



SRUSHTI



WHY THERE IS NO TECHNOLOGY WITHOUT CREATIVITY
AR, MR AND THE PERKS OF CREATIVE CONTENT.



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INTRODUCTION

As technology moves forward, the way we perceive the world also keeps changing. The world has never been the same after the advent of computers, internet and social media. Now, with immersive technologies such as Augmented and Mixed Reality, the world of content is ready for a massive upswing. Here, it is crucial to note that technology, with all its glory, is just a tool that you could use to maximise your creative potential. The King, as always, is one's own originality and ingenuity. With AR and MR, there are plenty of doors open to unleash the creative genius in you.

Pepsi MAX 'Unbelievable' Bus Shelter

The peculiar attribute of augmented reality is that it can relate or interact with the audience in a seamless manner and this helps the viewers to emotionally connect with it. As the famous American writer Maya Angelou said "People will never forget how you made them feel". Through 'Unbelievable' augmented reality experience, Pepsi, the famous soft drink brand, was able to give the commuters an exciting surprise at a bus depot on New Oxford Street, London. Using the augmented reality technology, the bus shelter wall was turned into a fake window that showcased several uncanny subjects such as flying saucers, loose tiger and attacking robots. Not something that you expect in a bus shelter everyday!

The experience was part of Pepsi Max's Unbelievable #LiveForNow campaign that aims to bring fans around the world such exciting experiences. A video featuring the funny and queer reactions of the public was uploaded to youtube and it has generated more than 7 million viewers. The initiative showcased the vast creative possibilities of AR and it also elevated the likeability of Pepsi as a brand.



SOURCE : UNBELIEVABLE BUS SHELTER | PEPSI MAX. UNBELIEVABLE #LIVEFORNOW

Wildlife Care - Mandiri & WWF

This is a wonderful example of creatively using the augmented reality technology to spread social and brand awareness. Partnering with Indonesian Bank Mandiri, the World Wildlife Fund (WWF), developed an augmented reality game as part of their awareness campaign on endangered animals. The game focused on the species of Javan Rhinos whose condition were very critical as there were only 55 of them left. The creative aspect of this game was very simple yet effective. Users have to register for Mandiri e-cash and when they point their mobile towards the Mandiri ATM Card, a charming Rhino will appear. When the users donate an amount, the Rhinos will be supplied with medicine, food and other treatments, implying that every donation will help save Rhinos! The game was the first mobile application in the world that facilitated

donations to WWF through augmented reality. Mandiri e-cash served as the online payment gateway for the initiative and WWF Indonesia provided users with the details of animal situation.



SOURCE : AUGMENTED REALITY & CO

Honda - 'Ultimate Get Well Card'

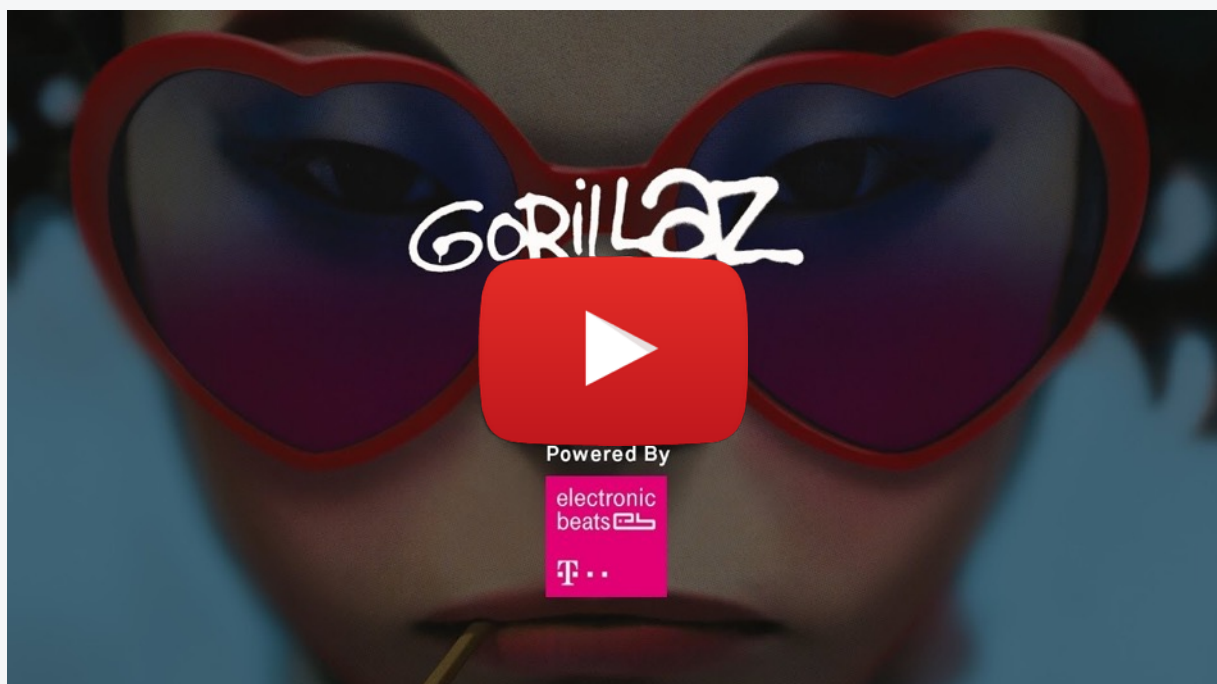
This one is guaranteed to make you speechless. With great power comes great responsibility said Uncle Ben to our very own Spidey. We know by now that augmented reality is powerful. And Honda demonstrated that with such power comes great social responsibility through this wonderful augmented reality campaign. Their 'Ultimate Get Well Card' was targeted towards bringing joy to several hospitalized children facing grave illnesses at Children's Hospital of Orange County, California. An iPad served as the gateway to a playful winter wonderland filled with beautiful origami birds and snowmen playing with snowball. The card further featured a lovely Christmas tree surrounded by virtual cards featuring well wishes and words of encouragement from people all around the world. Talk about using creativity and technology for a social cause! Honda documented the campaign experience as a video and for every like on Facebook, Honda will donate a dollar to the Hospital and Pediatric Brain Tumor Foundation. Holiday season is characterized by sending warm wishes to everyone and Honda by making use of cutting edge technology, made the whole world aware that there are people who deserve our attention and help. Beyond all business innovations and developments, it is indeed refreshing to see technology and creativity joining hands for social good.



