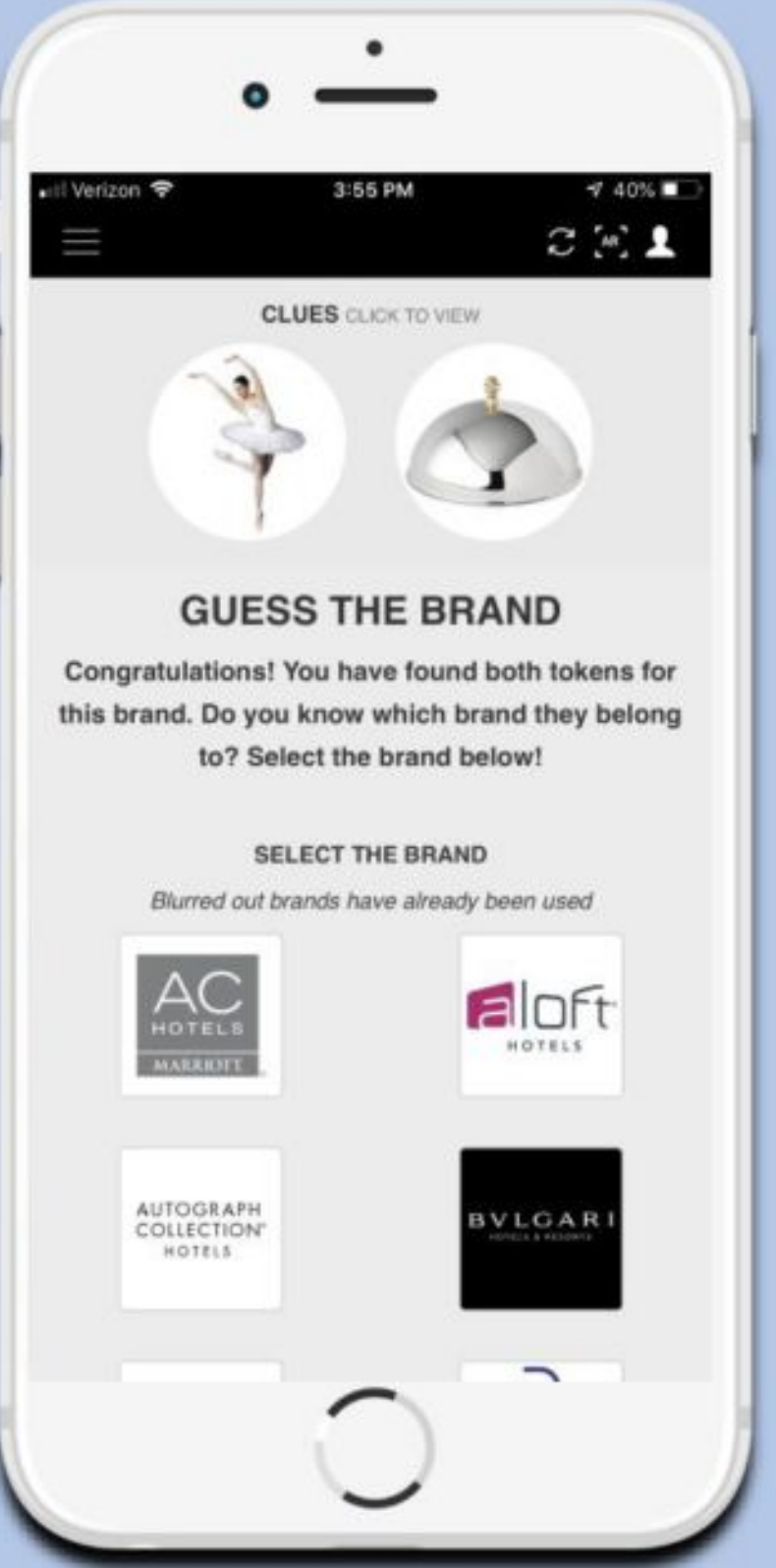
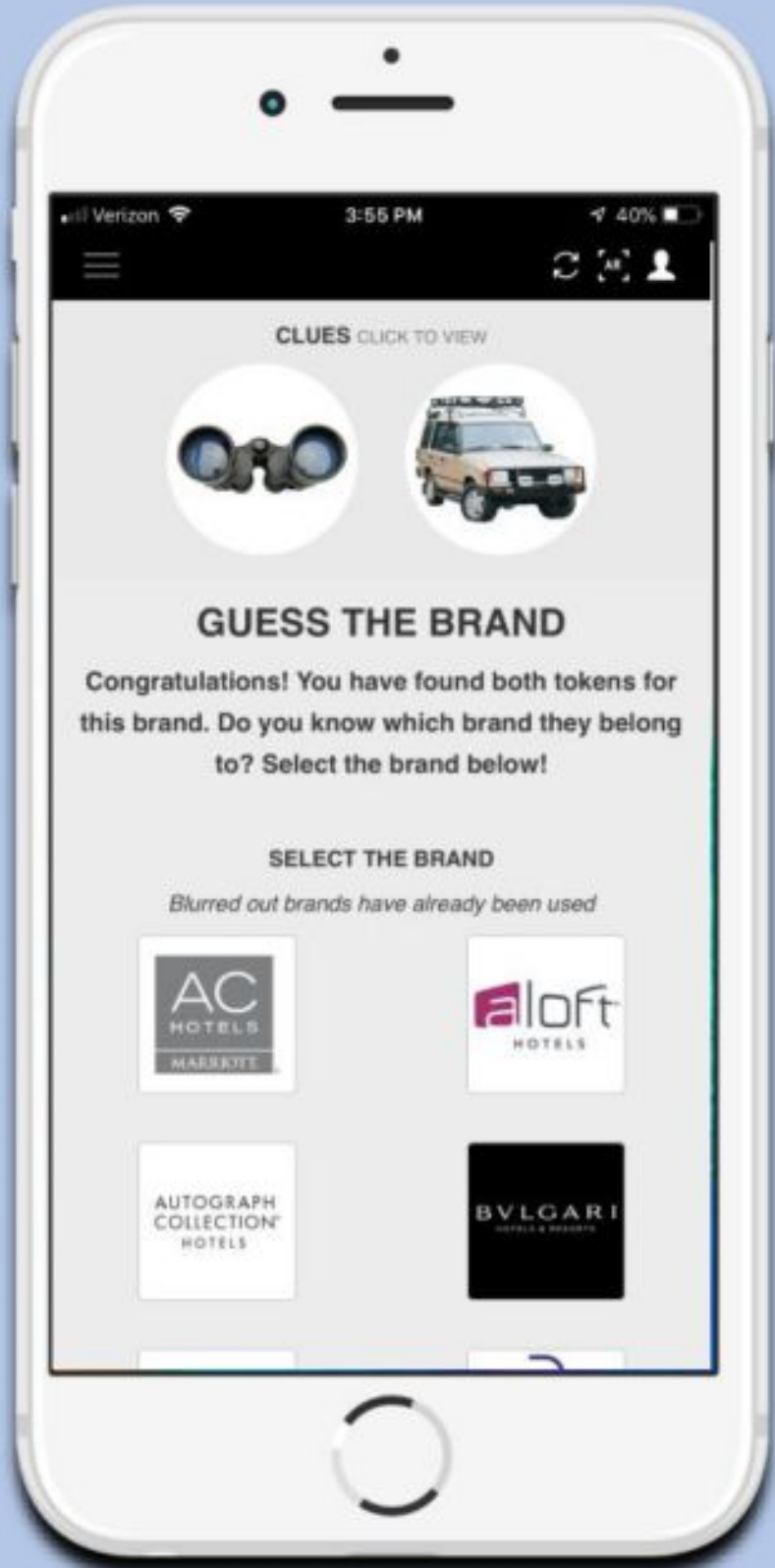
