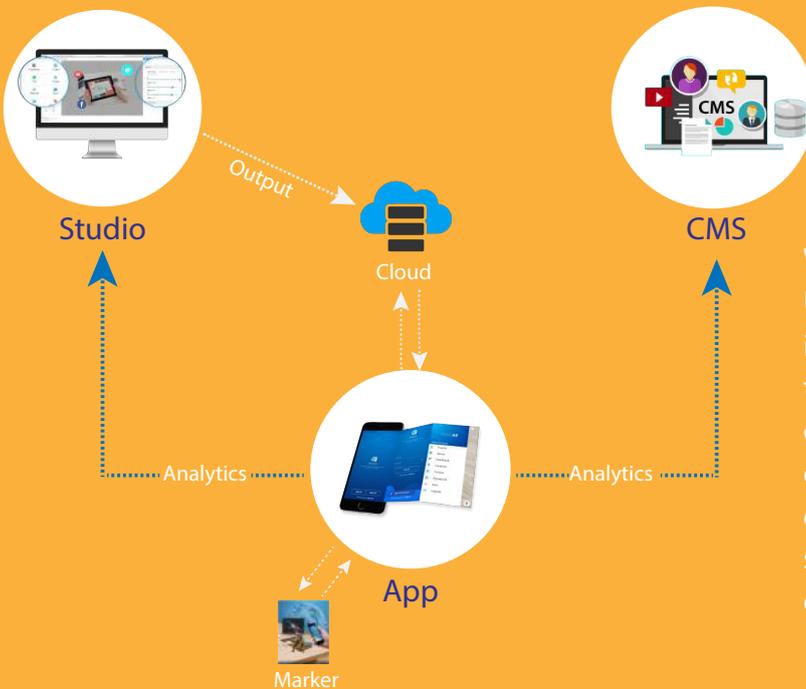# SMACAR
SOLUTIONS

AUGMENTED REALITY FRAMEWORK

WHAT IS AUGMENTED REALITY?

Augmented Reality is an immersive technology that provides an enhanced view of the real-world by augmenting the physical elements with digital content such as 2D & 3D images, videos, sounds, and animations.

Studio

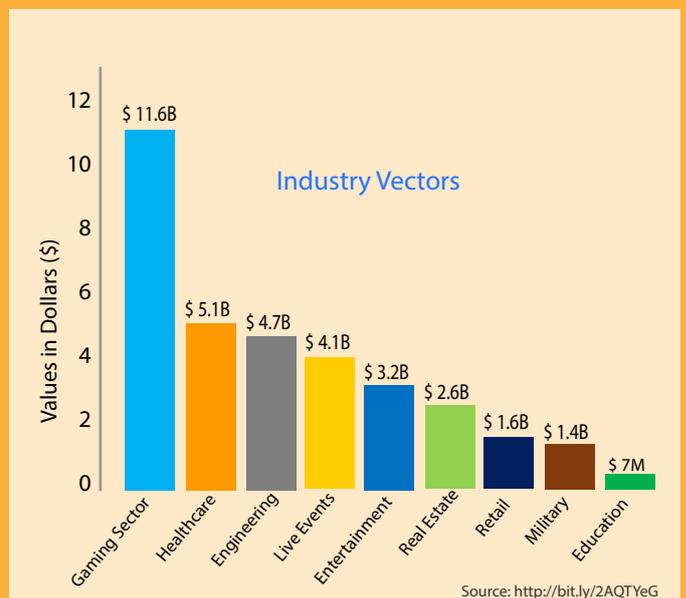Output

Cloud

CMS

Analytics

Analytics

App

Marker

With operations based out of New Jersey, USA and India, SMACAR has been pioneering in AR and helping enterprises and SMBs use this cutting-edge technology across the customer value chain to strengthen the customer engagement, drive footfall and enhance sales. SMACAR gives access to a suite of AR products and services to meet client specific needs.

Global Marketing Trends in AR

The augmented reality market was valued at USD 2.39 billion in 2016 and is expected to reach USD 61.39 billion by 2023, growing at a CAGR of 55.71% between 2017 and 2023.

AR is one of the fastest growing technologies with immense potential in various sectors. This immersive technology offers plethora of benefits for brands to interact with customers and acts as an ideal tool to boost customer engagement. It is estimated that by 2025, the value of AR will increase as indicated in the bar diagram.

Industry Vectors

Values in Dollars ($)

- Gaming Sector: $ 11.6B
- Healthcare: $ 5.1B
- Engineering: $ 4.7B
- Live Events: $ 4.1B
- Entertainment: $ 3.2B
- Real Estate: $ 2.6B
- Retail: $ 1.6B
- Military: $ 1.4B
- Education: $ 7M

Source: http://bit.ly/2AQTYeG

SMACAR APP

A template-based app that turns your smartphone into an AR device and helps to enhance the real-world view with predefined digital content formats. A first of its kind Augmented Reality app that supports both marker-based and markerless AR. Below are the features of the App..

