

# Manufacturing

# PRINT & DIGITAL PRODUCTION SERVICES

*at a glance*

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

### CLIENT

An American power management solutions provider wanted to showcase their products at an exhibition. They wanted to give prospects a complete picture of the components they manufactured along with their value propositions.

### THE CHALLENGE

The client did not want to go the traditional way of physically displaying their products since it would have caused a logistics issue and at the same time, they would not be able to accommodate any of the heavy equipment in which their products were present.

### OUR SOLUTION

Reality developed an app that combined both delight and practicality. Augmented Reality was used to trigger content by scanning different QR codes and once the 3D content was loaded, the app would work in a marker less environment so that users would not need to keep pointing at the marker.

The 3D content for the app was also developed to give it a sleek look as well in line with brand guidelines. The app was very well received by the client and users at large who found this to be very engaging.

