

ENVISION 3 STUDIOS AGENCY

# THE YEAR AHEAD

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THE CULTURE OF  
AUGMENTED REALITY  
IMPACTING RETAIL  
BRANDS

# AUGMENTED REALITY APP TRENDS OF 2018



THE NEXT REVOLUTION IN RETAIL

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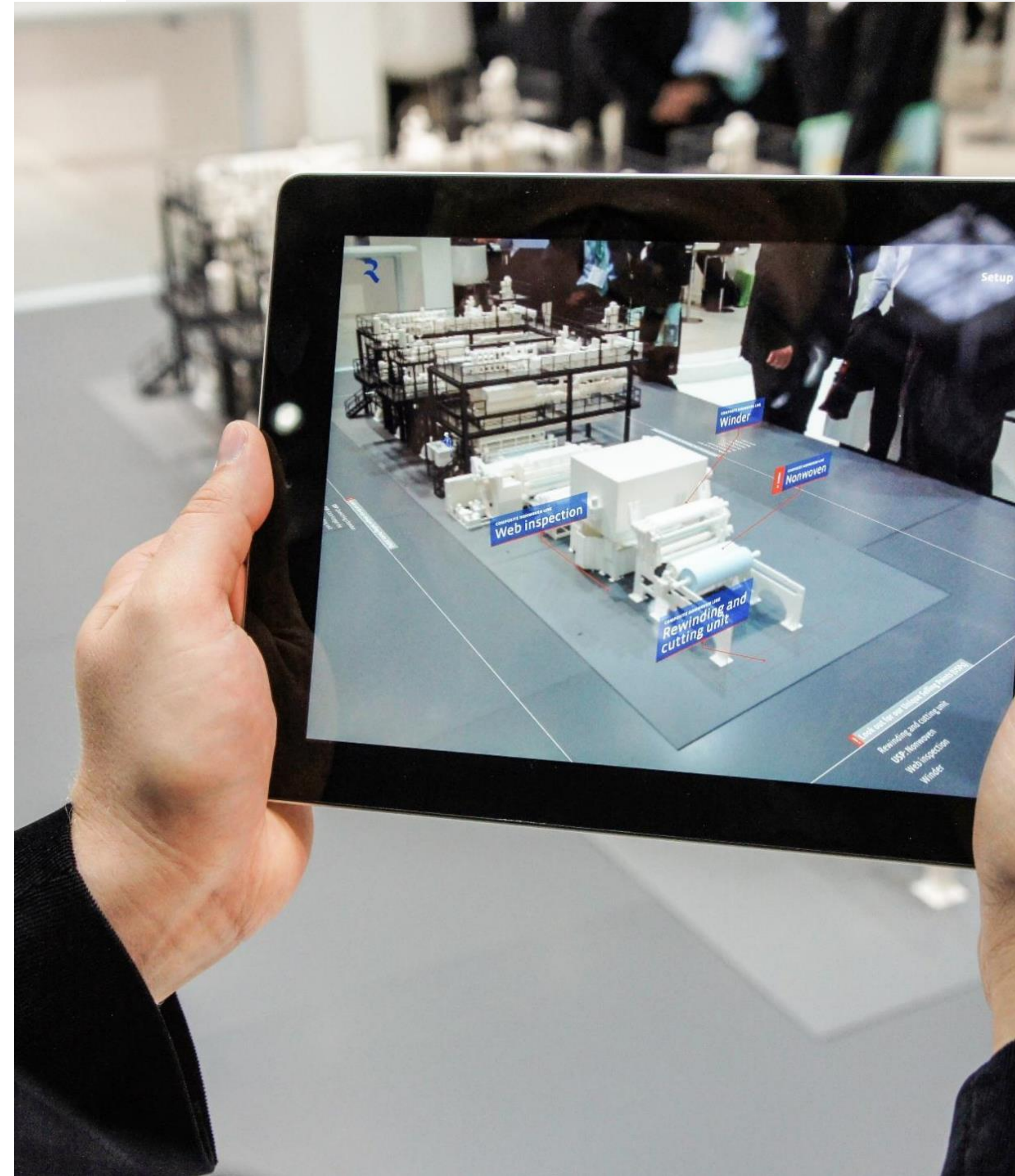
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# WHAT IS AUGMENTED REALITY

**AUGMENTED REALITY (AR) THE INTEGRATION OF DIGITAL INFORMATION**

The user's view of a real world scene and a virtual scene generated by a computer that augments the scene by inserting sounds, videos, graphic displays and overlays with new information on top of the virtual scene in real time.

By holding up your smartphone or tablet you are able to see various virtual objects and information displayed right on top of the physical world image surrounding you.





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# AUGMENTED REALITY LEADS IN TECHNOLOGY

## THE FUTURE OF COMPUTING VISUAL FROM SMARTPHONES TO SPECTACLES

We are seeing more digital imagery associated with processing than ever before. By using visual recognition, we can process target images to produce a list of features and associated scores for accuracy in real time.

These image recognition techniques on Mobile Augmented Reality software, offers image recognition technologies that can be used for providing AR capabilities in-door and outdoor environments with out GPS or Wi-Fi connections.





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# VISUAL METHODOLOGY

## VISUAL PROCESSING

Visuals are processed **60,000** times faster than text



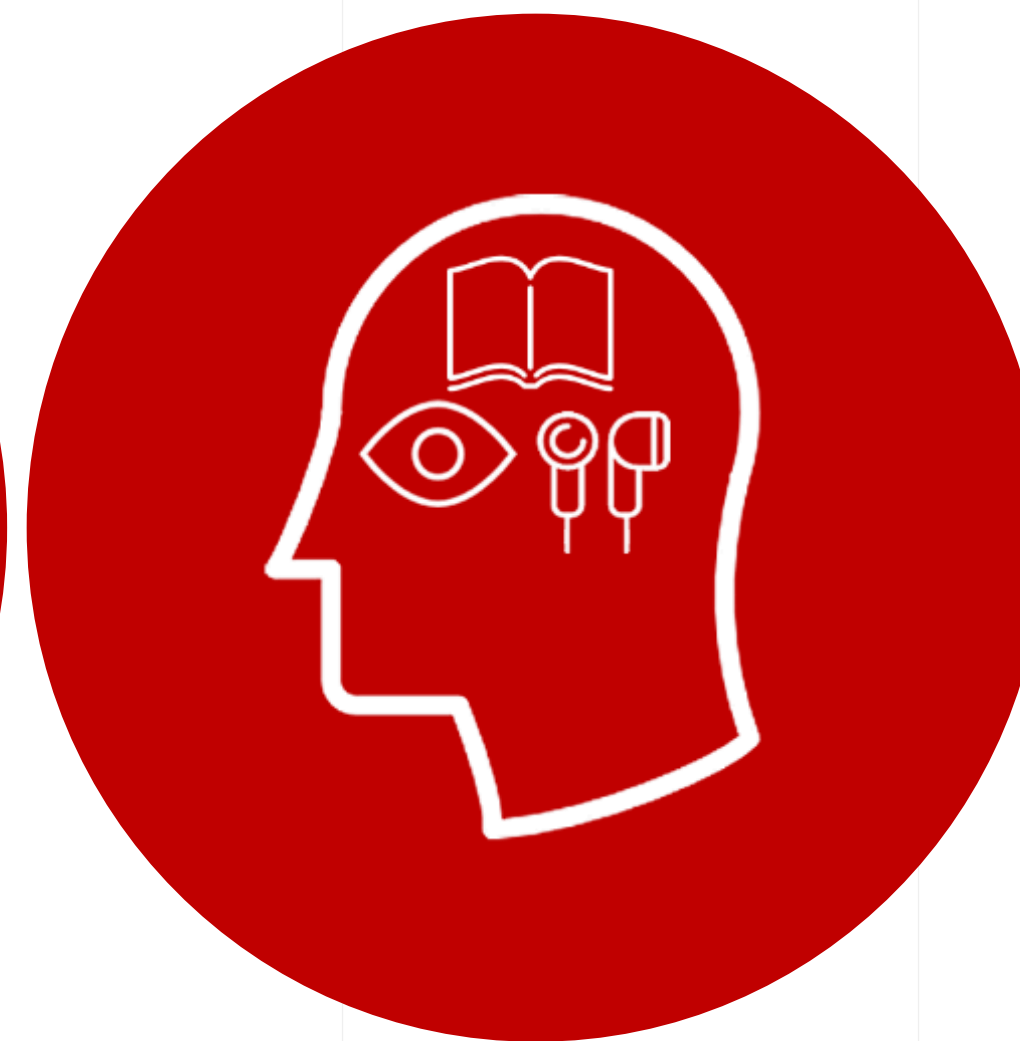
## VISUAL CONVERSIONS

Visual content increases to website conversions by **86%**



## VISUAL RETENTION

People retain **80%** of what they see, **20%** of what read, **10%** of what they hear



