

PROMOTE YOUR BRAND IN A NEW WAY

With MARMA
relevant technologies lab



MARMA

AUGMENTED REALITY TECHNOLOGY

**Augmented reality elements
are processed by the brain
and make a lasting impression
on the viewer.**

Neurological research has shown that the level of activity in the human brain increases noticeably:

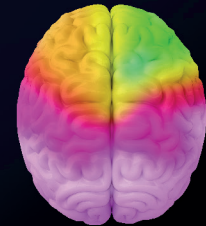
- it increases the viewer's attention span
- it awakens a sense of wonder in the viewer
- the viewer is 70% more likely to remember the information

Augmented reality (AR) is the integration of digital objects into a real environment.

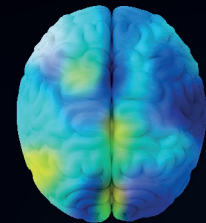
max



min



Brain activity
of a person when
first reacting to AR



Normal human
brain activity

IMPORTANCE OF AR IN MARKETING

AR advertising increases
the sales conversion rate by

94%

It increases the time spent
viewing the product by

50%



88%

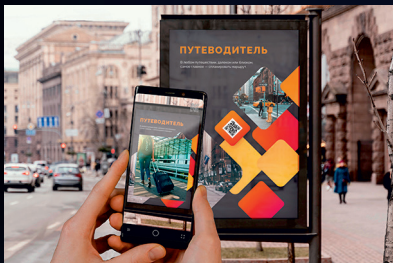
of companies with an income
of between \$100 million and \$1 billion
use AR in their advertising

80%

of information
is taken in visually

TECHNOLOGICAL SOLUTIONS FOR YOUR BUSINESS

IMMERSIVE ADVERTISING – A NEW FRONTIER



Outside advertising

Using augmented reality we bring static advertising banners to life with video content: invitations, announcements, promotional videos and advertising promotions.

Attract clients' attention and shorten the path to a sale.



Presentation

Any product whose external appearance is important can be digitized and presented in interactive form to make it easier to visualize.

Turn your presentation into a show and boost your sales.



Magazine

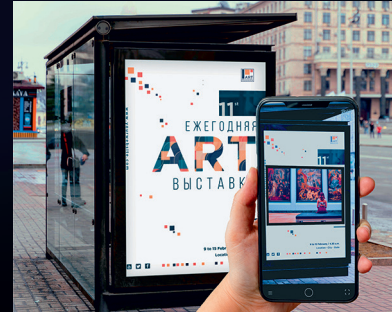
Readers will have the opportunity to see not only the printed advertising but also video- and 3D-content about products, to visually evaluate their advantages and immediately purchase them. This intensifies the viewer's interaction with your brand.

HOW TO SPEED UP THE CUSTOMER'S DECISION TO PURCHASE?



**Traditional
advertising**

- / Static text and photographs are not enough to fully convey the product's features and generate a sale
- / Rapid scanning of the text with no interaction
- / Approximate target audience reach
- / Ordinary advertising, low citation rate



**AR
advertising**

- / By utilising dynamic video and 3D models, the product's advantages are vividly displayed and the decision to purchase is accelerated
- / Immersive and interactive content prompts the target response
- / Reliable number of scans that are accessible for viewing
- / Emotional experience that viewers want to share with others

CHANNELS OF COMMUNICATION WITH CUSTOMERS

Discover for yourself
this completely new
marketing tool of attracting
new clients

«COMING ALIVE» PRINTING



A unique combination of traditional elements of printing products and modern technologies intrigues and attracts the attention of potential clients. With the help of a smartphone, ordinary leaflets, business cards, brochures and posters will «come to life» in front of the viewer's eyes.



«Coming alive» printed materials are highly interactive, it stimulates the viewer's curiosity and retains their attention. The effect of physical presence which augmented reality creates strengthens the positive perception of your brand and increases brand loyalty.

INTERACTIVE EXHIBITION STAND



Make yourself stand out from your competitors

Visitors will receive engaging experience and unwarranted impressions of interaction with your exhibition stand at any event, thanks to the animated 3D content and the unique design we create for you, taking into account individual characteristics of the brand and product.

Such an interaction with the exhibition stand greatly increases the likelihood of the establishing long-term cooperation after the initial contact.

INTERACTIVE AR-MAP



A virtual journey through an interactive map is the best way to engage the audience in deeper interaction with your projects and activities.

The AR-card is an effective tool for promoting ideas and values of projects, achievements of regions, historical retrospect, cultural traditions, that allows you to arouse the viewer's curiosity and have an emotional impact in a completely new way.



We will create a turnkey map according to your wishes: from concept and design to construction production and content filling in augmented reality. Profitably present the achievements of your activities at an exhibition, event or within your organization.

