



AR/VR



Gartner predicts that by the end of 2018, smartphones will drive more than 90% of AR-related experiences.

Work with an Experienced Partner (CI Design Knows AR/VR)

There are many factors to developing an augmented or virtual reality (AR/VR) program. You need to consider the hardware options, possible functionality and applications that will add value and not just be a gimmick. CI Design can help you build a solid AR/VR strategy and walk you through your options.

Types of Business Value from AR/VR

- Product Demo. & Installation
- Marketing & Storytelling
- Project Collaboration
- Training & Support
- Prototyping

Platform Considerations

- Augmented or Virtual Experience?
- Mobile or Tethered?
- Which hardware option is the best fit?
- Target audience experience factors?



Program Planning Recommendations:

- 1 Know how customers want to engage with your brand to plan where digital overlays will add value.
- 2 Evaluate AR/VR implementations for situations where information will help users overcome barriers at key decision making points.
- 3 Avoid using AR/VR only as a promotional ploy.
- 4 Experiences should provide benefits that improve your brand's customer or employee experience.
- 5 Plan for short and long-term hardware, audience adoption, and privacy.
- 6 Produce content for AR/VR to integrate with other channels.
- 7 Build KPIs for business value, usability testing and promotion into the design & development process.

Want some experienced guidance to build a plan for what's the best AR/VR fit for your company?

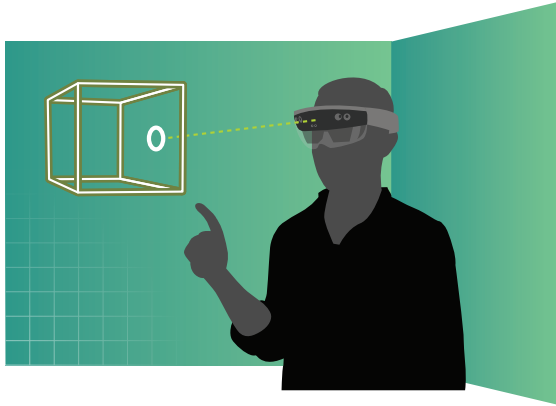
>> Drop us an email to Hello@cidesigninc.com or talk with your CI Design contact today!





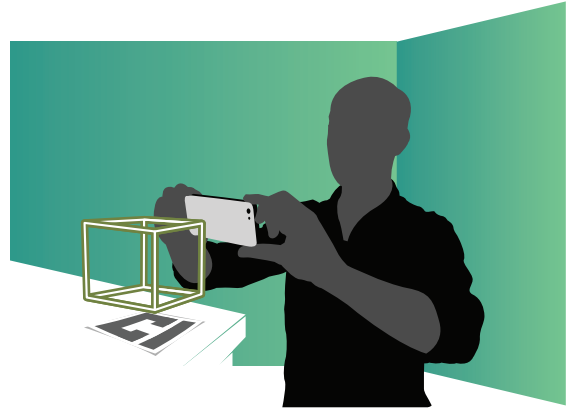
AR **AUGMENTED REALITY**
The real world with superimposed 3D digital content

MICROSOFT HOLOLENS
(AR)



- Gaze Click
- Directly Click
- Virtually Walk
- Physically Walk
- Physically Lean

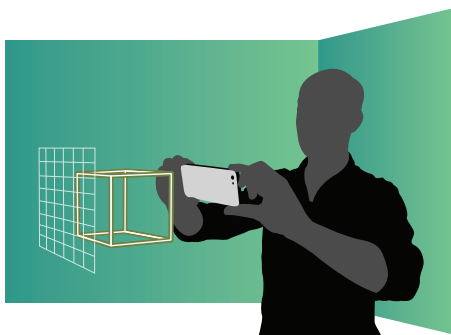
SMARTPHONE
(AR)



- Gaze Click
- Directly Click
- Virtually Walk
- Physically Walk
- Physically Lean

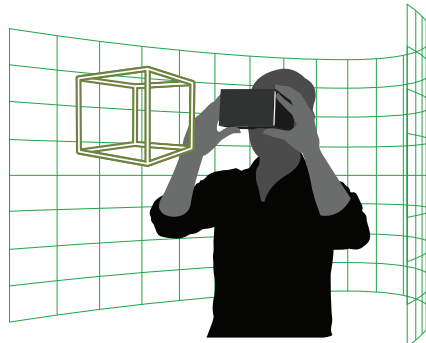
VR **VIRTUAL REALITY**
A completely artificial immersive 3D experience

SMARTPHONE / TABLET
(HANDHELD VR)



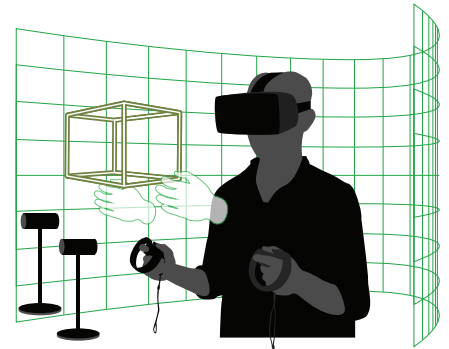
- Gaze Click
 - Directly Click
 - Virtually Walk
 - Physically Walk
 - Physically Lean
- LIMITED

SMARTPHONE
("GOOGLE CARDBOARD" VR)



- Gaze Click
 - Directly Click
 - Virtually Walk
 - Physically Walk
 - Physically Lean
- LIMITED

OCULUS RIFT
(VR)



- Gaze Click
 - Directly Click
 - Virtually Walk
 - Physically Walk
 - Physically Lean
- LIMITED