## VISUAL CONTENT SHARING

Visual content is **40x** more likely to be shared on social Networks



# THE NEW DIMENSION TO PRODUCT VISUALIZATION

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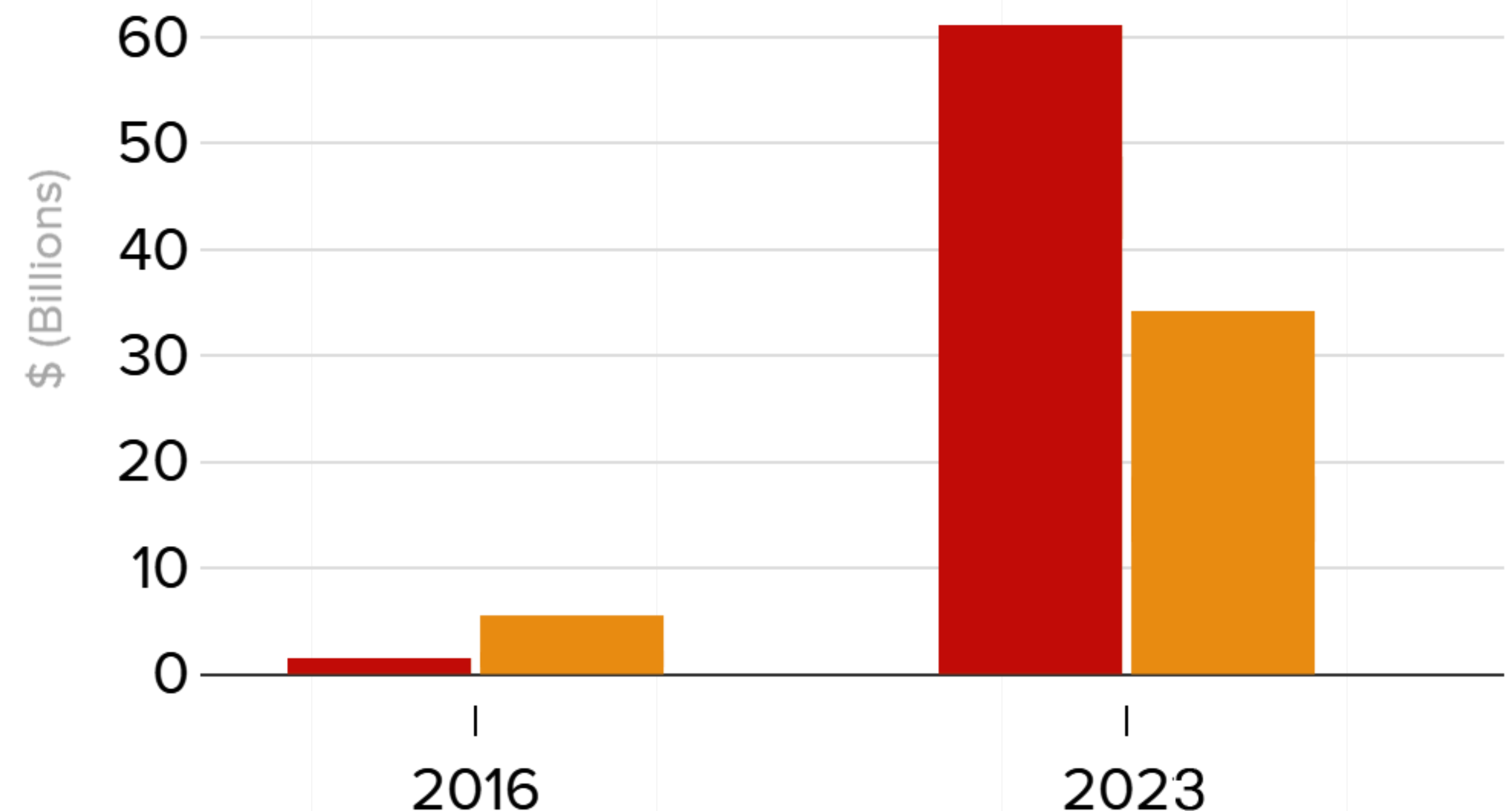
# AUGMENTED REALITY FORECAST

A DEMAND FOR AR APPS IN RETAIL, GAMING  
AND ENTERTAINMENT CONTRIBUTES TO  
INDUSTRY GROWTH

The augmented reality market was valued at USD 2.39 Billion in 2016 and is expected to reach USD 61.39 Billion by 2023, growing at a CAGR of 55.71% during the forecast period. The base year considered for this study is 2016, and the forecast period considered is between 2017 and 2023.

## GLOBAL FORECAST AR & VR 2023

■ Augmented Reality ■ Virtual Reality



MARKETSANDMARKETS | Data 2016 to 2023



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# MULTI-SIDED APP MARKETING MODEL

**FREEDOM FOR COMSUMERS AT ANYTIME AND ANYWHERE THEY WANT**

The multisided marketing model is technology, services, and products to consumers that add value primarily by enabling direct interactions between two or more participating parties. One of the major keys to creating a successful multi-sided market platform is nailing the core process.

The AR App creates that core process platform by facilitating transactions between people that own a smartphone with people that need to test a product before committing to purchasing that product online ...It's that simple

**TECHNOLOGY TO CONSUMERS**





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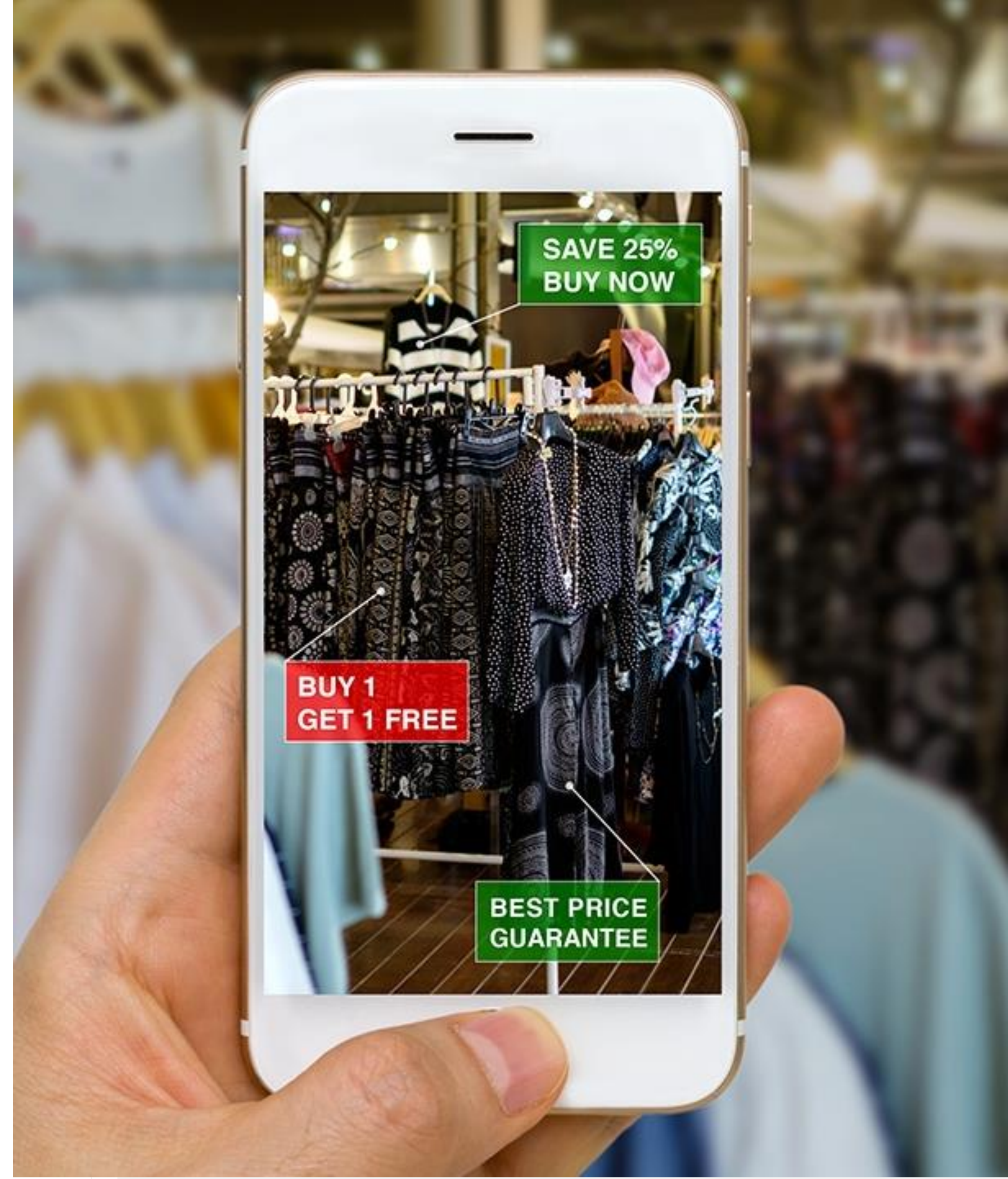
# AUGMENTED REALITY RESHAPES RETAIL

## AR SOLVES RETAIL CHALLENGES

Augmented reality (AR) apps are reshaping the shopping experience. The possibility of a more personalized shopping experience and a chance to 'try before you buy' excites customers, conceptualize products in real time by providing a more tailored experience to shoppers.

Mobile responsive websites are becoming insufficient.

Consumers are more willing to shop via a retail app than ever before, retailers need to do more to offer the kind of personalized and interactive experience they expect. The retailers that invest in augmented reality technology will put themselves ahead of the competition.