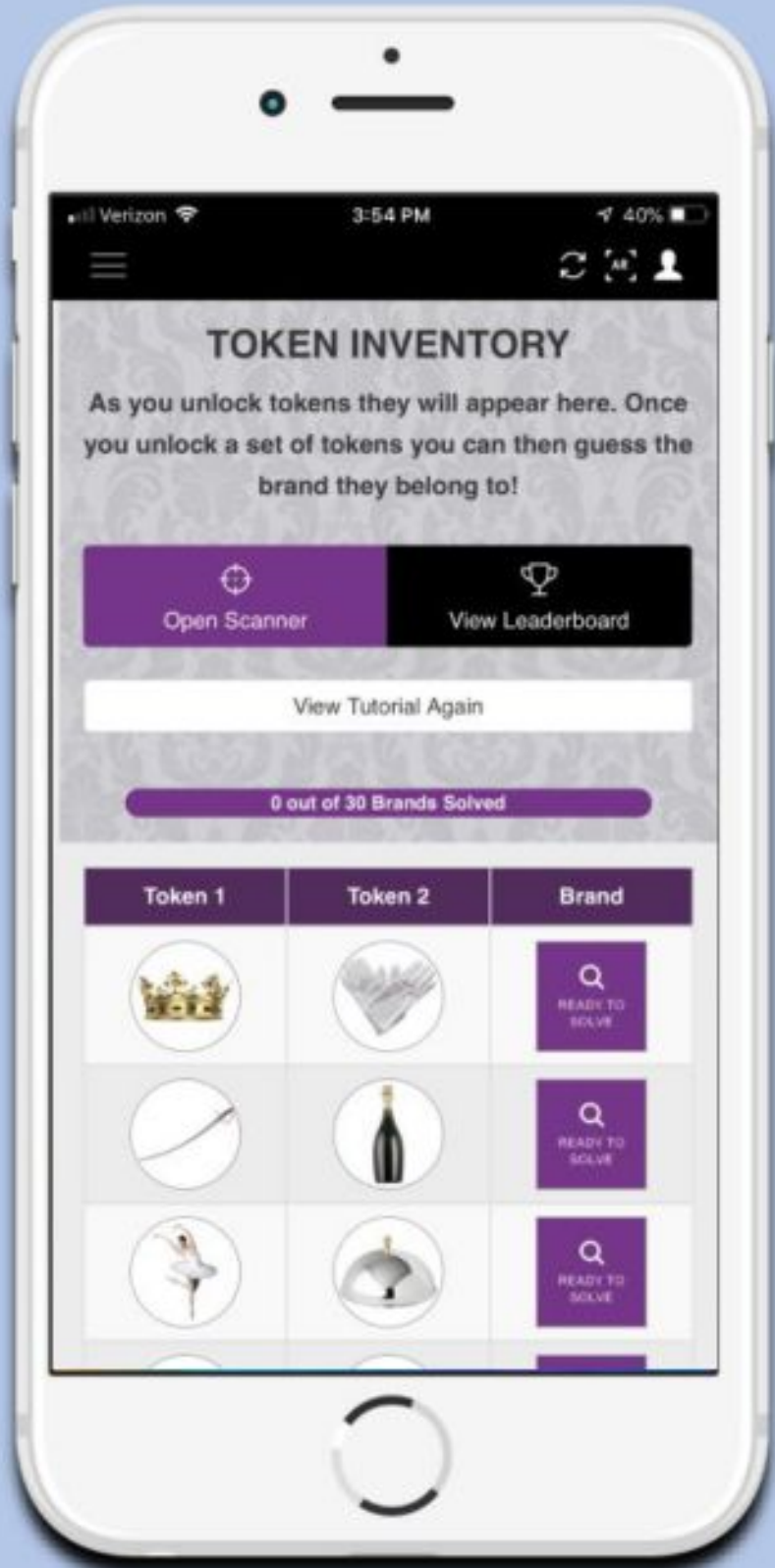
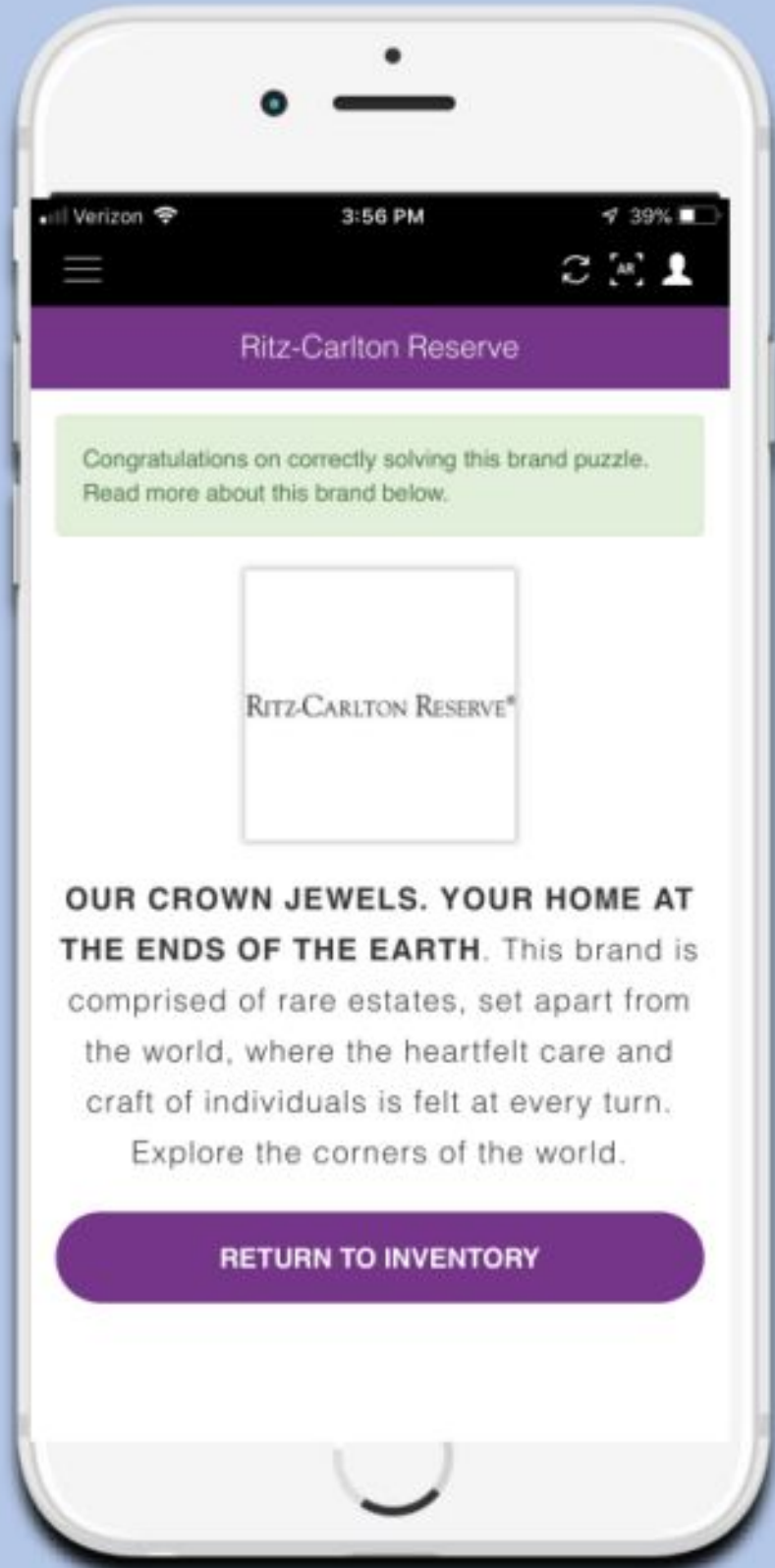
You have found one of the tokens for a Mystery Prize!



