# Augmented Reality

Alternative view of the real world

Augmented Reality allows the users to view real world environment via their mobile to enhance customer experience in mobile world. For instance, it can be integrated to mobile banking for instance to show the location of the ATM instead of showing the full address of the bank branch.

Augmented Reality is an enhanced image or environment as viewed on a screen or other display, produced by overlaying computer-generated images, sounds or other data on a real-world environment.

How Is It Triggered?

➢ An image
➢ A location
➢ Or a combination of image and location
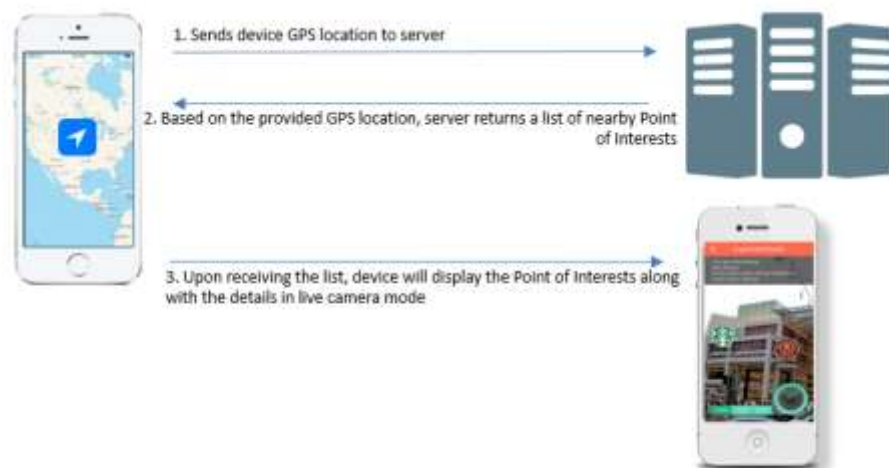
Key Benefits

➢ Increase engagement and interaction
➢ Provides a richer user experience
➢ Increase the perceived value of products and brands
➢ Inexpensive alternative to other media platforms as no specific media needs to be purchased
➢ Hugely accessible to rapidly growing smartphone market

Use Case Scenarios

➢ Consumer/retail industry can drive product sales through activating additional brand content and activating virtual product demos using AR enabled packaging.

➢ Financial industry can utilize the geo-targeting AR to locate nearest bank facilities.

Delivery Option

Augmented Reality is provided as part of Mobile SDK which contains a common set of AR libraries. The set of libraries are made available for developers who want to add in this service into their mobile application.

For further information on Augmented Reality, please email us at **mobility@silverglobe.com**.

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Product Specifications
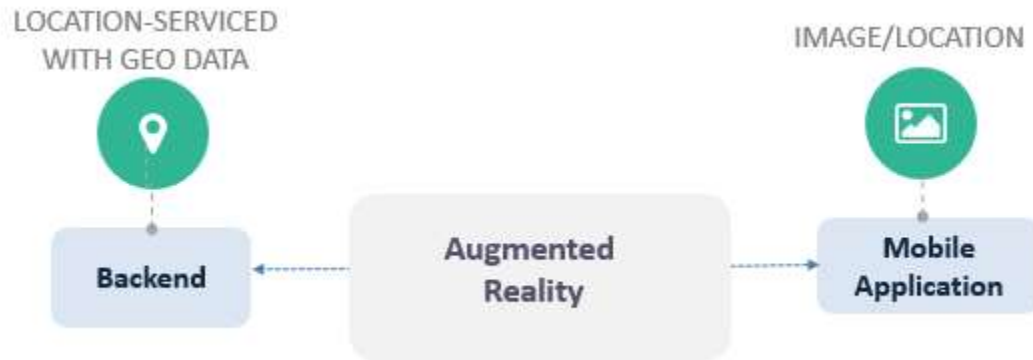
Features	Description
LOCATION-SERVICED WITH GEO DATA	Capture coordinate of points of interest.
IMAGE/LOCATION	Augmented Reality is triggered via an image or a location.