

[www.r3donline.it](http://www.r3donline.it)

another dimension

Augmented Reality is revolutionizing the way we live and communicate, and can become an extraordinarily effective tool in communication and marketing, thanks to the appeal of this new technology, its user friendliness and the effective message's presentation.

The **R3D online** suite offers two standard products dedicated to the Communication & Marketing area, fully exploiting the augmented reality and the possibility to develop personalized and unique applications and solutions.



## R3D totem

Informative/interactive totems in exhibition spaces, points of sale, airports or stations, can dramatically benefit from R3D new technologies.

A camera positioned to shoot the visitor approaching a totem can display his mirrorlike image on a monitor.

Moreover, the **R3D totem** software is able to recognize predetermined elements, such as a particular brochure or packaging of a product, and generate animated virtual objects that, in the "mirror", appear connected to the specific item/s.

For example, showing the camera the package of an electric train, we could watch a complete train model in motion on the monitor, or showing a commercial paper brochure, we could display relevant details regarding the company, such as its location in the area (on a three-dimensional map) or its range of products in photorealistic 3D graphics.

The **R3D totem** software can definitely capture the audience's attention thanks to its exclusive effectiveness and originality.



## R3D web

**R3D web** is a web distributable software module which can reproduce the experience of R3D totems through a simple webcam on your home computer.

The software activates the animated content, recognizing prints and objects.

After purchasing a product, one can easily display any available 3D content in augmented reality simply by visiting the manufacturer or seller website and showing to the camera the purchased item or a purposely printed page.



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