MORGAN MULE  
TOKEN

# Asset Example: Brand Awareness with Scavenger Hunt

ASSETS, VISUAL EXAMPLES, AND MORE



# Asset Example: Networking bingo (passport) with badge

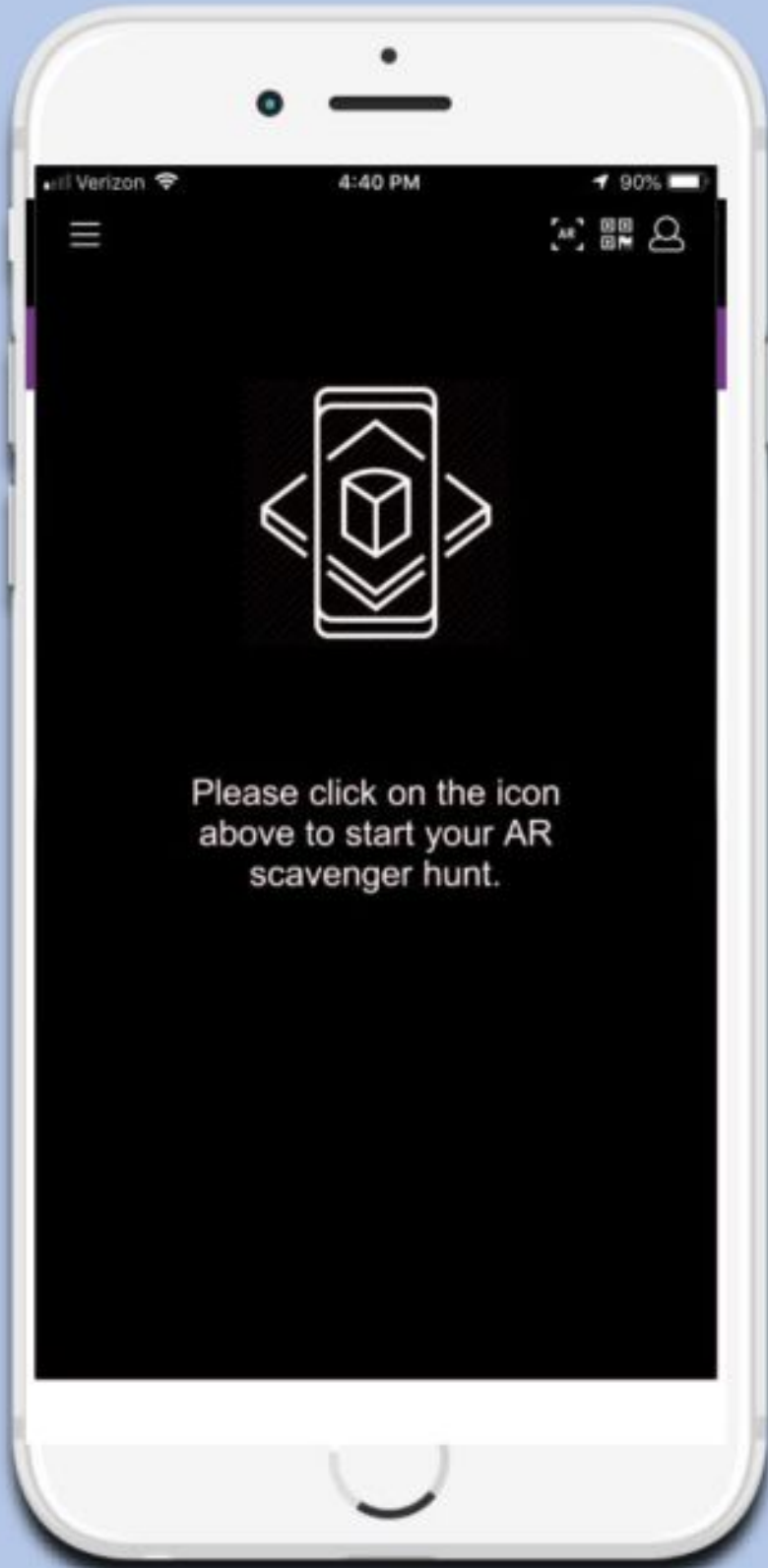
ASSETS, VISUAL EXAMPLES, AND MORE



# Asset Example: Exhibitor