SOURCE : NEXT REALITY

Gorillaz Augmented Reality App

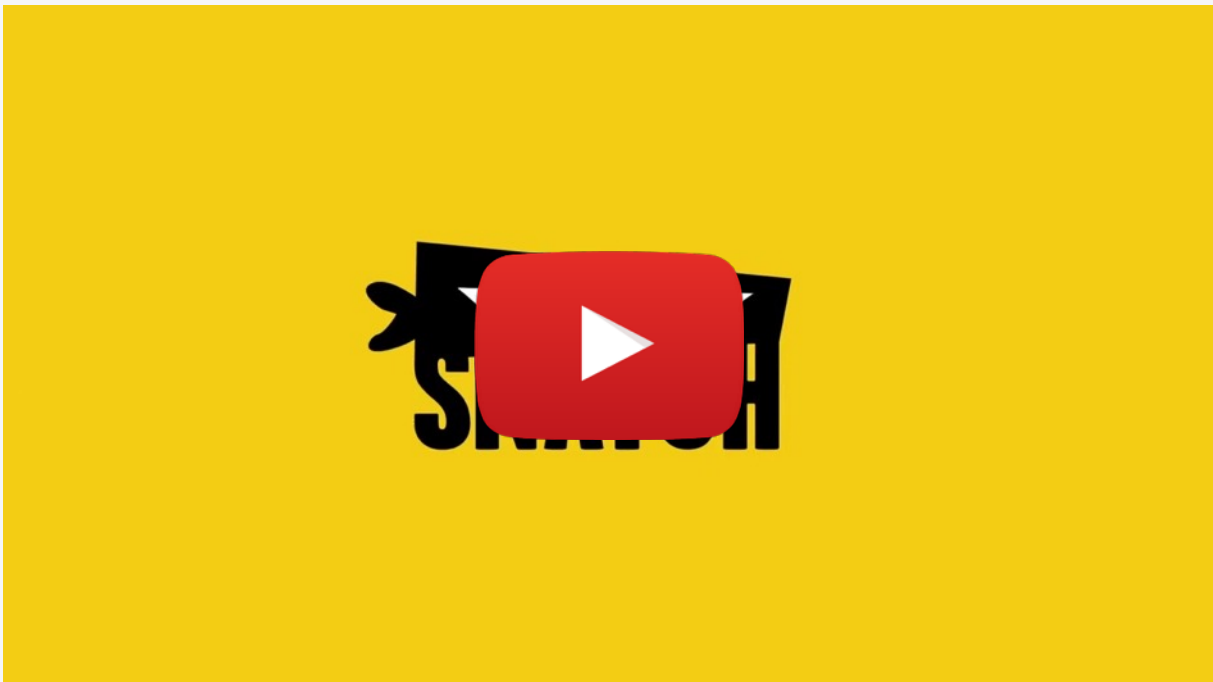
Gorillaz, the famous cartoon band launched an augmented reality app that brought the band's universe into customer smartphone screens. The app superimposes aspects from the band's music videos into user surroundings through a smartphone camera. Tapping on the elements would unveil extras and various rooms, including the band's old studio in Essex named the Kong Studios. The band then announced an international listening party for their upcoming album 'Humanz'. Fans were given invitations to the 'Humanz House Party', a global listening event where attendees could hear the album in full for the first time. How did the party go? The festival attracted more than 125,000 fans from 146 countries making it the largest ever geo-specific listening experience!



