Augmented Reality for the Rest of Us

How to Make Your Marketing Come Alive...Literally!

CLARITY designworks
Graphic Design for Print

CMYK

book
newspaper
calendar
poster
card
leaflet
brochure
photoalbum
flyer
journal
catalogue
book
magazine
press
print
media
book

publishing
label
press
printing
printer
worker
color
workshop
finishing
machine
layout
production
panel
machines
manufacturing
industry
publish
post
technology
machinery
print
ultraviolet
ink
machine
plan
inkjet
load
research
software
offset
communications
books
industrial
“Marketing is no longer about the stuff you make, but the stories you tell.”

—SETH GODIN, entrepreneur, author, marketer, and public speaker
The Magic of Augmented Reality
Augmented Reality overlays virtual content on top of real world objects
“Augmented reality is a core technology that promises to be as influential to our society as smart phones.”

–TIM COOK, Apple CEO
Augmented Reality by the Numbers

$150 BILLION Revenue Opportunity

With Apple, Facebook, Google and others getting into the game, Statista reports that the Augmented Reality market could reach nearly $150 billion per year by 2021.
Augmented Reality by the Numbers

1 BILLION
New AR Users

Augmented Reality is expected to have 1 billion users by 2020. There are currently over 700 new AR startups, with an average valuation of $4.7 million.
Augmented Reality by the Numbers

24 MILLION
New Devices Sold

24 million virtual reality and augmented reality devices are expected to be sold in 2018.
AR High-End Applications

Universal Studios
AR Mid-Range Applications

Volkswagen
AR for the Rest of Us
What’s in it for You?

- Impact and Influence
- Increased Engagement
- Build Customer Loyalty
- More Value from Print
- Low-Risk Investment
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REVEALiO AR Marketing Tool

Book Cover COMES ALIVE with Video!
REVEALiO AR Marketing Tool

Bring your business card or book cover to life...
with "Augmented Reality" technology
Countless people have gone from being strangers to engaged in conversation with just one click of my phone.

—ALISON CLAY-DUBOFF, real estate agent
REVEALiO User Experience

Tap on REVEALiO app icon
REVEALiO User Experience

Tap on
VIEW
REVEALiO
REVEALiO User Experience

Fit Image in Frame of Device
REVEALiO User Experience

Cards Come Alive With Video!
Create a REVEALiO

1. Print Artwork + Video + Call to Action Buttons
2. Activate Artwork and Optimize Video
3. Get Artwork Printed and Share the Magic
Captivate and Engage with REVEALiO