Activation and Gamification

ASSETS, VISUAL EXAMPLES, AND MORE

### Static Image



### Motion and Sound



### Video

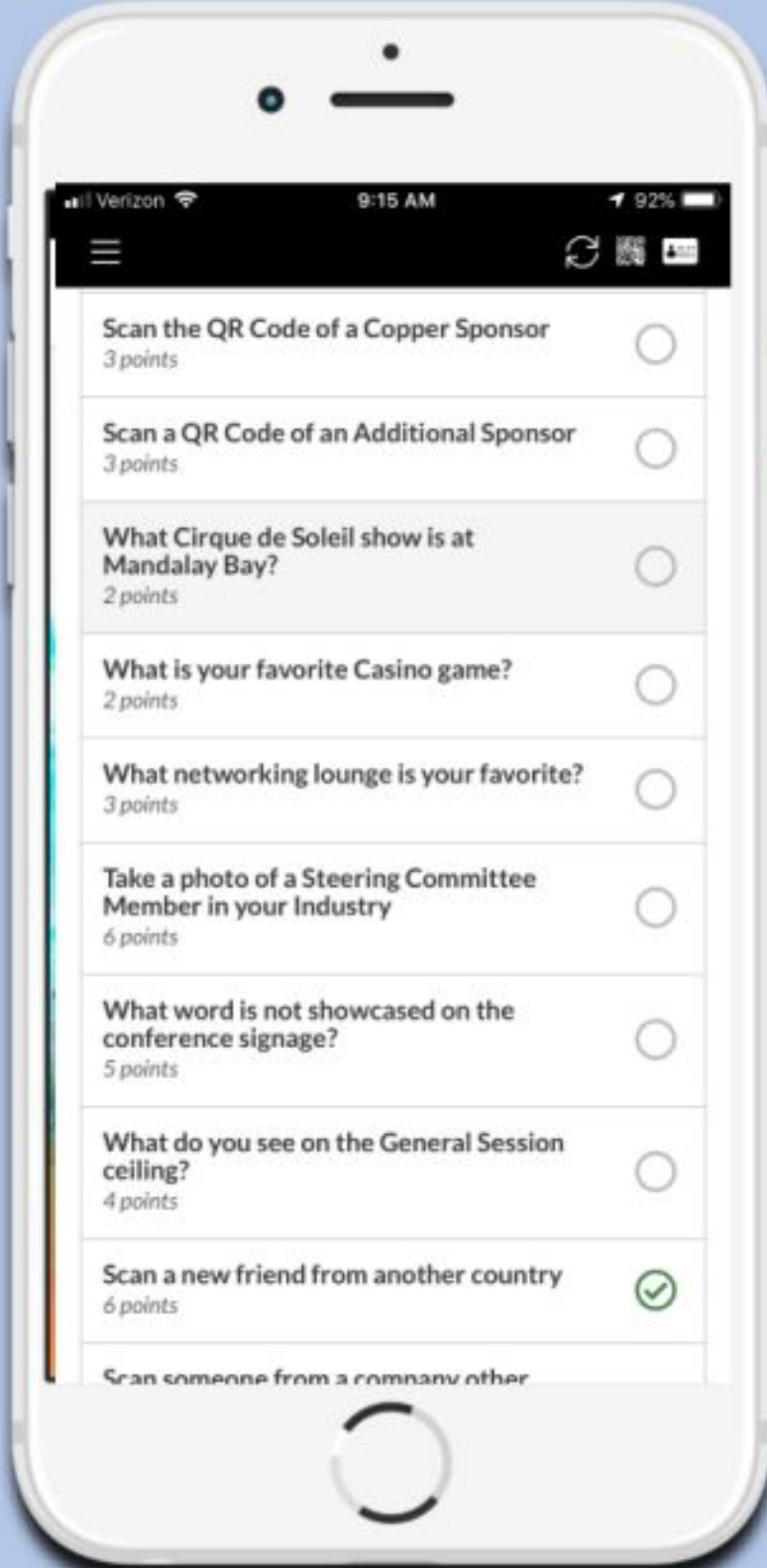