AR Output

Supports multiple pre-defined digital content formats: text, video, audio, 2D/3D graphics, animations; depending on the context of the target scanned by the user.

Marker based AR

Scans a predefined marker which acts as a visual cue that triggers the display of virtual content. Markers can be printed images or objects such as brochures, catalogs, flyers, manuals and so on…

Markerless AR

Visualize and interact with the 3D models in your surroundings without having to scan the markers.

3D Models

Place 3D models in your environment with or without the need of markers

Extended Tracking

Improves tracking efficiency and continues to track & display the AR output even when the marker is out of view.

Selfie

Swaps the rear-camera with the front camera so that you can take a selfie with your favorite person.

Caching

It enables the user to access the AR output from the previous scans

Reward Points

Reward Points – Incentivize the app users where they can earn reward points by scanning the markers.

Catalog

Quickly access our showcase to experience AR

White Label AR App

SMACAR App can be turned into a bespoke AR app that fits your needs. You can customize everything from the app icons to the splash screen and have total control over the UI of the app. It will have all the features of the SMACAR app.
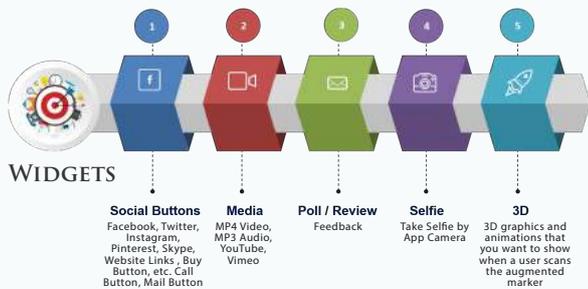
SMACAR STUDIO

An easy-to-use augmented reality platform that lets you create your own AR experiences. SMACAR Studio comes with a drag and drop interface and can be accessed through mobile, tablet or desktop. Anyone from individuals to SMBs and enterprises can augment their printed content & objects by linking them to relevant digital assets and publish it to the SMACAR App or a customized app.

Quickly create, test and make your AR campaign available for your customers and partners.

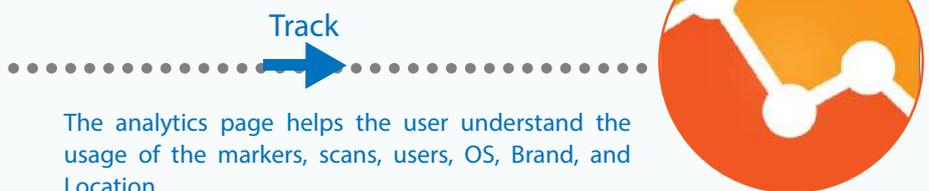**Create Campaign**

Upload Markers

A widget is a digital object that can be placed over a marker which will emerge when scanned using an AR app. Access our library of pre-defined widgets and choose the ones appropriate for your AR campaign.

A marker is an image that initiates the AR experience. Upload the marker and augment the widgets over it and share the same across various social media channels.

Link Outputs

WIDGETS

Social Buttons	Media	Poll / Review	Selfie	3D
Facebook, Twitter, Instagram, Pinterest, Skype, Website Links , Buy Button, etc. Call Button, Mail Button	MP4 Video, MP3 Audio, YouTube, Vimeo	Feedback	Take Selfie by App Camera	3D graphics and animations that you want to show when a user scans the augmented marker

Once the marker goes public, it's visible to a larger audience. When users scan a marker using the SMACAR app, they can instantly access additional digital content.

Publish

Track

The analytics page helps the user understand the usage of the markers, scans, users, OS, Brand, and Location.

SMACAR CMS

SMACAR Content Management System (CMS) is a web-based content authoring tool with an intuitive and user-friendly interface that comes with powerful ways to manage the users, and track the performance of the AR campaigns and reward programs. Below are the salient features of the CMS:

CMS Dashboard
Gives the user an at-a-glance overview of what's happening with the AR campaigns and allows the user to easily navigate to the different areas of the CMS

Users
Add, edit & delete users and also helps to define the level of accessibility to the SMACAR Studio.

Offline Redeem
This page displays detailed data on flat rate & percentage discount coupons and helps the user to update once the coupon is redeemed by the end user.

Reward Points
Allows the user to track and manage the end-user specific rewards. One can define rewards such as credits, discounts or gift coupons for a specific marker.

