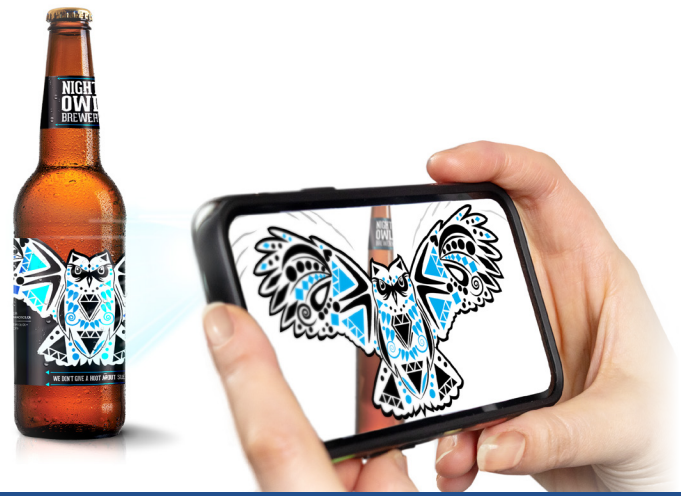


# AUGMENTED REALITY LABELS



**BRING YOUR LABELS TO LIFE**

## ▶ WHAT ARE AUGMENTED REALITY LABELS?

Augmented reality labels are a cutting-edge technology that merges physical product labeling with interactive digital content through the use of augmented reality (AR). AR labels enhance the traditional product label experience by allowing consumers to access additional layers of information, multimedia content, and interactive experiences using their smartphones or other AR-enabled devices.

## ▶ HELP PRODUCTS STAND OUT

Augmented Reality Labels introduce a host of remarkable benefits that transform the way we engage with products. Consider some of the captivating content types that can give your products a competitive edge:

- Brand Narratives
- Entertainment and Interaction
- Product Information
- Enhanced Marketing and Promotion
- Unique Event Experiences

## ▶ HOW DO AUGMENTED REALITY LABELS WORK?

**NO APP DOWNLOAD NECESSARY:** To engage with AR labels, consumers utilize their camera with either the AR app or a web browser.

**SCANNING THE LABEL:** When a consumer directs their smartphone's camera towards the AR label, the AR app or browser identifies the markers on the label, prompting the activation of a digital overlay.

**DIGITAL CONTENT OVERLAY:** The digital overlay content appears to be layered onto the physical label, forming an augmented reality encounter.

**INTERACTION:** Users can then seamlessly interact with this digital content in real time, fostering an immersive and captivating encounter that deepens their comprehension of the product, brand, or associated information.

## ▶ WORK WITH US FOR YOUR AR LABELS

Ready to embrace the next evolution of labels? we simplify the augmented label journey, offering:

**LABEL DESIGN** - Our team of skilled designers ensures that your customers receive top-notch graphic design.

**LABEL PRINTING** - Harness our diverse array of flexographic, digital, and HP presses to produce vibrant labels that make products pop off the shelf.

**VIDEO PRODUCTION** - Skip the hassle of seeking and managing video production. Our in-house team of video content creators can take your project from script development to final editing and delivery.

**APP/WEB BROWSER INTEGRATION** - Prepare your content for the augmented reality experience with app and/or web browser capabilities. You can utilize our app or opt to license and customize it as your own. We'll guide you through the integration process to ensure your content is ready for customers.

# EXPERIENCE OUR AUGMENTED REALITY LABELS



Simply scan the QR code, allow access to your camera, point your phone at the label image and watch it come to life.

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