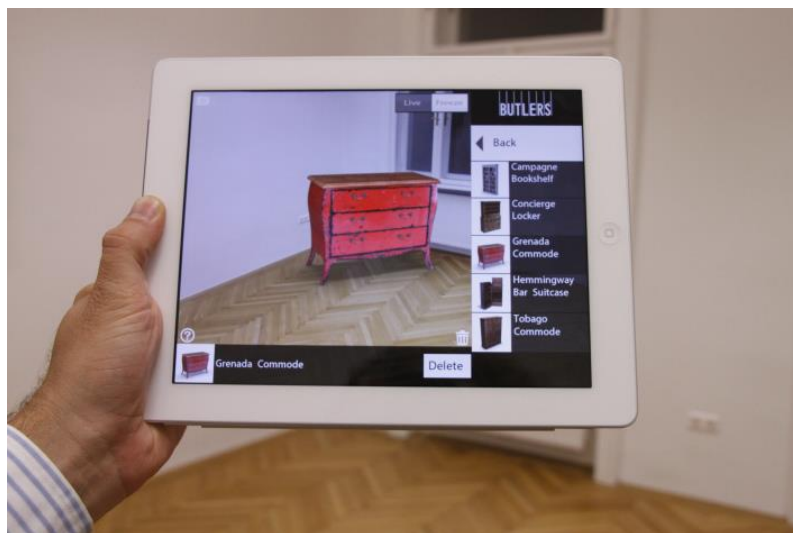


How *Augmented Reality Applications* can enhance your marketing brand!

What are *Augmented Reality Applications*?

[Augmented Reality](#) is a simulation of a physical world, which is created by a computer-generated sensory input (augmented), and it can manipulate any of these factors:

- Graphics
- Videos
- GPS
- Sound



How does *Augmented Reality* benefit you?

[Augmented Reality](#) (AR) has advanced significantly with technology capabilities over the last decade, especially with added object recognition and computer vision; this allows the user to change the perception of a reality world, just by adding objects and overlays onto a real world background picture. E.g. Putting a Dinosaur in a city, a building exploding, or any other cool special FX you want to achieve.

This essentially means you no longer have to spend out on a big budget in order to achieve a highly advanced video or mobile app for your consumers.

How can AR help with commerce for your business?

Marketing is so competitive, especially if you need an online campaign. With AR you will be able to enhance the following services for your customers:

- Bring the wow factor to your product reviews e.g. allowing a customer to view inside the packaging online, which will help boost your sales through consumer confidence.
- Take your video marketing to new levels and stick out from competition!
- By overlaying multiple media's, you can feature social media sharing – a great benefit to bring you more customers at speed of a viral.
- Make your online branding interactive to your audience.

Augmented Reality Applications:

A huge number of apps on Smart Phones typically use *augmented reality applications*, either charging the user a premium for their service, or offering a freemium model where a customer can download for free but are offered to purchase upgrades and add-ons. These can range from gaming apps, to manipulating your pictures, or even using GPS for directions and searching Google maps.

Examples of *Augmented Reality Singapore Apps:*

Augmented Car Finder

This brings Augmentation technology to new heights, by allowing the user to locate their own car from this Smart Phone application.

AR Invaders

Offers playability with a standing up 360 degree mode, in a world where you fight aliens!

Getting Started: Getting a customized [Augmented reality application in Singapore](https://augmentedrealitysingapore.wordpress.com) is simple! Visit <https://augmentedrealitysingapore.wordpress.com> today and you can get started right away.

