

Augmented Reality Signage

Quick Guide

May 2022

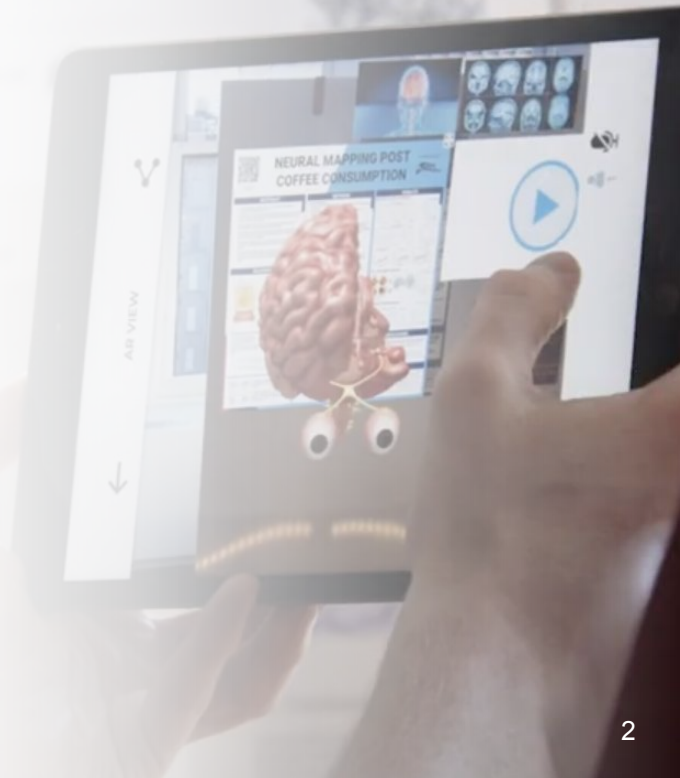
Who We Are

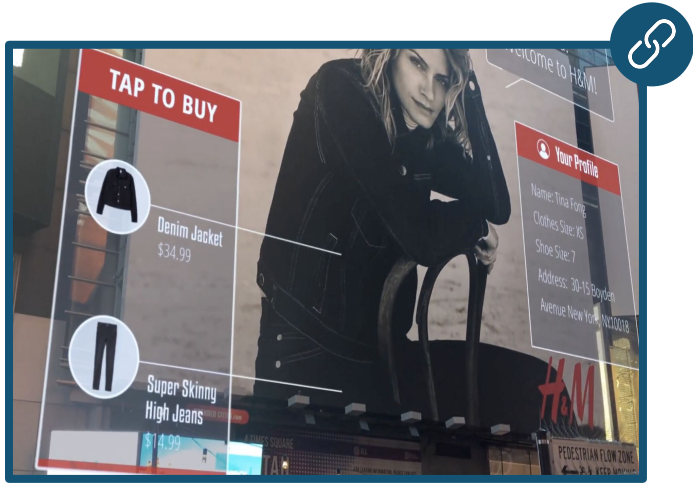
Post Reality is an augmented reality company specializing in visual communications, and is part of the public [Glimpse Group](#) of VR, AR, and XR software and services companies.

Augmented Reality Signage Solutions

Post Reality got its start enhancing scientific graphics with augmented reality for posters, used to share research in academic poster sessions. We have since transferred that expertise into enhancing all forms of printed matter including books and publications, large scale billboards, signage, and advertisements.

In this guide, learn how augmented reality is being used to transform signage into interactive communication tools that capture the imagination, add functionality, and provide useful analytics.





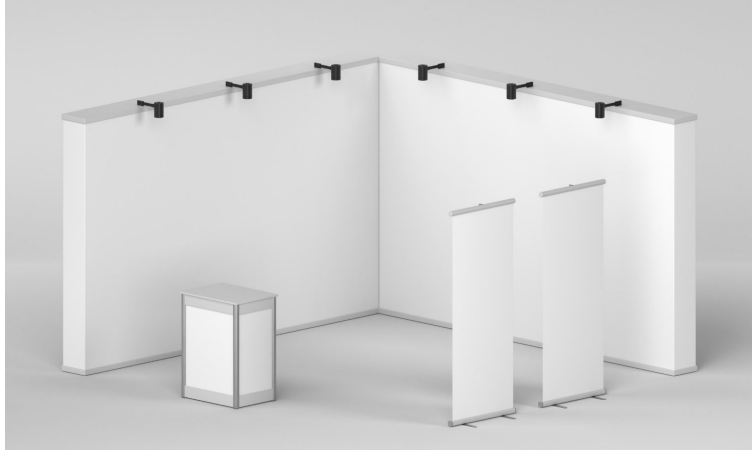
What Are the Benefits of AR Signage?