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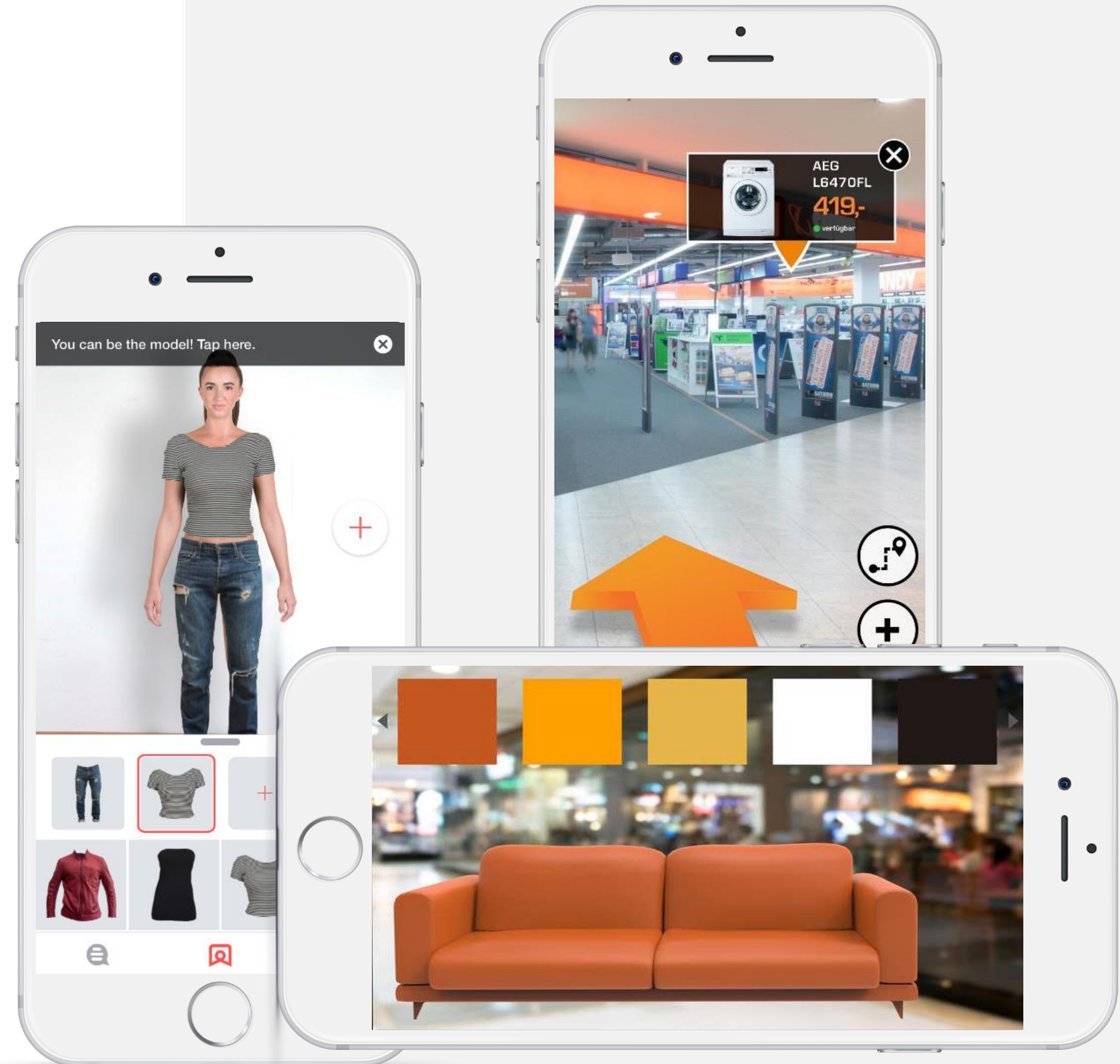
# THE VALUE OF PRODUCT VISUALIZATION

## PRODUCT VISUALIZATION PROMPTS CONSUMERS CONFIDENCE AND TRUST IN A RETAIL BRAND

It's clear, AR apps are becoming more popular among consumers.

In addition, many companies are realizing the importance of integrating mobile apps into a retailer's business model.

When personalizing a shopping experience, consumers are more likely to download a retail app if it featured technology that helped them to make a buying decision, or let them preview products customizations, such as different colors or designs before purchasing them.





# THE NEW DIMENSION IN GRAPHIC VISUALIZATION

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# RECOGNIZING KEY OPPORTUNITIES FOR **YOUR BUSINESS**

## CREATING VALUE FOR YOUR BUSINESS

The launching of an Augmented Reality App would position a company as a groundbreaker by the drive of success in their specific market, and giving their consumers a new insights on doing business such as shopping, ordering and purchasing products on cross platforms through mobile and tablet devices.

As the AR consumer market is expanding as reality spending surges ahead, augmented reality is where the greatest business opportunities will materialize, here are some of the features for a augmented reality app.

Here is a list of some of the features for Augmented Reality App intergraded with a new website:

- Product builder interface
- Easy product Search
- Build 2D/3D models
- Zoom, pan and move around
- Push notification promotions
- Share product on social media
- AR App email or shopping carts





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# AUGMENTED REALITY APP'S FEATURES

## THE MAGIC OF AUGMENTED REALITY

The cutting-edge of augmented reality of the most exciting technologies around and it's revolutionizing the digital spectrum. The AR app is diverse including both premium and freemium offerings that quickly captures everyone's attention.

We have listed a variation features to custom an AR App.

- 2D /3D Graphic Visualizations
- Information overlay
- Personalized Content
- Videos and Animation
- iPhone & Android Compatible
- Social Sharing API Integration



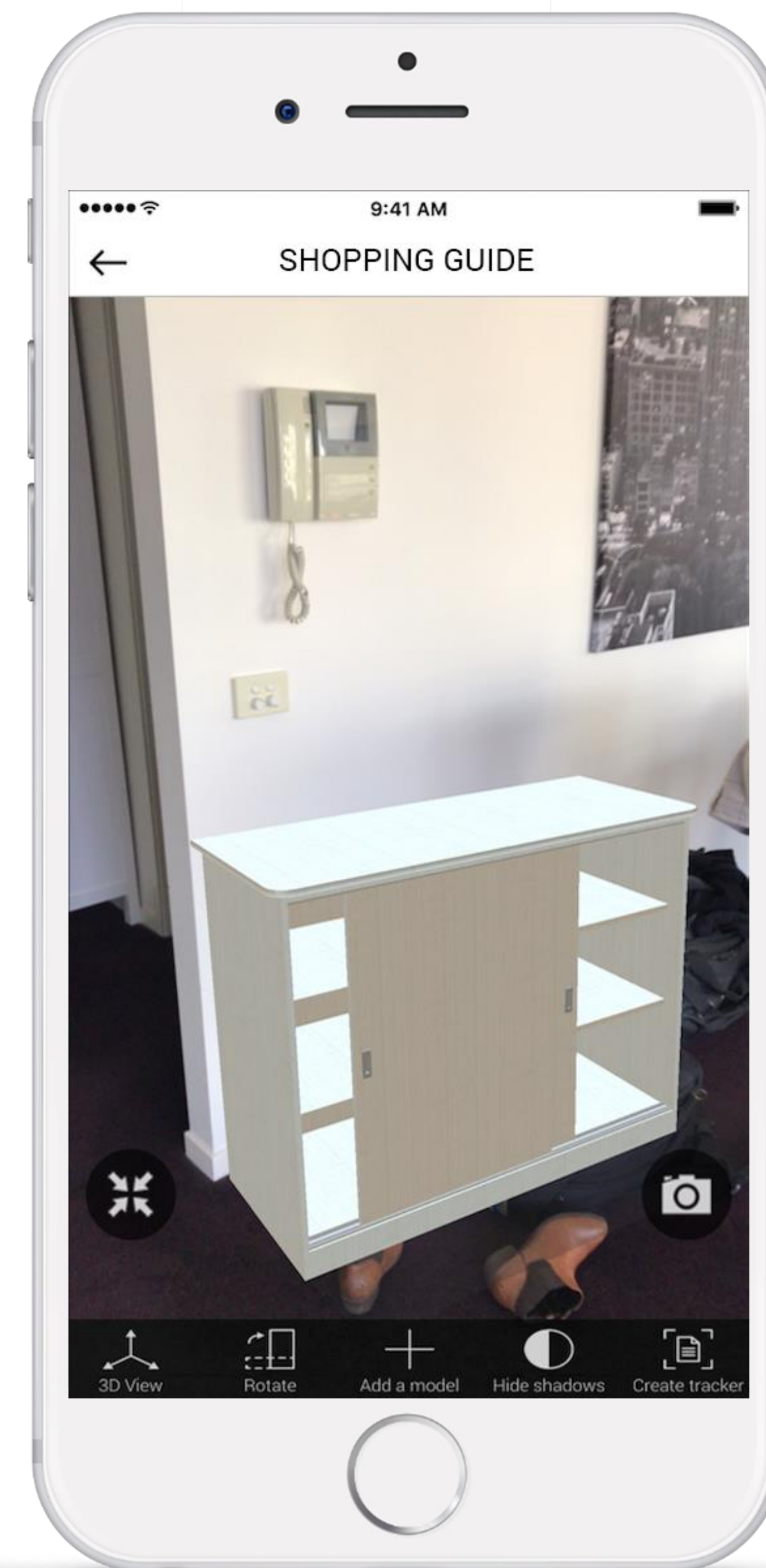
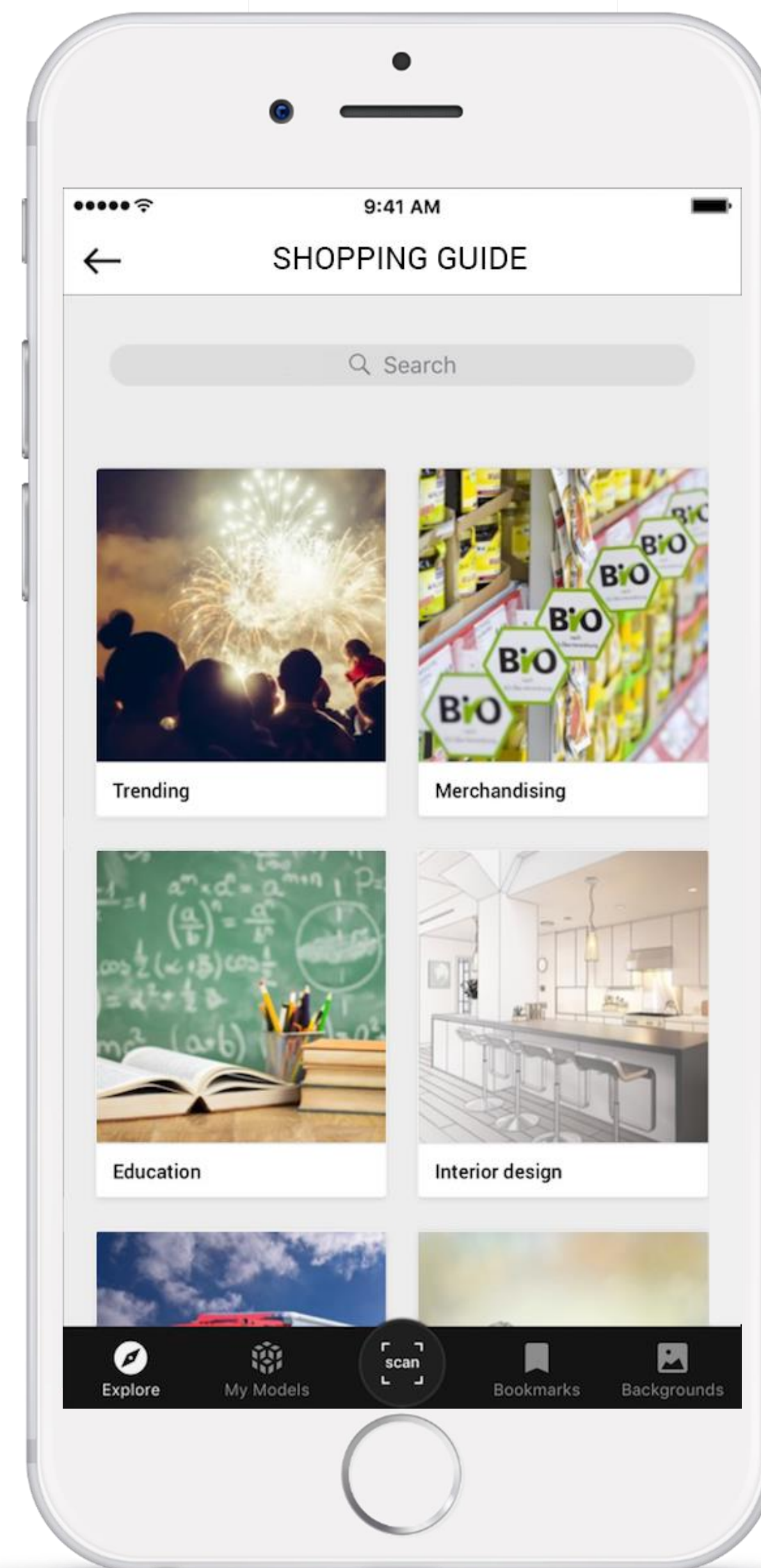