SOURCE : [GORILLAZ APP \(TRAILER\)](#)

Snatch - AR Treasure Hunt Game

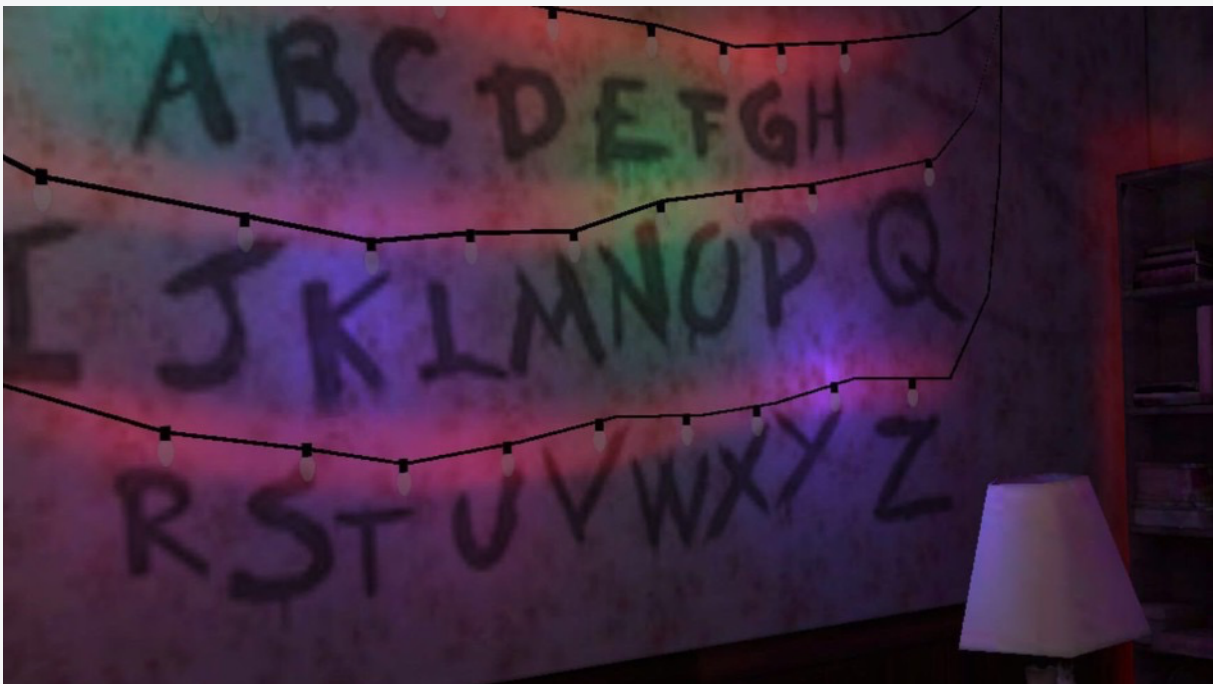
What was special about the Pokemon Go game? It turned you into an adventurer, didn't it? Well, this is almost the same as Pokemon Go, except that you have to be wary of others who would want to snatch your gifts away! Snatch is a free treasure hunt powered by augmented reality that helps users to uncover plenty of experiences and gifts from noted brands of the world. All the users have to do is, collect the virtually hidden parcels all around them and make sure they are not snatched by other players. Oh and if you are smart enough, you can snatch gifts from other players near you as well. What kind of gifts could you get? Well.. It can be a free holiday, cash prize, exclusive rewards or if you are lucky enough you could even pay off your student loan! Pretty cool combination of creativity and modern technology, isn't it?



SOURCE : [SNATCH APP - AUGMENTED REALITY TREASURE HUNT GAME - WIN MONEY & PRIZES - HOW TO PLAY](#)

‘Stranger Things’ - AR Experience

To promote the second season of science-fiction horror web television series ‘Stranger Things’, Snapchat and Netflix came together to launch the experience called 3D world lens. Snapchat had earlier launched the world lens feature in early 2017, in which the lenses moved around according to the user. In the ‘Stranger Things World Lens’ experience, viewers could explore the living room of the character Joyce Byer, uncover different elements to locate various Easter eggs, hit the bookshelf and even explore the coloured fancy lights. Another cool feature was the filter that allowed users to apply the character Eleven’s signature nosebleed in which they would be thrown upside down if they raise their eyebrows.