DIGITAL AMBASSADOR



Such an interaction with the exhibition stand greatly increases the likelihood of the establishing long-term cooperation after the initial contact.

Consultant

Presents your products 24/7 in sales and demonstration areas, as well as on advertising banners, replacing human personnel and saving on staffing costs.

Volunteer

Provides information about the schedule of the events, transportation methods for accessing the event venue and ways of getting nametag.

Mascot

The brand/event's virtual symbol will become an unforgettable experience for those who interact with it.

Tour guide

Leads tours around the city, museum, or exhibition space.

THEMED PHOTO ZONE



Increase your brand recognition

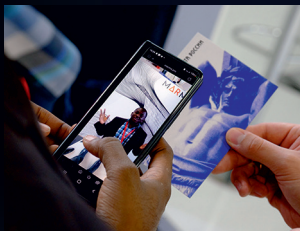
The photo zone is the best way to attract visitors' attention and give them the chance to become part of your brand. Visitors actively take photos, shoot videos with animated 3D models with your logo and upload the content to social networks, ensuring that your brand has a high visibility index.



Celebrate a special occasion in a new way

Have you ever wondered how to add even more brightness and originality to your celebration? A dedicated photo zone will become a focal point for guests at birthday, wedding or company celebrations and the original photographs will remind our guests of the unforgettable moments of your event.

POPULAR ACTIVITIES AT THE EVENTS



Recording video messages on cards

Guests are able to record video messages at the event in real time, and our specialists will incorporate these videos into still images which will “come to life” when the QR code is scanned. It is possible to send such postcards anywhere in the world. This service is extremely popular with visitors, and recipients can keep the themed postcards as a lasting memory.



Quest

The customers and partners will be tasked to solve a range of puzzles and performing challenges at the quest stations (which can include stands, dining areas, information displays, and etc.), using the opportunities offered by augmented reality and interaction with the digital objects.

Gamification allows to attract and keep the attention of the audience, and, thus, increase sales.

UNIQUE LEAD-MAGNETS



Touch panel

We offer a turnkey interactive panel with a catalog of your products and services for placement at points of sale, at an exhibition stand or for presentation on a tablet/ smartphone. The touch panel visualizes and provides user-friendly information about products services that the customer wants to purchase.

We will turn a large amount of information into a ready-made beautiful catalog with clear logic, and thanks to AR, the client will immerse himself in the world and philosophy of your brand.



AR-coffee

One of the most popular services on any platform is coffee with a photo on foam and prediction in augmented reality or any other animated 3D content. Each cup has a QR code with a wish for the day, and the coffee machine puts any image on the latte or cappuccino foam.

We will organize an original lead-magnet for your event: long queues line up for coffee, and the media report on this service on their resources.

MEMORABLE PRESENTS AND SOUVENIRS

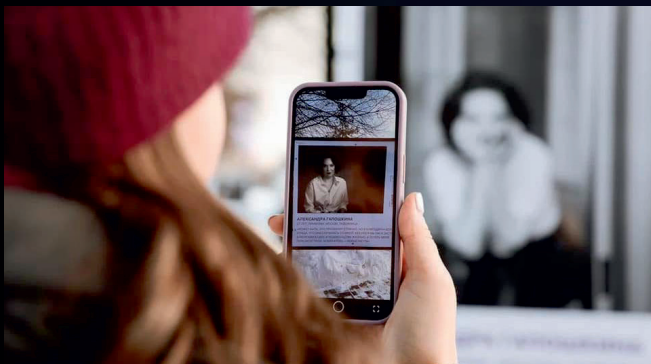


Let's enliven invitations, memorial books, calendars, post cards, notebooks, chocolate boxes, and etc. with the help of themed animated 3D models or promotional videos.

Such gift sets with wow-elements will leave a lasting impression as unique memorable presents for your partners and guests.

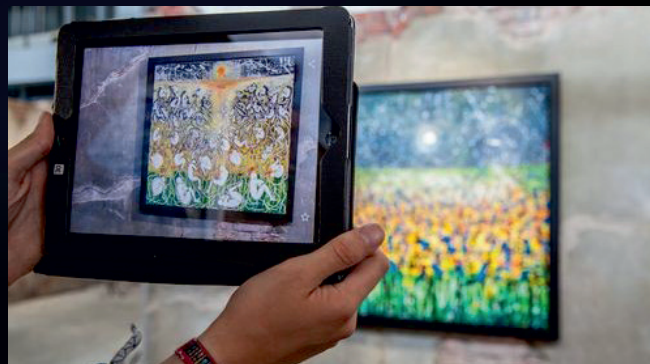


EXHIBITIONS



Expanding the boundaries of perception

The heroes of photographs, paintings and sculptures will be able to «come to life» and talk about themselves in the first person. The objects are located simultaneously in two dimensions — physical and augmented reality, which conceptually complement each other.