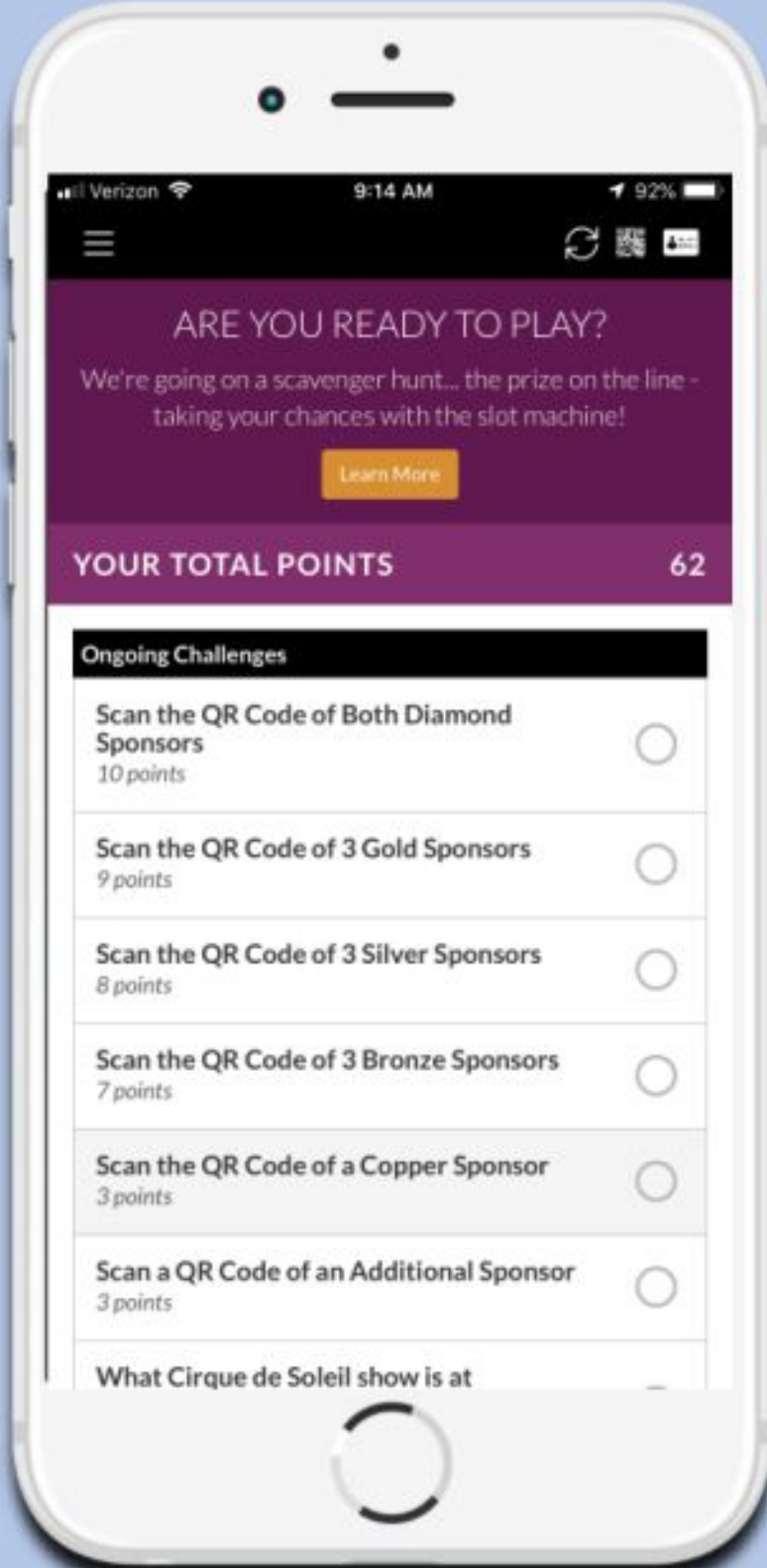
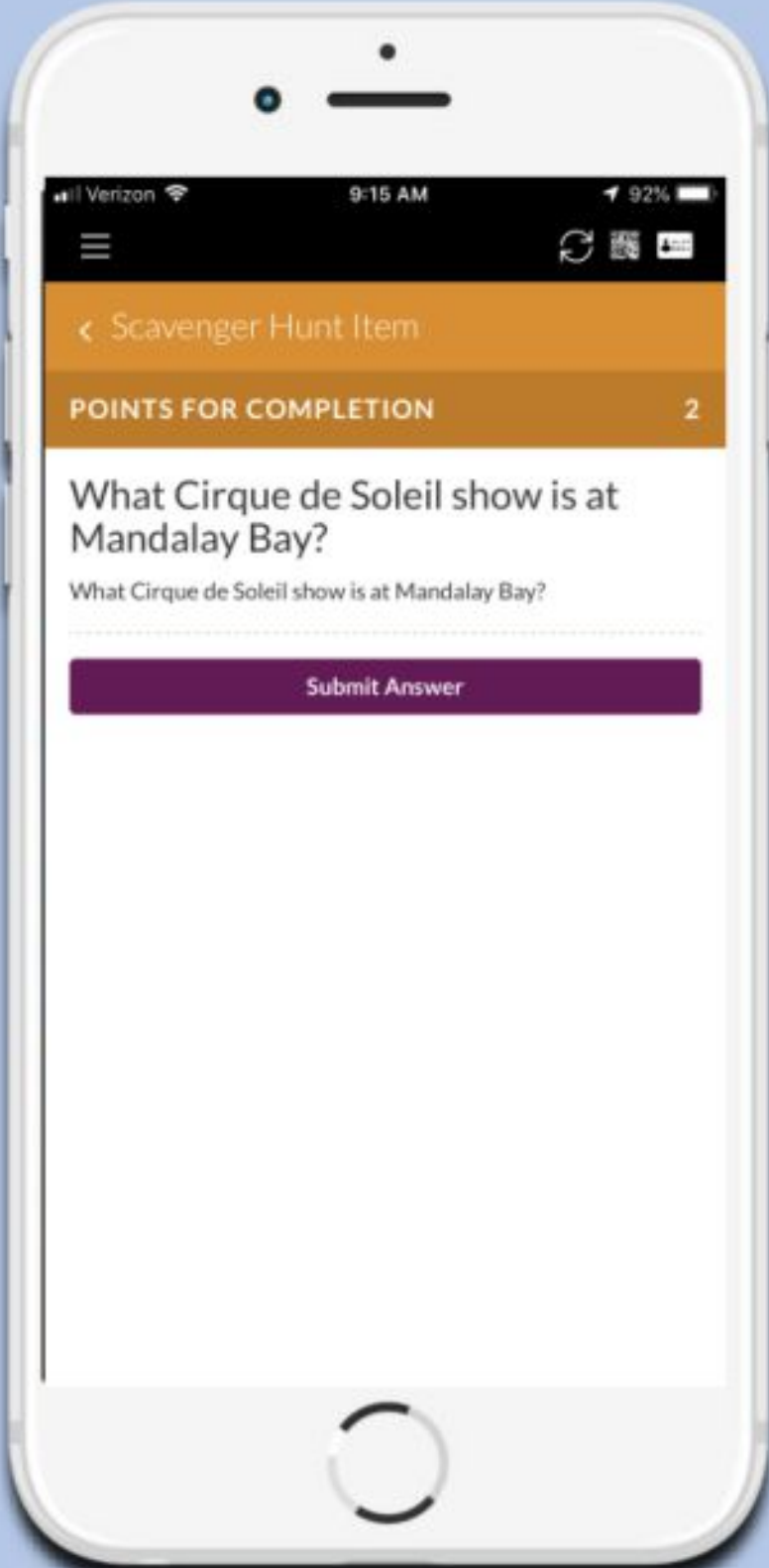
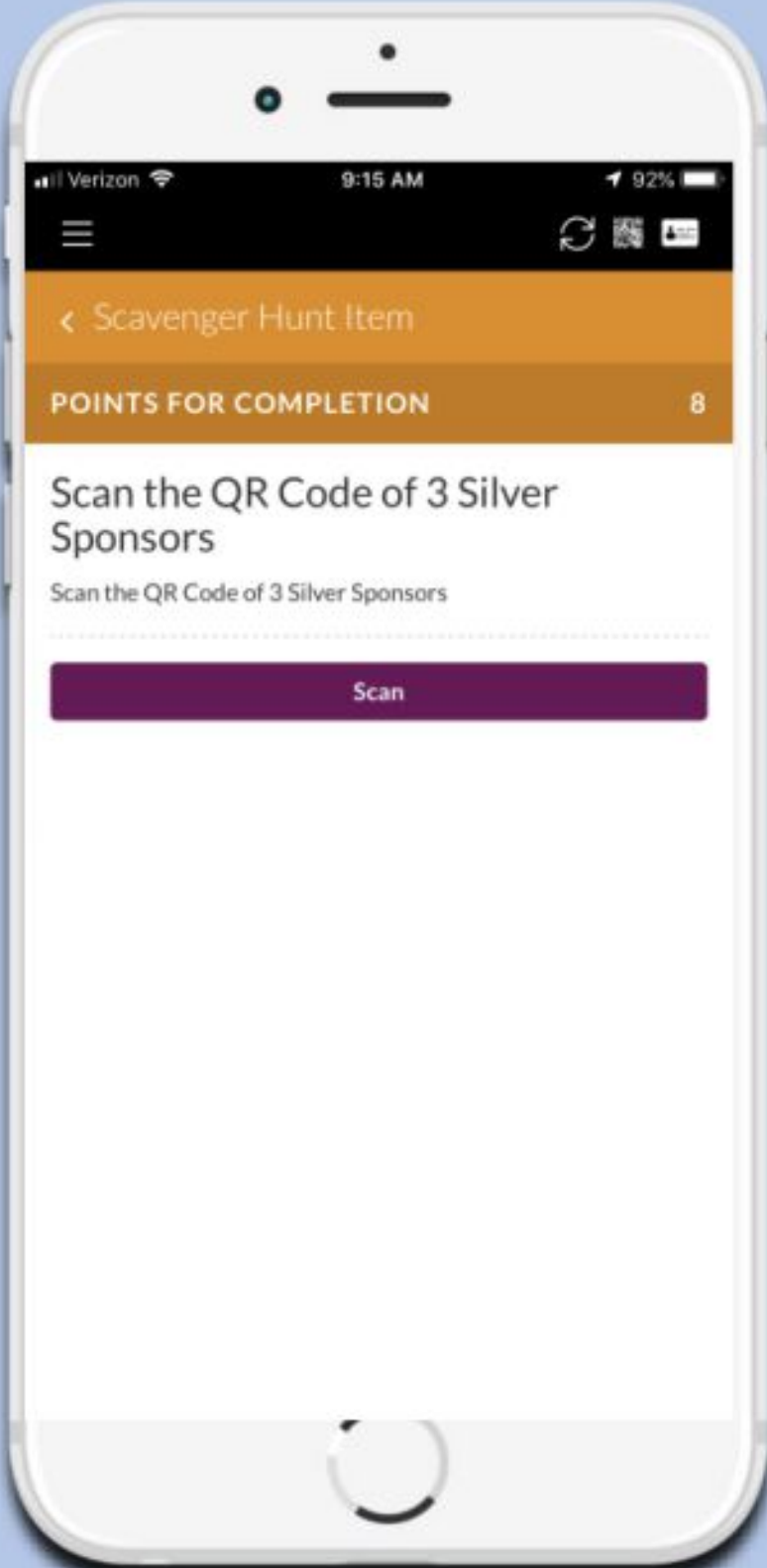