SOURCE : MASHABLE INDIA

Moz The Monster - Facebook Filter

John Lewis's Christmas Campaign of 2017 featured an adorable fun-loving monster called Moz. They launched a facebook filter that allowed shoppers to visually transform into the Monster himself. Using their smartphone camera, users were able to add the Moz effect on their faces on Facebook messenger and fans shared their creative content on social media with the hashtag #MozTheMonster. This is another example of how you could generate a wonderful fan following by making use of creative content with the help of advanced technology.

M&M - AR Billboard

We are all familiar with traditional billboards. Now, what if they turned into an interactive game like experience? This is exactly what the popular brand M&M achieved through their Augmented Reality billboard for their new Caramel Chocolate Candy. Smartphone and tablet users were able to download the free app Blippar and scan the billboards around the famous Times Square in New York City to access vintage arcade games. Fans who were not able to make it to the Times Square were still able to enjoy the 'Ar'cade experience by scanning bags of new Caramel Candy. The campaign beautifully brought back nostalgic memories of classic old school arcade games and through the initiative, M&M successfully integrated the Nerdy 'Caramel' with the existing brigade of M&M's spokescandies.

Gruffalo Spotter

Based on Julia Donaldson's best seller 'The Gruffalo', the Gruffalo Spotter app is an augmented reality powered app designed for use at twenty six different forests across England. Following the interactive trail and track signs of the character from the book, visitors can arrive at five different Augmented Reality markers; footprint signposts, specific to each character.

When the visitor turns their device towards the marker, an animation of that character comes alive blending with the natural surroundings. Once the character comes alive, visitors could take photos with them and share them through social media with the hashtag #GruffaloSpotters. The trail adventure is fun packed with interesting facts about forest animals and exciting activities all along the way. The program, organized by the Forestry Commission England, was targeted towards families and children to explore and empower their imaginations and have an all new forest experience. See how creativity and avant garde technologies can ignite one's sense of being and awareness!



SOURCE : SPOT THE GRUFFALO AT HAMSTERLEY FOREST - AUGMENTED REALITY



SOURCE : FORESTRY COMMISSION ENGLAND

Ghostbusters: Dimensions Game

This is an experience that narrows the gap between augmented reality and virtual reality. The key feature of this game is that, it is an experience for selected venues and not a game that one could download and play. In the venues, players can wear a fVR setup and hunt down ghosts on their own. With two partners, players can enter into a detailed stage where the real world is drawn into the virtual one. Users can talk to the fellow ghostbusters, sit in chairs, feel the walls or even sense the touch of a spirit. That is a cool way to send some chills down the spine!



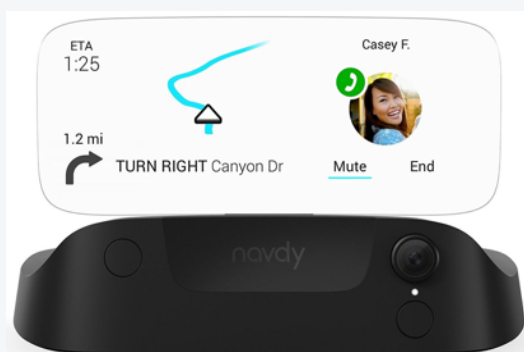
SOURCE : [GHOSTBUSTERS: DIMENSION HYPER-REALITY GAMEPLAY TRAILER - THE VOID](#)



Source : MADAME TUSSAUDS

Navy - GPS Navigation System

The portable Heads Up Display from 'Navy' uses Augmented Reality to project a transparent image of the road that lies ahead so that drivers will never miss out on any important information. Marketed as the first of its kind, the device allows drivers to look forward all the while remaining connected. The Navy Dial which can be mounted on to the steering wheel serves as the channel of communication with the device. One can even connect calls, messages and music to the device and initiate them using simple voice control. Through natural hand gestures and waves, one could easily gain control of calls and messages.



SOURCE : NAVDY AUGMENTED REALITY
GPS NAVIGATION SYSTEM

Urban Ladder - 'Living Spaces' App

'Urban Ladder', an online furniture retailer launched an Augmented Reality app called 'Living Spaces' that helps customers to virtually deploy sofas anywhere in their living room. The sofas can be moved around, rotated, rearranged or reshaped according to one's convenience. They also arrive in different color choices. Aimed at making interactions as natural as possible, the sofa designs come with the imperfections of the actual world like wrinkled cushions and fabric folding at the edges. Talk about being creative!