Analytics
The analytics page helps the user understand the usage of the markers, scans, users, OS, Brand, and Location.
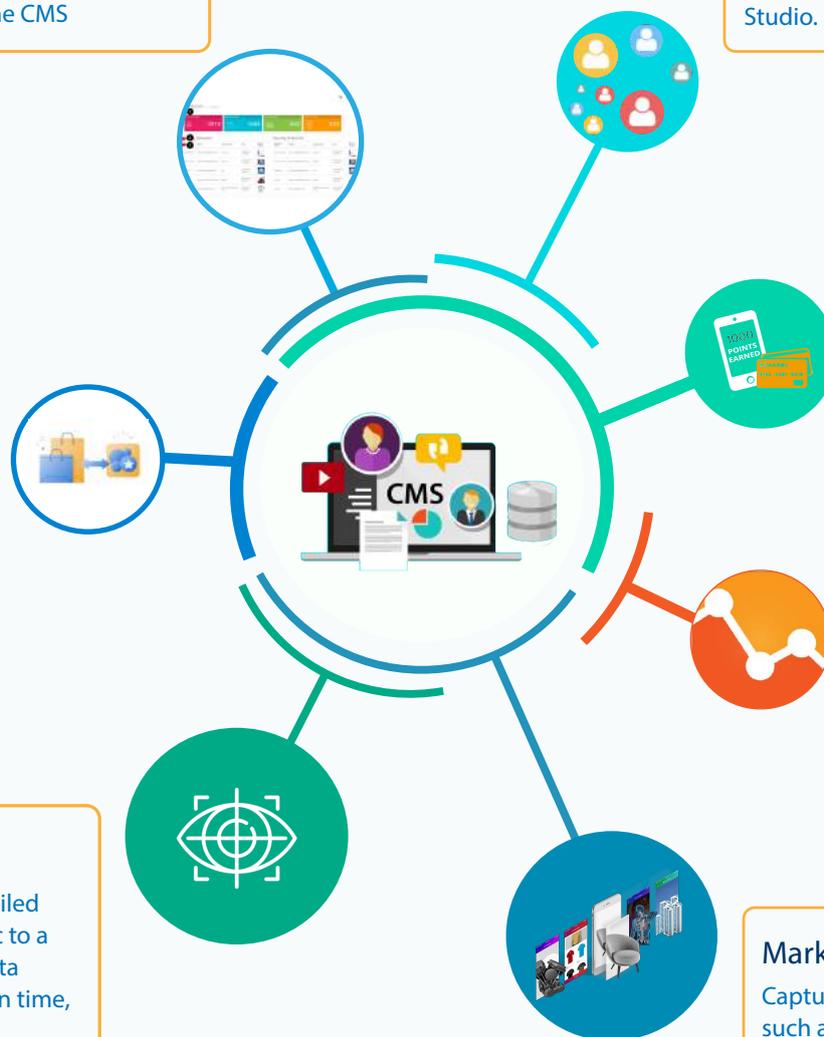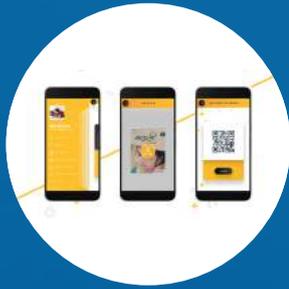
Scans
Helps to provide a detailed report on scans specific to a marker and displays data related to app user, scan time, marker details and the rewards or promotions associated with a maker.

Markers
Captures marker specific data such as the number of scans, user data, and rewards associated with the marker.

SMACAR Success Stories

Bring Stories to Life with Augmented Reality Books: Using augmented reality, SMACAR has enhanced the reading experience of the students by allowing them to view auxiliary and relevant information related to a topic in the form of 3D animations or videos.

SMACAR created an AR app that brings mythological characters to life in the form of videos and animations. The app transforms the old-fashioned flashcards into interactive and engaging ones that pique the curiosity among kids.

Three Dimensional Marketing Using Augmented Reality: SMACAR developed an Augmented Reality solution for a banquet hall client in Chennai. With the help of this solution, the Client's banquet halls could be showcased using realistic 3D models that are interactive & engaging and the customers can visualize the halls at any time & from any place.

Revamping newspapers with Augmented Reality: The augmented reality app developed by SMACAR takes readers beyond the printed page. It enables them to see a video, animation, or other digital content by scanning the image on the newspaper.

Bring your Printed Material to Life using Augmented Reality: SMACAR helped a client who offers printing services to businesses to create augmented reality campaigns that are interactive and offers a distinctive experience to their potential customers.

White Label Solutions for Powerful Marketing Campaigns: As part of the white label solutions, SMACAR created a customized AR solution for an advertising firm. The solution comprised of an AR app, AR editor and content management system that reflects the brand image of the client.

Like what you see & want to know more about:

➤ How to use Augmented Reality to enhance your   business?
➤ Creating interactive and engaging experiences for your customers?
➤ Our Studio subscription packages & pricing for SMB's and Enterprise.
➤ Becoming a Reseller of our AR solution to your customers.

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