

PRINT &  
DIGITAL  
PRODUCTION SERVICES

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*at a glance*

Tractor

## Giving e-Life to content over the past two decades.

### CLIENT

A Japan based agricultural machinery manufacturer wanted to use an Augmented Reality tool to showcase their products in line with their technological edge.

### THE CHALLENGE

The industry for agricultural machinery is already a closed market with some of the biggest players from both India and globally already being present with set market shares. As an organization, it was important to stand out and be known for their technology and suitability to Indian soil types.

### OUR SOLUTION

Reality developed an Augmented Reality app that allowed users to scan the company logo and trigger 3D animated content showcasing features and applications of the product. The app also allowed tracking with the addition of the Google analytics code. In the initial phase, the app was made available to sales persons and then subsequently to customers as well. The app is Multilingual – English and 5 local languages. A lot of additional features are added to the solution as per the client's requirement.