SOURCE : URBAN LADDER

Aura - Augmented Reality App

They say what you wear shows who you are. Now, what if that's true literally! 'Aura' an augmented reality fashion app, provides users the unique feature of designing geometric patterns that can be printed on clothing and can later be scanned and translated into personalized messages. Customer can interact through the app and make a connection with a fellow 'Aura'. The next time you feel shy to connect with someone you saw on the street, you can just scan and strike up a conversation!



SOURCE : [AURA. OWN THE WORLD](#)

Into the Storm - Augmented Reality Campaign

To promote the release of the natural disaster film “Into the Storm”, Roadshow films deployed a 64 inch plasma screen in Sydney’s Chinatown. Using augmented reality, this outdoor campaign gave the audience a peek into what would it look like if the city is hit by a tornado. In the first go, it looked like a conventional movie poster, but pretty soon, the outdoor panel changed into a window through which a storm unfolded. Some of the sequences included a lamp post dropping to a crowd across the street, a car being tossed up in the air and finally thrown into the billboard, causing a crack on the screen. The experience was a first of its kind for Australian Digital Outdoor Media. Live video footage from street was mixed with pre modified motion graphics, in real time, to provide flawless AR experience for shoppers and passers by.



SOURCE : INTO THE STORM - CRAZY AUGMENTED REALITY OUTDOOR

Amazing Spider Man - Augmented Reality App

To add to the excitement surrounding the Amazing Spider Man, Sony Pictures launched an Augmented Reality powered app through which fans could discover Spidey in online and real world environments. The app allowed users to get an excitement of spidey in the real world as they were able to locate and scan specially marked movie themed images to initiate interactive 3D animations. The animation sequences included all the adventures fans would expect from Spider Man and when the virtual Spidey appears on the phone, users could take his photo and share them with their network. Apart from the animations, the app also featured 13 special achievements that can be unlocked.



SOURCE : THE AMAZING SPIDER-MAN AUGMENTED REALITY APP

Jack Hunter - Augmented Reality Book

Martin King's 'Jack Hunter' was the world's first Augmented Reality book. The novel features a twelve year old boy who gets caught up in the middle of robbery. What follows is a thrilling adventure amidst gangs, mobs and spies. So, if you are not happy with just reading Jack's adventures, you could experience it on your own! The book is available in hardback, paperback and digital format and it also includes interactive games that encourage users to examine clues and solve puzzles. The completion of books unlocks Book 3 and also an additional chapter. Through this interactive book, users can help characters solve various puzzles and explore the various fantasies in store. The puzzles and controls of the game are set out very much like many of the first person perspective video games.



SOURCE : [JACK HUNTER TRAILER](#)

Capstone 4D - Augmented Reality in Printing Books

'Capstone', the publisher of children's media launched 'Capstone 4D', an app that brings Augmented Reality to its print books. "Origami Crafting 4D" is the first in its series that teaches students how to create origami cards, ornaments, decorations etc. Using a tablet or a smartphone, readers can easily scan pages with a star icon to access videos about each project. The platform enables the reader to have a deeper and better understanding of the content they wish to access.