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# PRODUCT INVOLVEMENT & INTERACTION

**AUGMENTED REALITY IS THE PRIMARY DIGITAL CHANNEL TO INTERACT WITH CUSTOMERS**

Today, the consumers decision making process is centered on a notable shopping experience, along with product information that influences a customer to impulse purchase. Consumers want product interaction that features product details such as AR testing, that allows them to test a product and see how big or small items are before buying them.





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# ENVISION 3 STUDIOS AGENCY

## ENVISION 3 STUDIOS AGENCY

Envision 3 Studios Agency provides high quality service in web development, custom software development, mobile apps, and augmented reality. Our team has the full stack of skills to bring value to the core of your business. From front-end work, to back-end work to custom content (CMS) and database management, we give you the most innovative work with high performance standards.

We are one of the few companies that offer no interest financing on large web projects, which allows our clients to continue a payment plan after a project is launched.



# THE NEW DIMENSION IN USER VISUALIZATION

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# ALL COUNTY ENVIRONMENTAL & RESTORATION

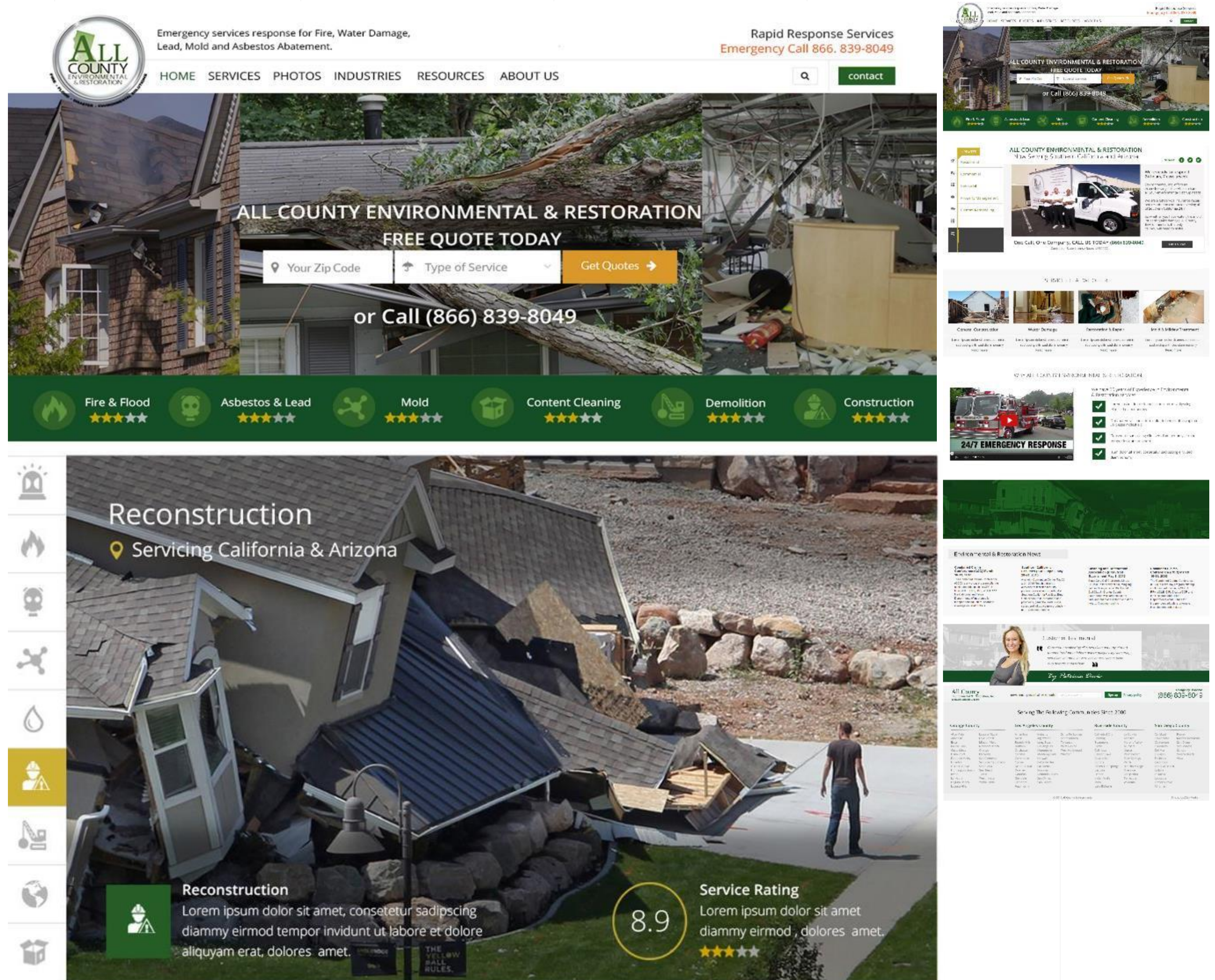
PROJECT: WEB DESIGN & DEVELOPMENT

All County Environmental & Restoration is a custom web design and web development sub-contracted project. The web designed focused on customer ratings and a rapid response services.