Enhanced engagement - add functionality with features like purchasing, links, video, RSVPs, surveys, and gamification

Real-time updates - extend the usefulness and life of signage by adding or updating content without reprinting.

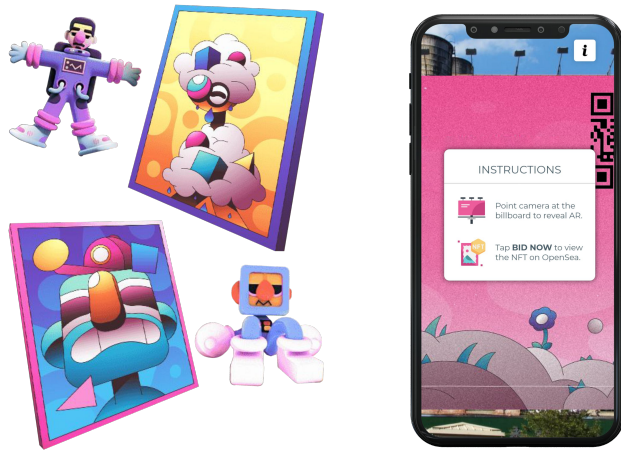
Analytics - receive information such as views, durations of engagement, and the effectiveness of your messaging.





Use Case Examples





NFT Auction Concept

Use AR to attract eyes and intrigue customers with a call-to-action.

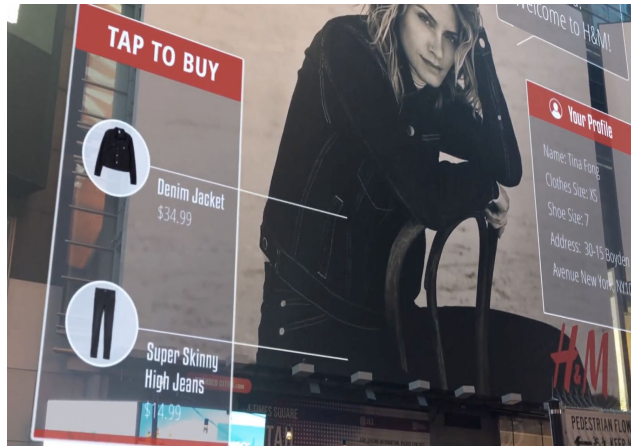
People view digital content on a billboard that includes colorful NFTs, which they could obtain.

A call-to-action lets them choose and preview NFTs, access a marketplace and place bids.

The Brand Will

- Attract significant traffic
- Gain reputational buzz
- Convert new customers
- Offer an opportunity to learn about the brand's products





Billboard Advertising with E-Commerce

Taking advertisements to new heights with interactive billboards.

This retailer wanted a way to stand out from the crowd in a very crowded place - NYC's Times Square.

Post Reality created an app to let viewers see enticing AR content, including short videos about sourcing and product information, and be connected directly to a website to make purchases. Both the customer and brand capitalized on the immediacy enabled by an AR experience.



Main Capabilities Used

- E-Commerce
- 4K Video
- Analytics



Outdoor Signage with Gamification Focus

One of Post Reality's specialities is building gamification into experiences. In this example, theatergoers embarked upon a digital scavenger hunt to find a series of posters, winning prizes in the process.

The goal of gamification is to increase retention, giving customers reasons to use your app and keeping them coming back.



Post Reality founder, Liron Lerman, an NYU educated game designer, specializes in working creative gamification into client work.



"The objective is to use reward systems to prolong engagement, encourage repeat visits, and sustain enthusiasm."



Workplace Safety Posters

The functionality of workplace safety posters has not changed in years.

With so much information, they can overwhelm the viewer, and compliance is not assured.

Transforming these static posters into interactive experiences educates, increases employee engagement, and lets management know who viewed the posters.

Content can include instructional videos, 3D models, links to additional resources, and can be updated when new information is available.



XR Digital Content



Corporate & Academic
AR Activation
SaaS Platforms



Architecture, Engineering & Construction
Augmented Reality
Software and Services



Financial Services

Data Visualization, Analysis,
Presentation & Collaboration
for VR/AR



GLIMPSE TURKEY

3D Model Creation

Large Scale
Photogrammetry
Production



Corporate & Universities

Corporate Training
and E-learning



PAGONI VR

Media & Entertainment

Realtime and On-Demand
VR Broadcasting



XR Training

Intensive XR
Bootcamps



Therapy & Support

Social VR Experiences
& Environments



QReal

Brands, Agencies
& Retail

Lifelike 3D models
& AR Experiences



Education

VR/AR for the K-12
education market



Healthcare &
Nurses Training
VR/AR for Medical
Professional Training

We work with our sister companies to deliver multi-disciplinary projects when required

Thank You



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