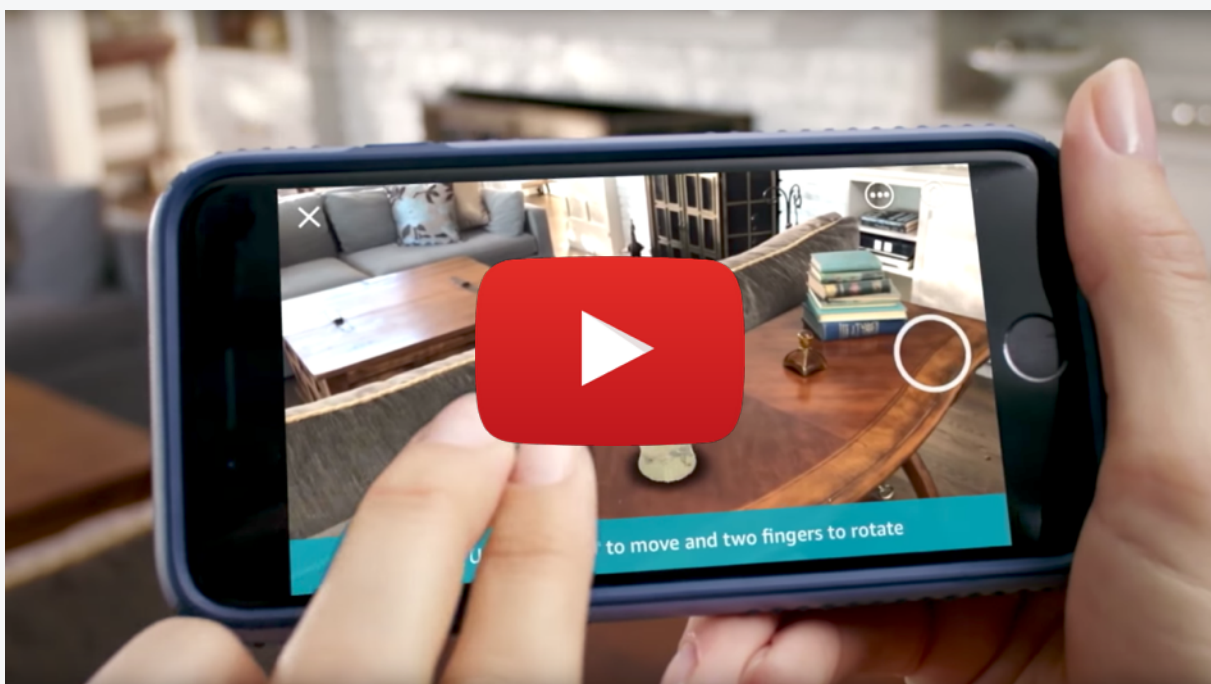
SOURCE : ORIGAMI CRAFTING 4D PREVIEW FROM CAPSTONE

Sky Scary Shelter - 'Walking Dead' Augmented Reality Campaign

We all know how scary the zombies look in the television series, 'The Walking Dead'. Now, what if you could say hello to them as you wait for your tram! That is exactly what the people in Vienna experienced through the two day campaign powered by digital signage and augmented reality. The zombie footage was shot exclusively for the campaign and it was combined with real time Vienna streetscape feed making it look like the Zombie apocalypse had arrived at the Capital City. No prize in guessing the reaction of the audience!

Amazon AR view

The AR View from Amazon helps users visualize products in their own living space with the help of a smartphone camera. Users can browse across thousands of products ranging from furniture, toys, electronics, games and more in Augmented Reality.



SOURCE : [INTRODUCING AR VIEW](#)

To check out the AR View feature, one just has to tap on the camera icon in the Amazon App and then choose “AR View” in the menu that follows. From the menu that appears, one could browse through various categories such as kitchen, bedroom, electronics and even explore the top picks. Users can also rotate and move around the objects to get a complete 360 degree view.

Lippert - AR in Product Visualization

“AR in product prototyping enables us to cut cost and time. We don’t have to carry the physical prototypes of the product to our clients but they can envision the components in their RV”, says Rupchock of Lippert Components Inc., a RV parts manufacturing company that uses Augmented Reality in product visualization. The company call this technology LCI Workbench in which they use a Microsoft Hololens to visualize the computer aided design of an RV part in the real-life environment. Through the system, the company eliminated the need to carry the physical prototypes to the clients as they can visualize it through Hololens. In case,



SOURCE : DIGITAL INNOVATIONS WITH AUGMENTED REALITY

they don't have the mixed reality glasses, they can use an Ipad or iPhone and see if the product fits the environment. For LCI, the technique may not be superior to physical prototyping but definitely quicker, enabling them to make agile decisions while reducing production cost and time in several ways.

Dutch Lady - Augmented Reality App

Dutch Lady, a Malaysian milk and dairy product manufacturer, wanted to upscale their mobile penetration and as part of their strategy, they designed mobile apps, enabled with Augmented Reality technology. When scanned any pack of their milk products, the app will take you to a new world. This campaign targeted kids with a funny concept that features Matt Truitman and the results were amazing. The mobile app got more than 40,000 downloads in no time and the sales went up by 19%. That's great, isn't it?



SOURCE : DUTCH LADY FLYING FARM - AUGMENTED REALITY MOBILE APPLICATION

Viking - AR app

The AR ad of Viking, a branded shoe company, enabled readers checkout all the available models when scanned through an AR app of the company. The campaign provoked the audience to download the app and checkout their latest models, which in turn brought conversions. Thus, they achieved several objects of their campaign such as spreading awareness and getting user engagement as well as earning conversions. They would have ended up investing a lot of time and fortune if they did it otherwise. But, thanks to creative technology, it all happened in the cost of just a single-page print ad!



SOURCE : AUGMENTED REALITY SHOE ADVERTISEMENT IN AN MAGAZINE

Project Esper - Mixed Reality Anatomy Project

Project Esper is an initiative to bring the world of medical technology into real life through the use of augmented and mixed reality. The project aims to immerse users into accurate anatomical models, which would open several new use cases for the technology. The app developed by Irish based 3D4Medical, is very rich in 3D computer graphics and it facilitates gesture controlled inspections of the human body. That is, brain and other organs can be explored layer by layer, showcasing their working mechanism or even the makeup of different limbs. Yeah, patient doctor interaction in the near future, might well be like a sci-fi movie! Already a leader in medical and fitness software, 3D4 Medical's applications are being used by various educational and clinical organizations all around the world. Their 'Complete Anatomy' app won an Apple Design Award and held the leaderboard in App Store Medical category charts in over 82 countries.