Project Included:

- Wed Design
- Web Development

www.allcountyenvironmental.com





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# GLOBAL APPEARANCE PARTNERS

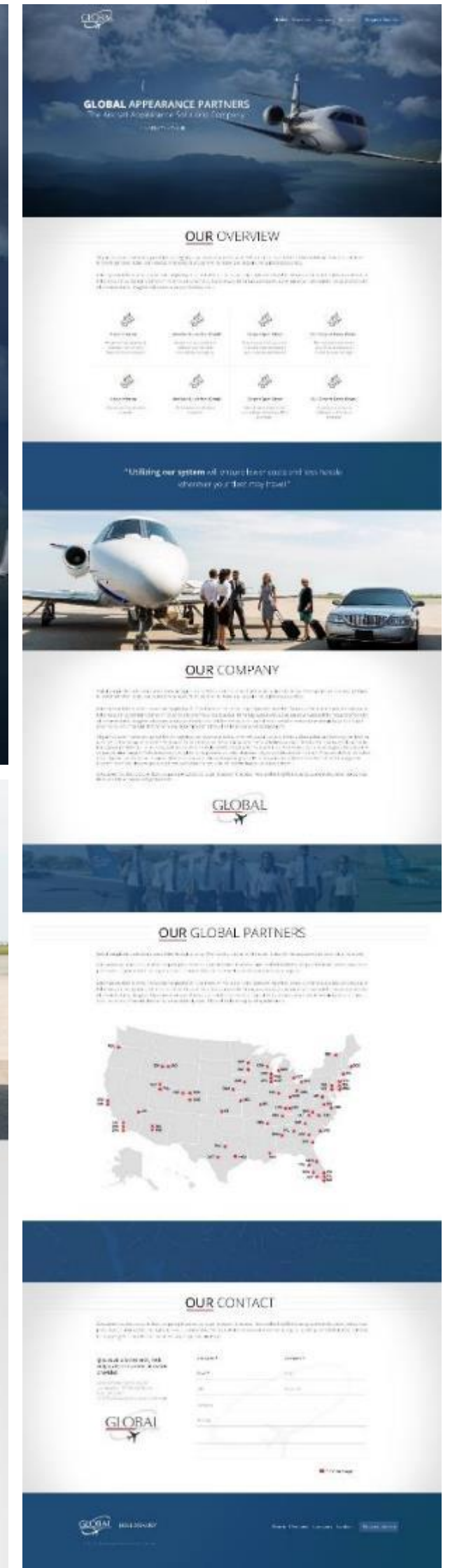
## PROJECT: WEB DESIGN & DEVELOPMENT

Global Appearance Partners provides a premier fleet appearance services for aircrafts in various domestic Locations across the country. The focus on this project was to keep website user friendly simple, yet sophisticated for their elite clients.

### Project Included:

- Brand Creation
- 3D Imagery (Featured Airplane)
- Web Design
- Web Development

www.global-appearance.com





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# SAM SCRAMBLE FOR SIGHT

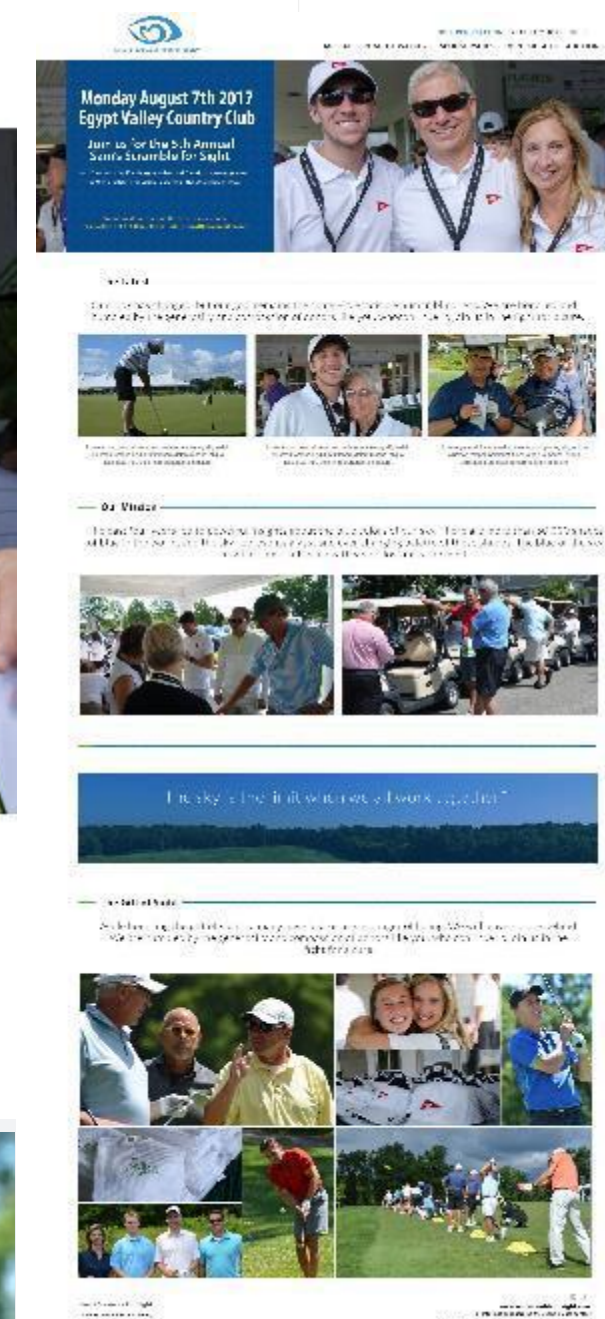
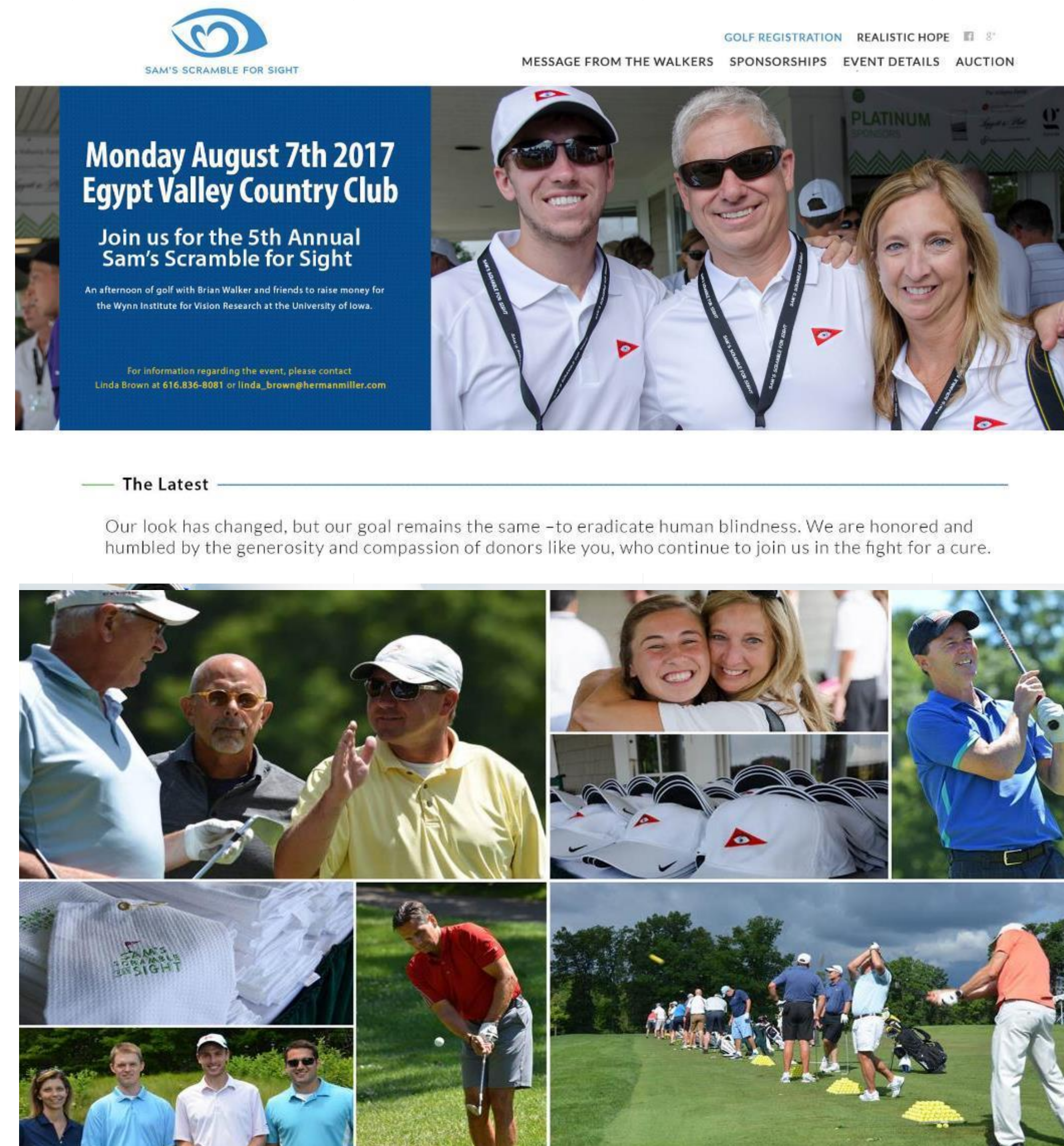
## PROJECT: WEB DESIGN & DEVELOPMENT

Sam Scramble for Sight is a foundation that holds annual events to eradicate blindness and raises money for vision research institutions. Brian Walker, CEO of Herman Miller focuses on spreading awareness on degenerative eye diseases. We focused on a delightful web presence of golf course tournaments. The sub-tracted project was a 72hr had a delivery time.

