

# MARKETING



**AUMENTA**SOLUTIONS

AUGMENTED REALITY FOR MARKETING





# AUGMENTED REALITY



# FOR MARKETING

**Increase your brand notoriety with Augmented Reality.** Add holograms to your communication actions and events, turning them into immersive experiences.

Aumenta Solutions offers you **“turnkey” solutions for every communication need.** We work as an extension of your marketing department with content that reinforces the creativity of your campaigns and the presentations in your events, **using the most innovative technologies and devices.**





# SOLUTIONS

FRIDAY KICKED OFF WITH THE SHAN

## COMMUNICATION

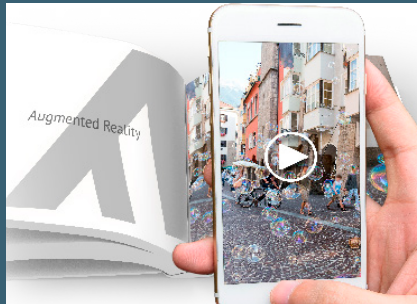
### INCREASE YOUR COMMUNICATION CAPACITY

Augmented Reality presents user interaction opportunities never imagined in communications. AR offers an immersive opportunity to embolden how users interact with your brand, integrating multplatform support for web, smartphones or smartglasses.

Turn your paper advertisement into a multimedia experience , making it more noticeable and reinforcing the awareness of your product or service. Connect product catalogs with holographic experiences. Gather contributor information linked to packaging and measure the effectiveness of their campaigns.

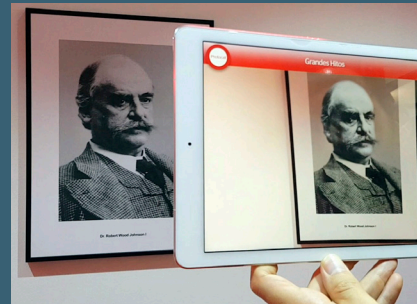
ADVANCING ISSUES 1,385 (41%)  
UNCHANGED ISSUES 1,528 (39%) 58 (9%) 91 (3%) 58  
TOTAL ISSUES 3,371 1,481 2,890 4  
NEW HIGHS 65 1 189 2  
NEW LOWS 191 28 71 2  
UP VOLUME 2,348,409,683 (31%) 173,806,098 (27%) 1,131,440,316 (33%) 594,892,264 (18%)  
DOWN VOLUME 2,564,400,125 (34%) 454,904,180 (71%) 2,673,567,075 (79%)  
199,839,368  
UNCHANGED VOLUME 127,011,964 (17%) 16,186,895 (2%) 44,071,107 (13%)  
TOTAL VOLUME 744,893,654 1,000,000 1,000,000  
622,571,629 ADVANCING ISSUES 1,385 (41%) 58 (9%) 91 (3%) 58  
DECLINING ISSUES 1,774 (55%) 993 (82%) 1,307 (39%)





## CATALOGS WITH AUGMENTED REALITY

Connect virtual content to your corporate image, product or service. Augmented Reality will make your communication much more effective, incorporating audiovisual information, animated 3D models, and links to product. This mechanism turns your catalogue into a lead generator and sales mechanism, providing quantitative usage data. It will be an excellent tool for your commercial department.



## IMAGES COME ALIVE

As if by magic, talking and moving when framing it with your smartphone. Turn an ad, poster or marquee into a memorable experience. It looks to be magic, but it's really Augmented Reality, of course.



## GEOLOCATED CONTENT

Determine an area of interest and include Augmented Reality content in it. Through your Smartphone, tablet, or smartglasses, your target audience will be able to experience your products, learn about promotions in nearby stores, or access loyalty campaigns.

## BENEFITS:

- Greater notoriety in communication actions.
- Reinforcement of traditional media with multimedia content.
- Better efficacy to favor spontaneous recall.
- Reinforcement of product packaging.
- Capitalize image of innovation towards the brand / product.
- Precision in the measurement of effectiveness in local or global actions.

## APPLICATIONS:

- Reinforcement of online communication, above & below the line.
- Location-specific product releases at event or point of sale.
- Corporate materials for sales force.
- Presentations of communication campaigns.



# SOLUTIONS

The background of the entire page is a blue-tinted collage. On the left, a person in a dark suit is shown from the side, holding a small black device in their right hand. In the center-right, a transparent blue car is visible, showing its internal structure. The background is filled with abstract, glowing blue lines and shapes that suggest a high-tech or architectural environment.

## EVENTS

### **EVERYTHING IS POSSIBLE**

Holograms on stage, floating presentations, teleportation of speakers...

In a corporate booth or on stage, we analyze your need and offer Augmented Reality products tailored to your event.

Aumenta Solutions offers you the most creative and innovative solutions to achieve the impact you have always imagined in your events. Greater notoriety, greater impact on media, and greater virality in Social Networks.





### VIRTUAL PHOTOCALL

Get the character of your product to come to life in your stand, your product looks like a hologram, or your spokesperson that promotes your brand appears by magic through a smartphone, tablet, or smartglasses.

We are convinced that your target audience will want to be photographed with their Augmented Reality content, making for viral social impressions.



### HOLOGRAMS ON THE STAGE

Add impact to your corporate presentation with interactive content. Consider presenting a new engineering concept for an automotive transmission, highlighting its features with 3D animation.

Aumenta Solutions presents a solution for corporate events and presentations in which the speaker can integrate with and interact with the content. Easily adaptable to every communication need and dimension of the event, it allows access to sophisticated video integration effects with animated and interactive digital content, projected on a large screen, or holographic support.

### BENEFITS:

- Presentations of high technological features.
- Higher return on investment.
- Encourage empathy between the brand and its target audience.
- High impact on media via publicity, and virality.
- Project innovation image towards workers and clients.

### APPLICATIONS:

- Internal communication.
- Product releases.
- Promotion of corporate stands in fairs and conferences.
- Large presentations in which it is necessary to generate audience impact.





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