SOURCE : [PROJECT ESPER: MIXED REALITY ANATOMY LEARNING](#)

Ikea - Interactive Catalogue

Everybody loves to decorate their home but while shopping online, it can be problematic to figure out if a certain sofa would fit in the living room. Compared to purchasing apparels, it is not easy to replace furniture if it doesn't fit your style of decoration. Here is where AR & MR could

prove to make a difference. Ikea, the world's largest furniture retailer, developed an interactive catalogue application, where users could pick a furniture from the catalogue and position it anywhere in their home. Over the years, Ikea has brought forward numerous delightful modifications to this app. Along with product catalogue, the app has also featured additional product information, 360 degree videos, bonus features and even decorating tips. Such is the level of creativity one could explore with latest technologies!



SOURCE : PLACE IKEA FURNITURE IN YOUR HOME WITH AUGMENTED REALITY



SOURCE : WIRED

USC ICT - Drones

Mixed Reality Project

University of Southern California Institute for Creative Technologies (USC ICT) is giving shape to a mixed reality project that includes drones tiny enough to suit in the palm of a hand. The drones are designed to follow the people controlling them and hence can be used for training simulation. The project aims to define the relation between humans and autonomous objects and build interactions that could advance command and control. Furthermore, the technology is expected to be immensely helpful to sectors like military and athletics where a person's movement calls for a lot of attention. According to Todd Richmond, the director of Advanced Prototype Development at the USC ICT, performance capture, when combined with lot of bio data, will bring about a severe revolution in the manner athletes train. He also opined that they will bring about a revolution in the way military trains and operates and can influence the way we interact with the world.



SOURCE : [MIXED REALITY OVERVIEW](#)

Airbus - Mixed Reality Trainer

By taking advantage of Microsoft HoloLens, immersive headsets and Mixed Reality Technology, Airbus, in partnership with Japan Airlines and (JAL) and Engineering, developed an application that could help users learn from literally anywhere in the world using an interactive shared 3D virtual system or a holographic coach. The technology grants access to aircraft digital data which can be used to watch particular aircraft procedures virtually. The application is intended to be used for crew training and mechanics on JAL's A350 XWB. In the proposed prototype, the aircraft's cockpit, door portion and body are shown in front of a pilot, so that aircraft procedures can be trained by using hands and controllers.



SOURCE : AIRBUS MIXED REALITY TRAINER

Smurfs - Mixed Reality Game

Prior to the release of the Smurf reboot anthology 'Smurfs: The Lost Village', Sony launched a Mixed Reality game that allowed kids to explore different extravagant locations of the film before ultimately reaching the 'Lost Village'. By wearing the HoloLens headset, users were able to augment the amusing world of Smurfs into the real world. To achieve the final goal of locating the Lost Village, players had to use tabletops and other surfaces and interact with the little blue characters to move ahead. 'HoloLens' provided a smooth integration of the physical world and the Smurfs world so that one can interact with the gang to proceed to the next level.



SOURCE : SMURFS: THE LOST VILLAGE - HOLOLENS GAME

Adidas - Climb a Mountain Mixed Reality Experience

Scared of heights? How about stepping into the shoes of professional climbers to virtually take on one of the toughest climbs of Bavella Mountain Range in Corsica. That is what Adidas offered with their Mixed Reality experience through TERREX, the company's outdoor brand. As you take on the journey, you can witness that the summit is just few holds away which is positioned 1,040 metres above sea level. Partnering with Google, the project team also repurposed the Google Jump, an 8k resolution stereoscopic rig, that portrayed the wide landscape in full 360 degrees. With the help of interactive computer graphics, users were able to comprehend the landscape from a bird's eye view. This style of active witness made a unique impact of storytelling, where the landscape and characters shaped the experience together. Normally, extreme sports are carried out in controlled environments. The intent of this project was to provide the users a feeling of what it is like to climb on outdoors.