Interactive Guide

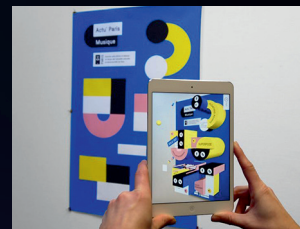
Museums actively leverage technology to create interactive multilingual guides. Visitors get the opportunity to know the exhibits closer and from all angles, restore their historical appearance, as well as get additional information in any language.

EDUCATIONAL AND BRANDING MEDIA



Gallery of leaders and achievements

Branding gallery will highlight the status and value of the achievements of public and political figures, opinion leaders, scientists, athletes, and performers, as well as promote their activities. Their photographs will be enlivened as clips with fragments of speeches.



Information banner

The banner, coming alive by 3D and video content, clearly demonstrates complex processes and mechanics, as well as increases memorisation and assimilation of important information by 70%.

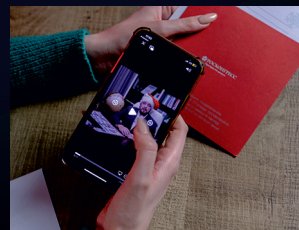
SIGNIFICANT MOMENTS AND EVENTS



Certificates and diplomas

To capture the moment of awarding participants of competitions and contests, a unique method is to include a video from the moment of awarding in each participant's certificate.

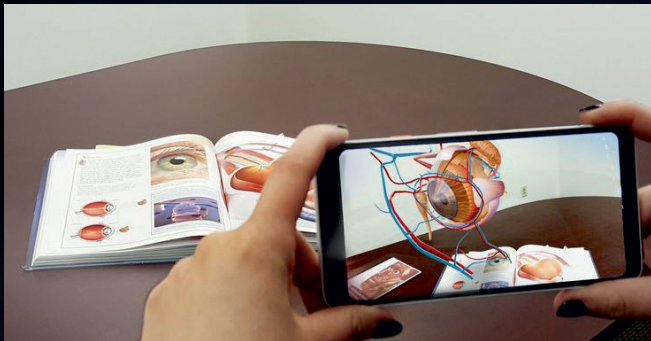
The diploma will «come to life» in the smartphones of the participants: the solemn moment of awarding will be projected on the layout.



Invitations and congratulations

Who would not like to send or receive something fascinating and original that goes beyond the standard greetings? Modern technology is on your side. Record a virtual greeting or invitation in augmented reality for your guests.

EDUCATIONAL MATERIALS



Text books, methodological guides, augmented reality games and schemes are a breakthrough in the methods of presenting the information to children, pupils and students.

Video and 3D content allow them to learn micro- or macro-processes, and 70% better assimilate and memorise the material.



A smartphone with a dark screen is shown. The screen displays white text. The phone has a silver or light-colored frame and a vertical camera cutout on the right side.

It is possible to see
the product in real space
through a smartphone
camera and visually assess
all of its advantages

**IN THE PAST,
THIS WAS ONLY POSSIBLE
IN SCIENCE FICTION**

TECHNOLOGICAL BUSINESS CARDS

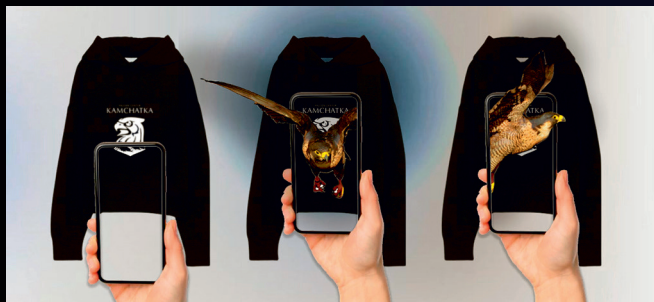


A new way of communicating with potential customers: the image of your company will be long remembered, just scan the QR code, and your image-building video will appear in augmented reality.

AR business cards underlines the special status of the company, look prestigious and stand out among the standard business cards of competitors.



MERCH WITH A WOW-EFFECT



Interactive merch goes beyond clothes; it acts as a promotional tool. Emotions and impressions of connecting virtual and real worlds in dynamic drawings and 3D models will make users talk about you, share awesome pictures on social networks, and spread the message to their friends and family.



WHY ARE WE BEING CHOSEN



A new digital communication channel with the client



The effectiveness of the promotion, confirmed by statistics



A unique interactive format that doubles the attention of users



Many years of experience working at international venues: SPIEF, FEE, #WeAreTogether, EAWF, etc.



Work experience in major cities of the Russian Federation: from airports and public spaces to forum venues



A network of partnerships with ministries and departments, public organizations and municipalities



It is convenient to use — no need to download the app anymore

CONTACTS

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