Project Included:

- Brand Creation
- Web Design
- Web Development

[www.scrambleforsight.com](http://www.scrambleforsight.com)





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# HAIR TRINITY

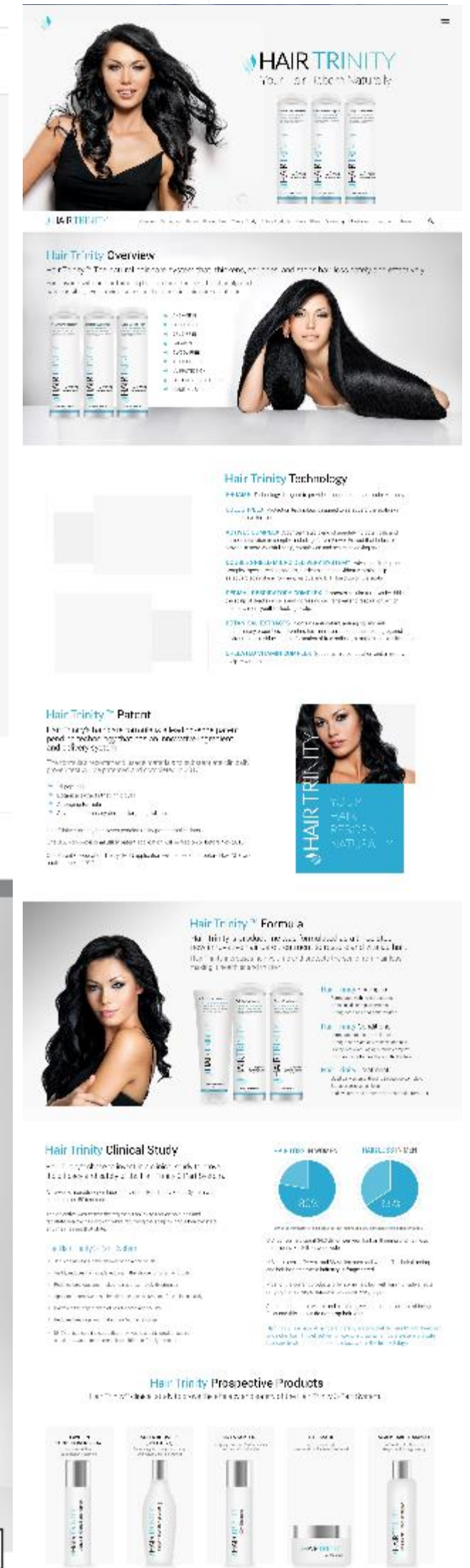
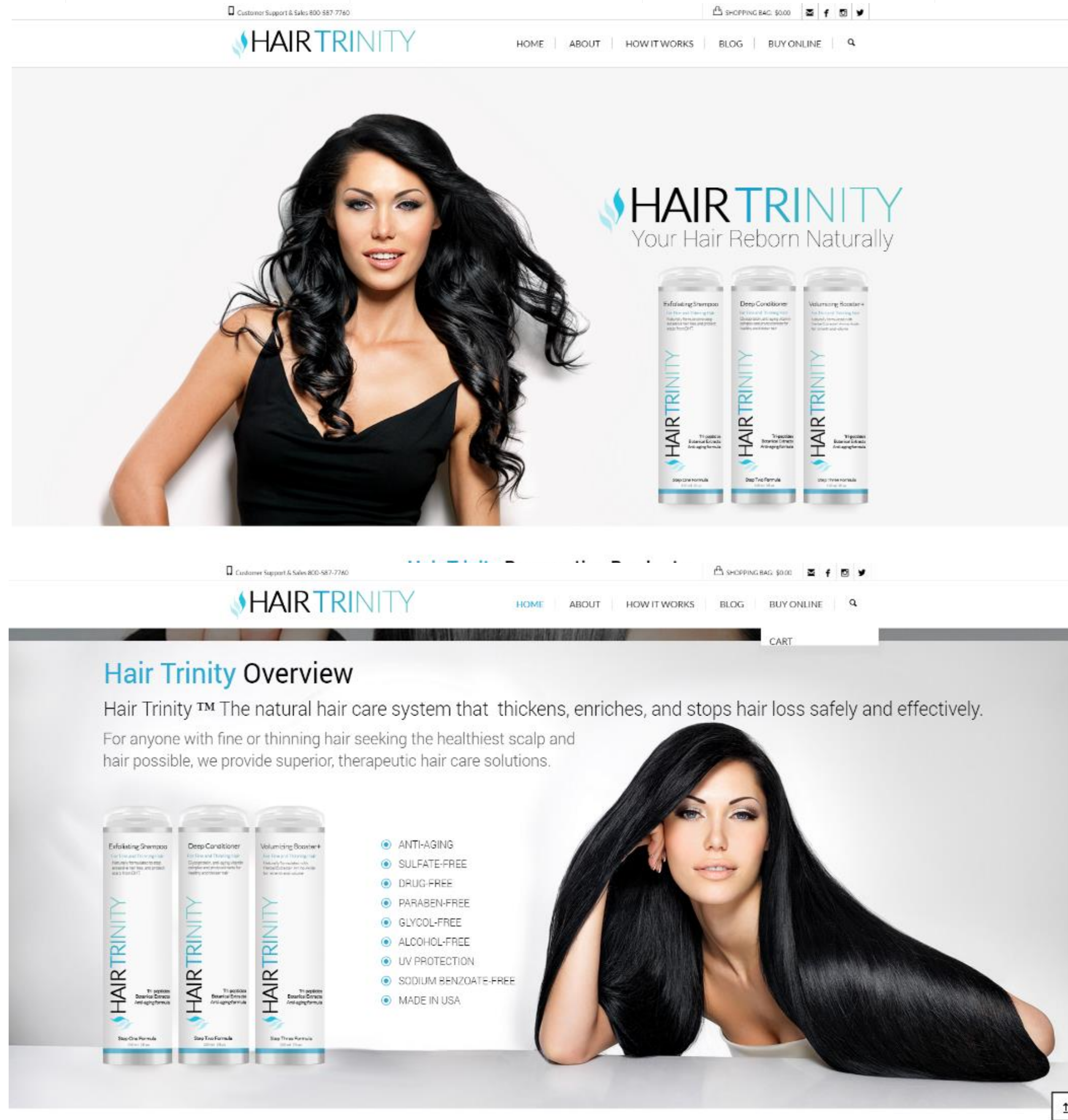
## PROJECT: WEB DESIGN & DEVELOPMENT

The Hair Trinity Haircare system's founder Rodger Davis requested brand creation for his haircare line. The focus of the project was to provide a unique and clean website and a proposal to financiers.

### Project Included:

- Brand Creation
- Brand Product Creation
- Logo Creation
- Proposal Web Design
- Web Development

www.hairtrinity.com







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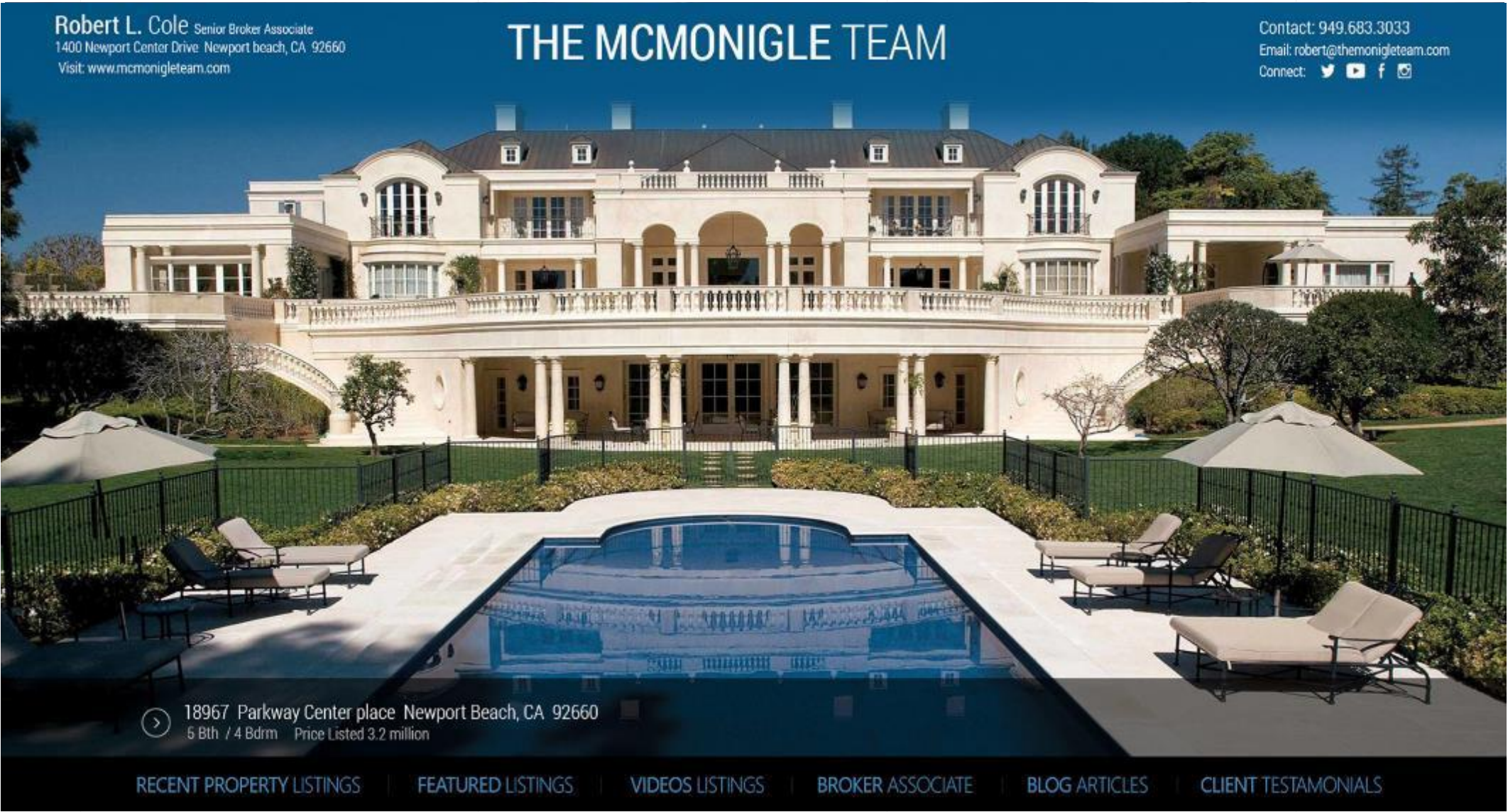
# THE MCMONIGLE TEAM