SOURCE : [EXPERIENTIAL MARKETING NEWS](#)



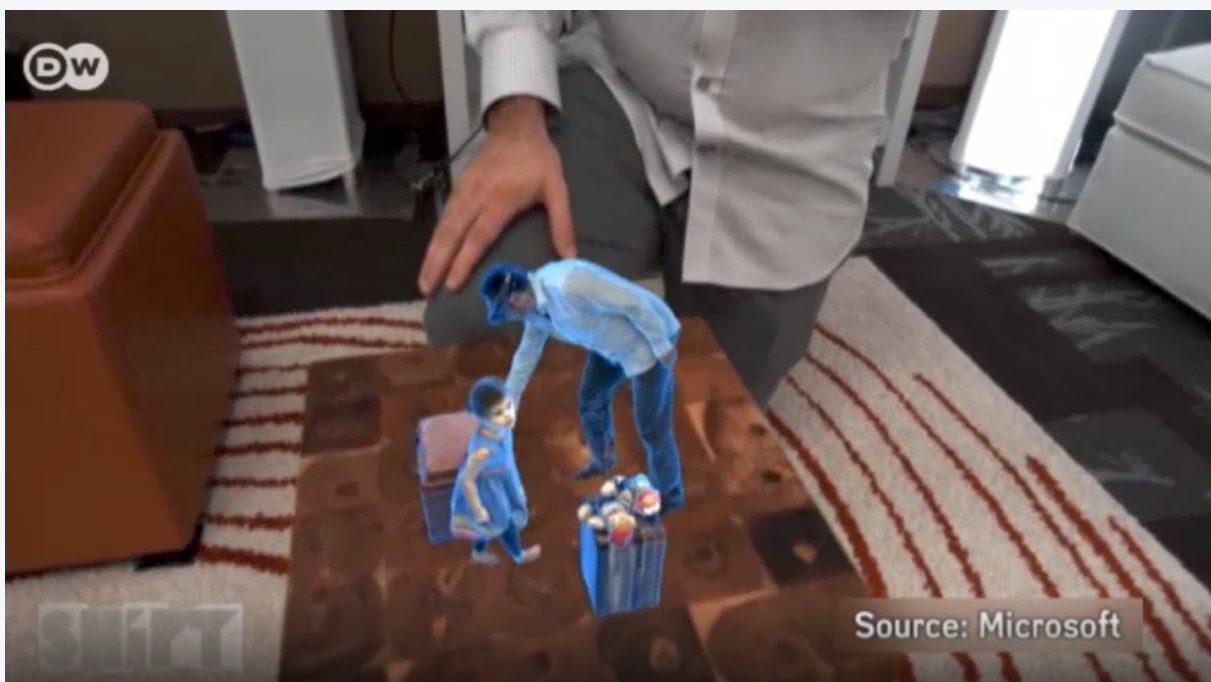
SOURCE : VRSCOUT

Peer - Mixed Reality Education

Peer, the Mixed Reality platform, combines physical and digital elements to make theoretical and complex concepts more engaging to the students. The brand believes that traditional methods of teaching have had their success but a change is inevitable at the moment. They aim to bring about a change by providing context, facilitating prototyping and opening collaboration. Through context, students just don't learn about a topic but understands its significance and impact in the real world. Through prototyping, students are encouraged to iterate their designs swiftly so that they can innovate faster. And finally, with the collaborative process, classrooms would become a space to work in unison and improve leadership and communication. Peer uses cutting edge Internet enabled sensors and digital headsets to visualize the complex concepts in an interactive manner.

Mixed Reality Communication - Bauhaus University

Scientists at the Bauhaus University, Weimar are developing a new kind of communication technology powered by Mixed Reality. How is it different? Well... Imagine talking to your family by seeing them virtually in your own room, though they are actually miles away! The technology would allow several participants to communicate in 3D real time in a virtual space. Using special glasses, participants can see projections from their own perspective, regardless of their location. Communication in the future, will be free from any barriers, that much is guaranteed!



SOURCE : DW

Gensler - Mixed Reality in Architecture Visualization

From the 2073 foot Shanghai Tower in China to the world's first 3D printed office, Gensler is known for their structural marvels. So, it comes as no surprise that when they remodeled their workspace in Los Angeles, they were in the forefront of innovation. Using the Sketchup viewer on Microsoft HoloLens, Gensler created a skybridge to connect two buildings in its remodeled office. The architects used a holographic, glass-enclosed bridge on the wall they wanted to tear and observed its impact. As the team Gensler themselves said, the Mixed Reality solution helped them evaluate the bridge panel heights and decide if they met the required standards.



SOURCE : [GENSLER SKETCHUP VIEWER FOR HOLOLENS DEMO CLIP](#)

These are just some of the examples of high-end creativity in modern technologies such as augmented and mixed reality. Of course the list doesn't end here and to mention them all, one might need an encyclopedia! According to Digi-Capital, the Augmented Reality market could hit \$90 billion by the year 2020. From education, aviation, business, healthcare, retail and entertainment, we have already seen the various amazing use cases of these amazing technologies across various domains. As the market continues to expand, the coming years would witness plenty more of such amazing creative content across each and every domain.



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