

Lights, cameras, reaction!

Eyeballs and foot traffic are two of the most coveted things at any tradeshow. Dazzling lights, amazing graphics, high definition video, hot giveaways and cool booth fixtures sometimes can help draw people in.

But if you're looking for real tradeshow buzz, don't overlook AR and VR!



Augmented Reality (AR) and Virtual Reality (VR) are two of the most compelling media technologies around. AR and VR grab attention and work their magic in totally engaging an audience with your company and products. They're what get people excited enough to stand in line and then tell your story on the tradeshow floor because they're one of the biggest "wows" of marketing experiences!

Both technologies engage so compellingly that they enhance prospects' experiences with your brand and can help convert them into buyers.

Consider that AR can drive a range of familiar marketing experiences and turn them upside down – from how consumers find new products to how they choose which ones to buy.

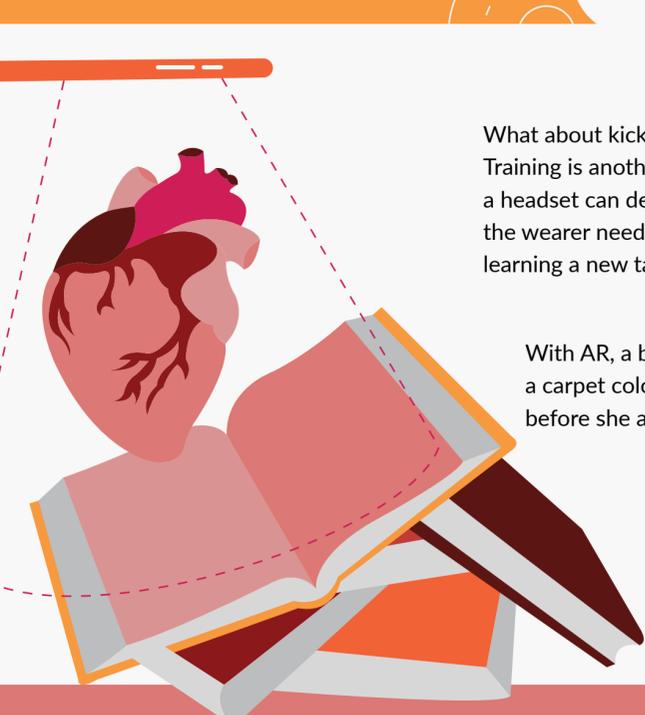
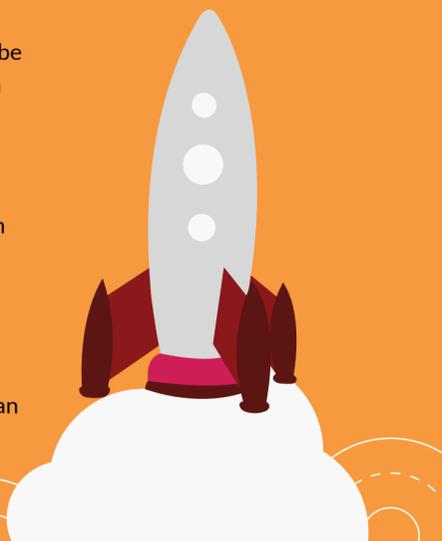
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Intrigued? Well, animation, digital content, objects and characters are just some examples of what can come to life in AR within a viewer's "real world" space. The possibilities are only limited by your imagination and budget.

If your product is too big to bring to a show, you can use AR as a way of displaying it and allowing potential customers to interact with it.



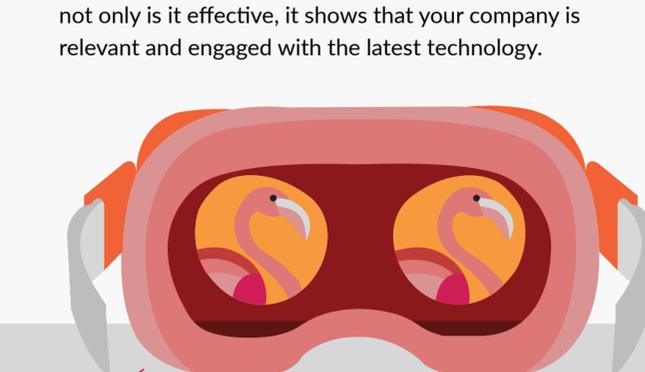
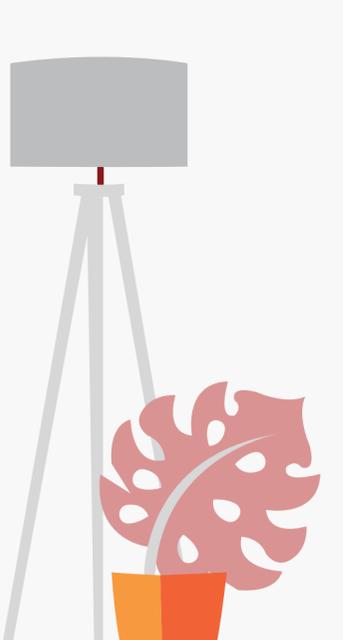
What about kicking your training up a notch? Training is another great use AR. For instance, a headset can deliver just the right information the wearer needs while performing an activity or learning a new task.

With AR, a buyer can actually see how super a carpet color would look in her house before she actually buys it.

If you've never tried VR, you need to! VR is a fully immersive experience. When you put on a headset, you can no longer see the real world around you. You're now being transported on a marketing carpet ride.

VR creates a three-dimensional space that takes the user away from the tradeshow floor and into a marketing world that you create. It's a brave, new marketing world!

VR creates a multi-sensory experience and can engage your audience far more than AR, and much more significantly than a standard promotional video. VR creates its own buzz because not only is it effective, it shows that your company is relevant and engaged with the latest technology.



Product features and functions come to life through VR. Your latest product can be a 3D model in full, real life scale. What a way to show the viewer what you're really offering!

Or, use VR to fully immerse users in a branded entertainment experience to showcase your products and services.

Then, it really is your show.



AR and VR applications are exploding. Check them out. Surely, one of them will be what you need to grab your share of eyeballs and foot traffic!