## PROJECT: WEB DESIGN & DEVELOPMENT

The McMonigle Team is a custom web design and web development sub-contracted project that focused on delivering a custom web realty experience to clients.

Project Included:

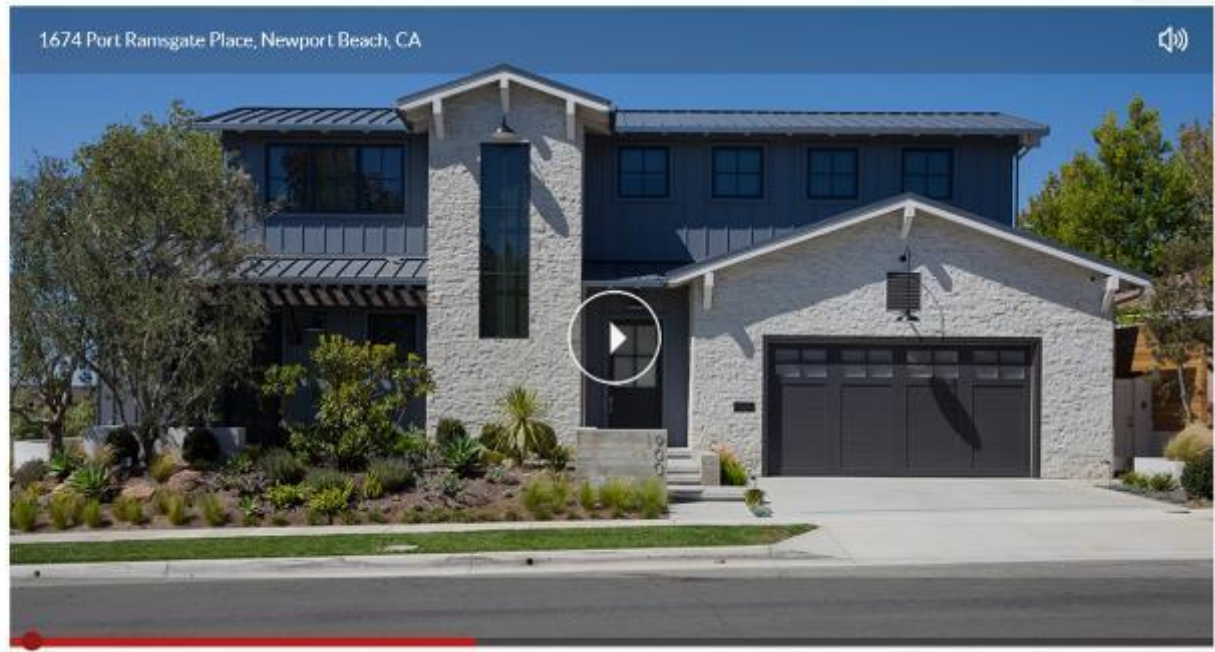
- Brand Creation
- Color Scheme
- Web Design
- Web Development



## VIDEOS LISTINGS

SEE A VIDEO TOUR OF OUR LATEST LISTINGS

View More

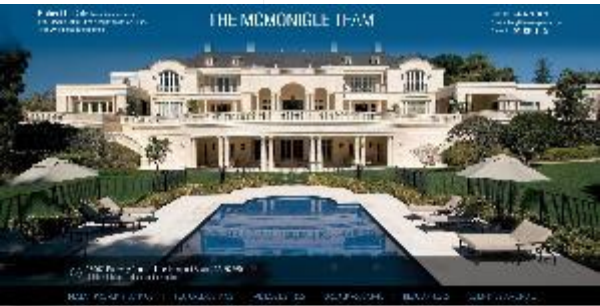


### TAKE A VIDEO A VIDEO TOUR

1674 Port Ramsgate Place, Newport Beach, CA

This is Photoshop's version of Lorem Ipsum. Proin gravida nibh vel velit auctor aliquet. Aenean sollicitudin, lorem quis bibendum auctor, nisi elit consequat ipsum, nec sagittis sem nibh id elit.

Share with Social Media



### RECENT PROPERTY LISTINGS



### FEATURED LISTINGS



### VIDEOS LISTINGS



### BROKER ASSOCIATE



### BLOG ARTICLES



### CLIENT TESTIMONIALS







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# ANNE CHAMBERS

PROJECT: WEB DESIGN & DEVELOPMENT

Anne Chambers is a fashion designer, who desired to Have an online presence for her Summer collection.

Project Included:

- Website Design
- Web Development



Meet

## ANNE CHAMBERS

*Lorem ipsum dolor sit amet, mei equidem temporibus ei. Duo no mutat definitas conclusionenque. Ne has persius veritus similique. At eos legimus legendas quaerendum, in eloquentiam reformidans, vel viris meliore ei. An modo quidam scaevola ius, nec ipsum nunquam nostrum ne. Id eos aliquid thrastus soluta is utroque mei te, alii justo dolor cam an.*



### Personal approach

Our experts will provide you with a guided tour tailored to your interests and wishes of the group.



### Fun loving and energetic

We carry out visits to the most interesting places of Karelia and develop exclusive excursions.



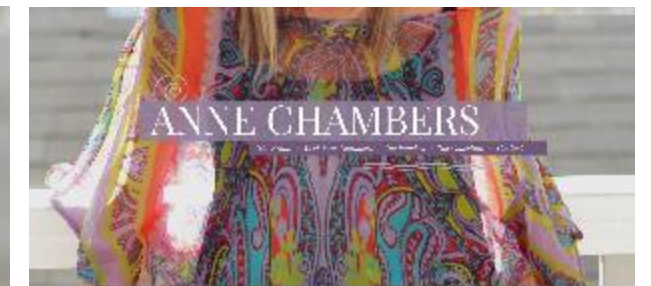
### Unforgettable impressions

We will do everything to make your trip. It has become one of the most vivid impressions in your lives and fill you with energy for new



### Whatever you want

Experienced guides, comfortable transport and knowledge of all the intricacies of route permit to enjoy the whole journey.



### THE BRAND

*Our brand is a collection of unique, colorful, and comfortable ponchos, which are perfect for any occasion. They are made from high-quality materials and are designed to be both functional and fashionable. The brand is inspired by the vibrant colors and patterns of the Caribbean and is perfect for anyone who loves to travel and explore.*



### THE ANNE CHAMBERS COLLECTION

*Our collection is a series of unique, colorful, and comfortable ponchos, which are perfect for any occasion. They are made from high-quality materials and are designed to be both functional and fashionable. The collection is inspired by the vibrant colors and patterns of the Caribbean and is perfect for anyone who loves to travel and explore.*