### 3D Imagery



# Asset Example: Exhibitor Activation / Attendee Interaction with Gamification

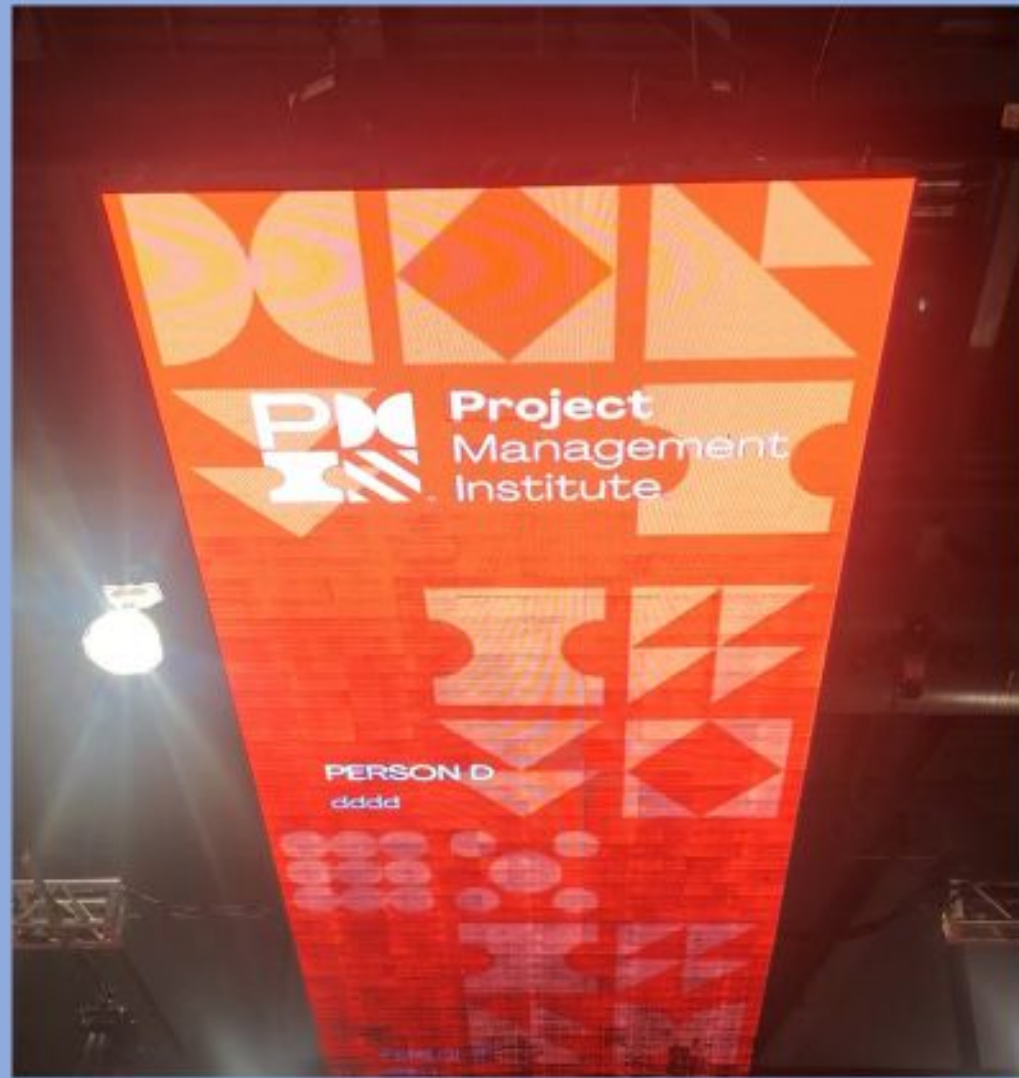
ASSETS, VISUAL EXAMPLES, AND MORE



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