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# COURTSIDE ACCESS

PROJECT: WEB DESIGN & DEVELOPMENT

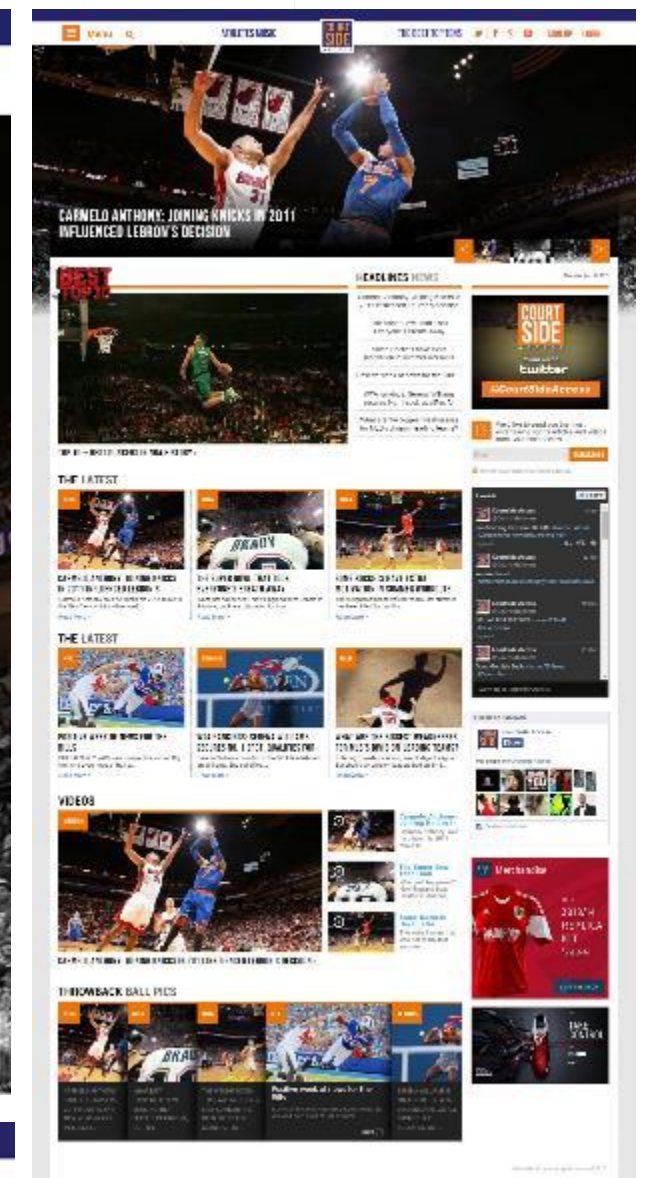
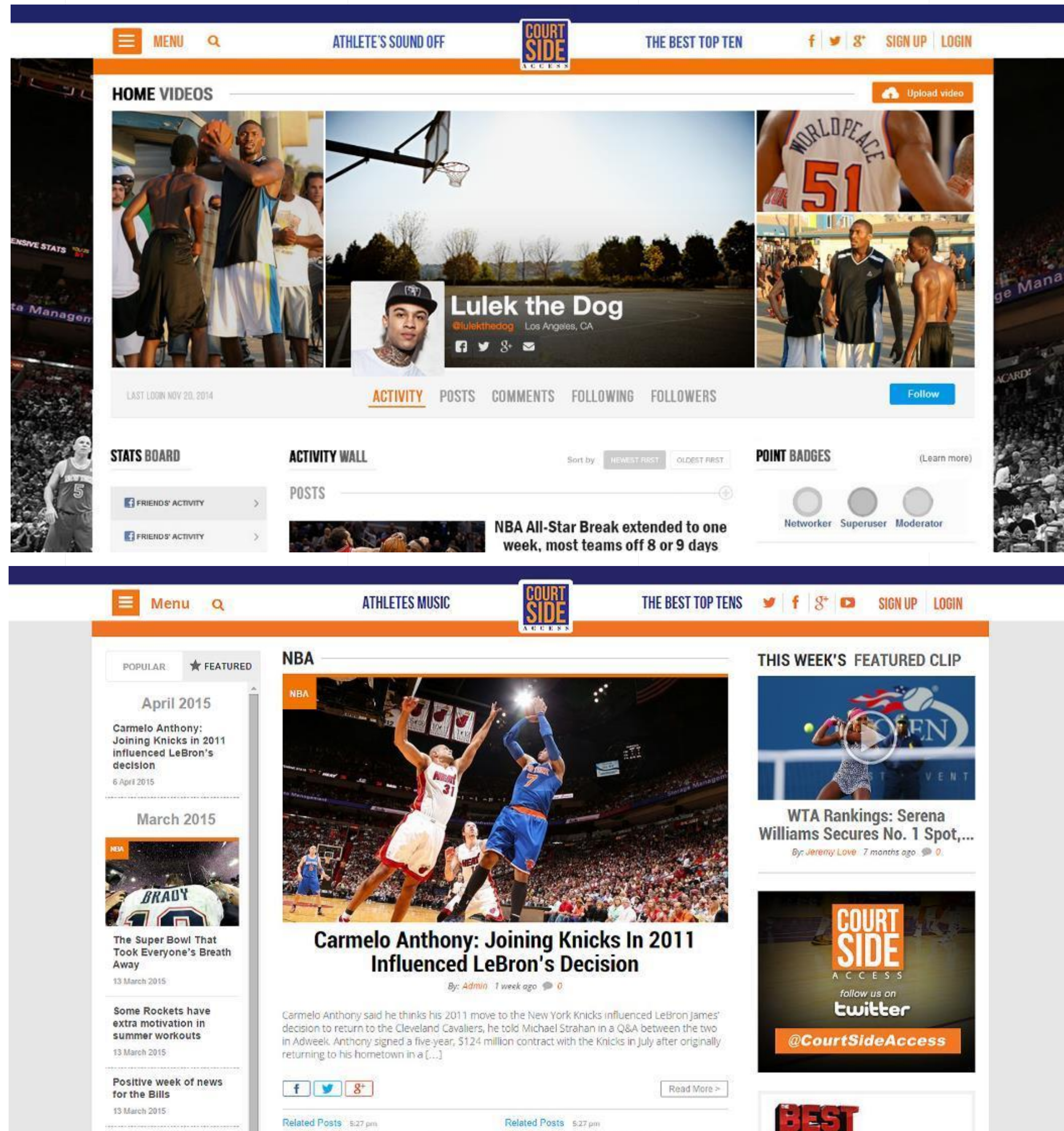
A project for NBA Star Metta World Peace.

Metta requested a interactive video social media website.

The project was designed and developed to focused on a custom profile page with a point scoring systems for users. Shortly after the launch, Metta joined the Lakers and the was held for a later date.

Project Included:

- Website Design
- Web Development







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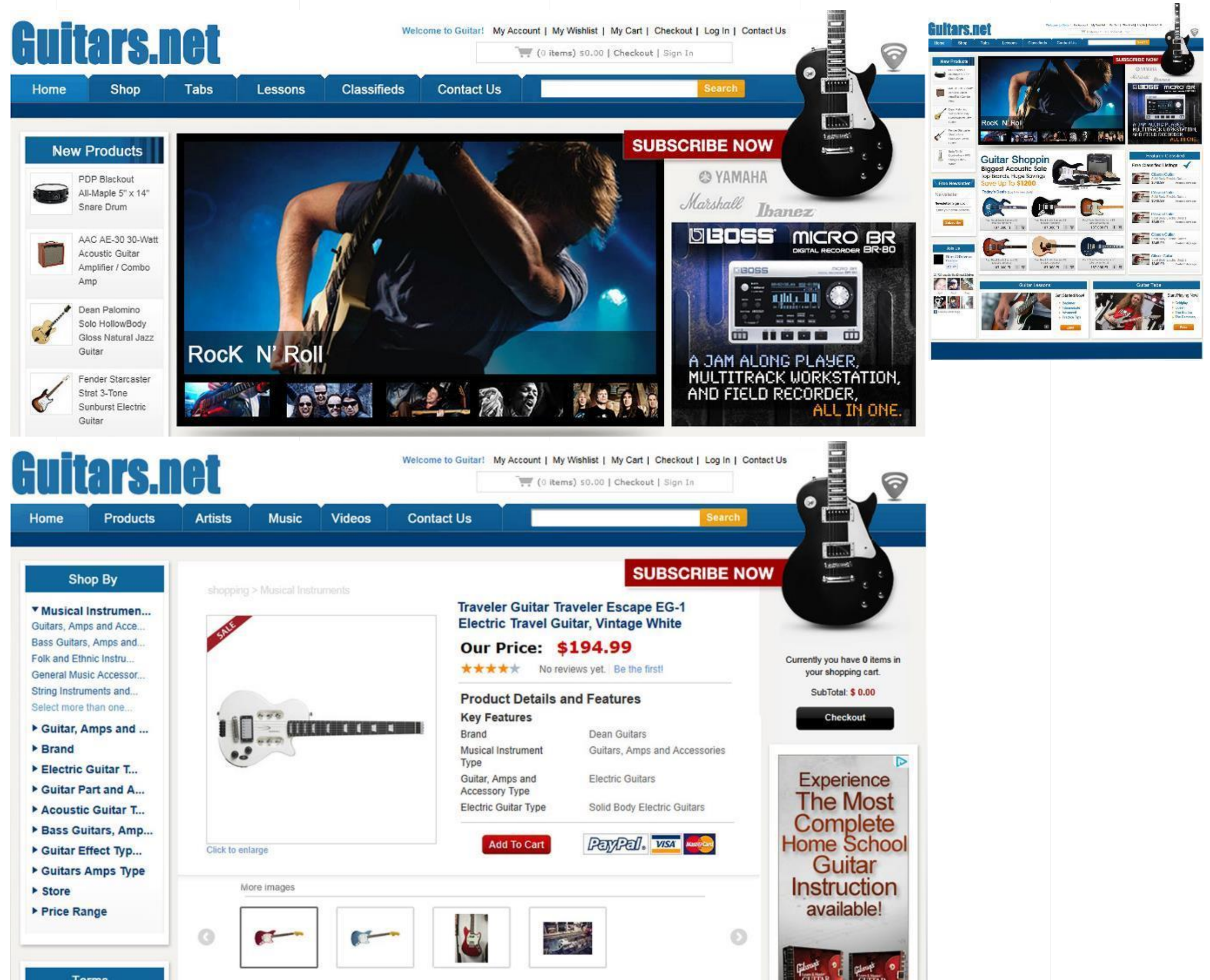
# GUITARS.NET

## PROJECT: WEB DESIGN & DEVELOPMENT

The Guitars.net project focused on product information for music consumers. We focused on competitive reviews and pricing for musician that were interested in purchasing guitars through the website.

Project Included:

- Brand Creation
- Website Design
- Web Development





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