

Les réalités augmentées dans la communication et le marketing

Prof. Arnaud Dufour
Workshop IGS
12 novembre 2019



Fil conducteur

quelques
définitions

quelques
exemples
d'applications
en marketing

le « continuum de virtualité » de Milgram et Kishino (1994)

PHYSICAL WORLD

DIGITAL WORLD



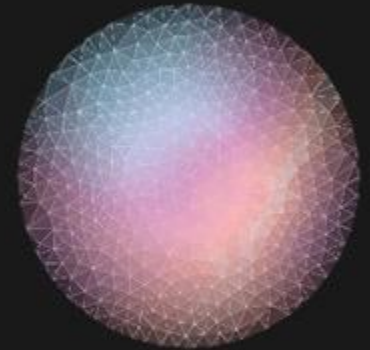
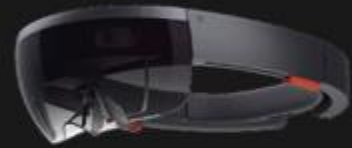
MIXED REALITY SPECTRUM

Mixed Reality |



différents appareils dans le continuum de la réalité mixte (AR, MR, VR & XR)

PHYSICAL WORLD



DIGITAL WORLD

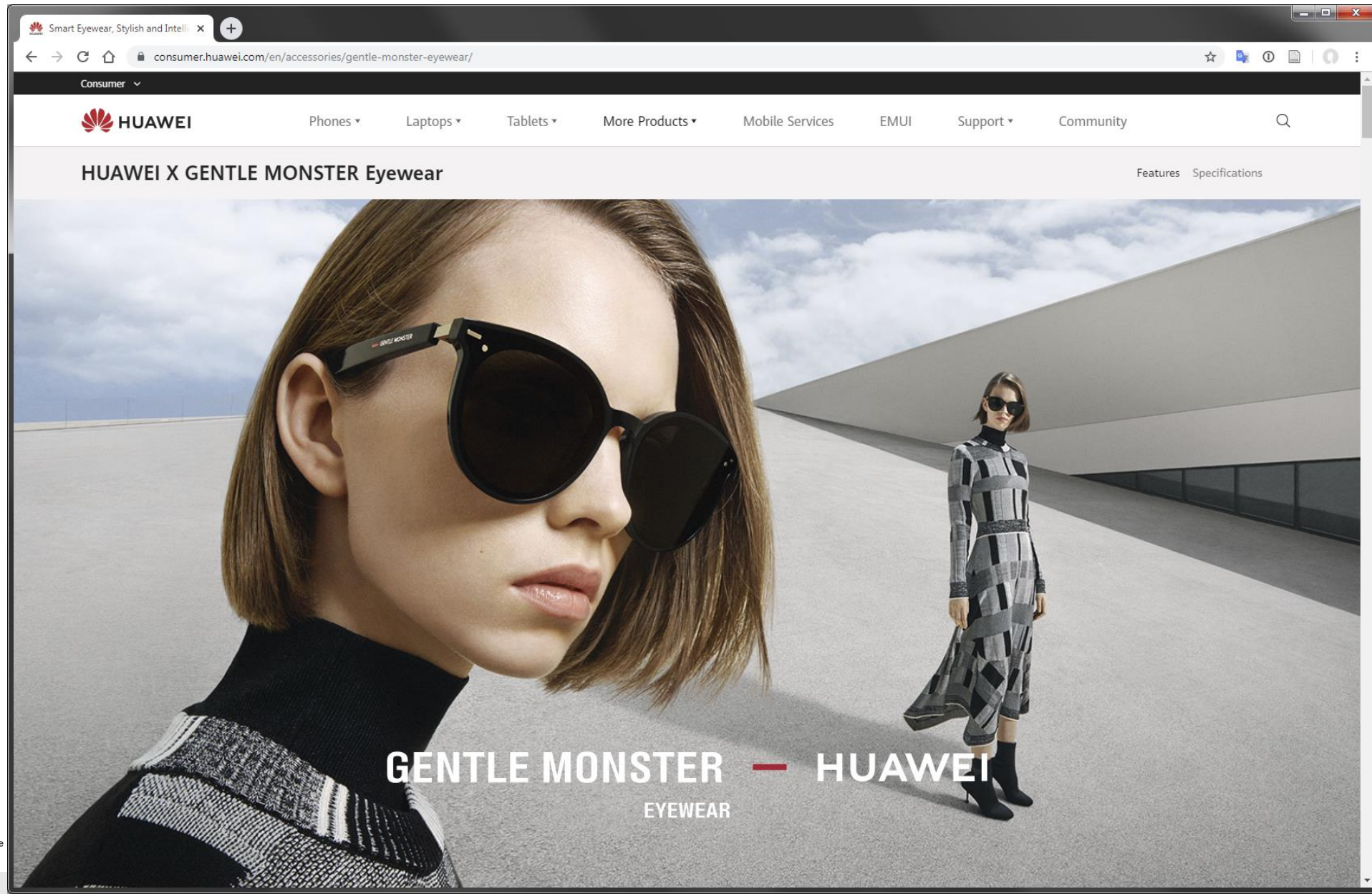
AUGMENTED REALITY

VIRTUAL REALITY

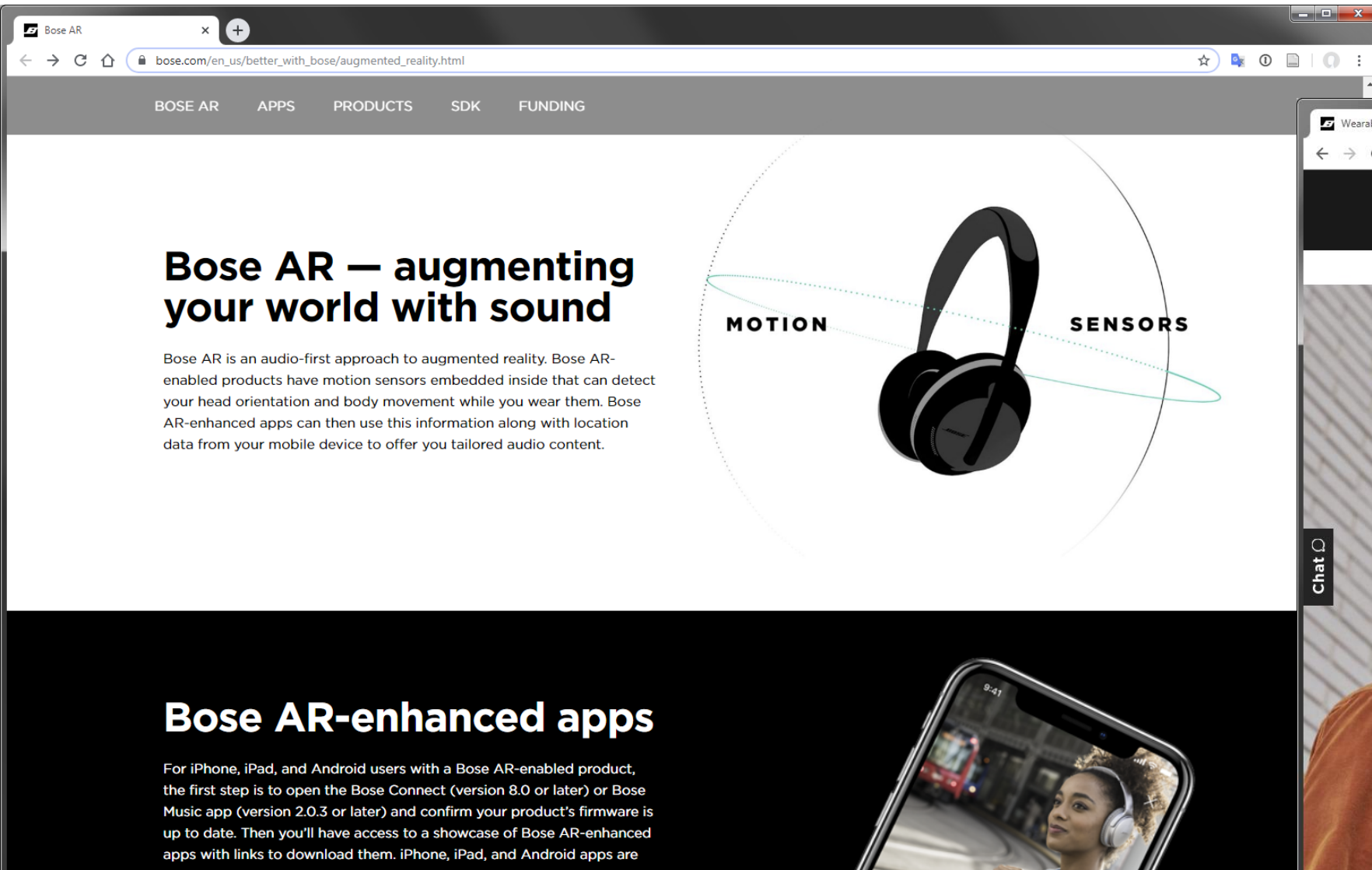
MIXED REALITY SPECTRUM



et côté son... de l'audio AR (augmented sound, sound AR) ?



Bose et ses solutions AR



The screenshot shows the Bose AR website. The browser address bar displays 'bose.com/en_us/better_with_bose/augmented_reality.html'. The navigation menu includes 'BOSE AR', 'APPS', 'PRODUCTS', 'SDK', and 'FUNDING'. The main heading is 'Bose AR — augmenting your world with sound'. Below it, a paragraph explains that Bose AR is an audio-first approach to augmented reality, using motion sensors in Bose AR-enabled products to detect head orientation and body movement. A diagram of a pair of headphones is shown with 'MOTION' and 'SENSORS' labels. At the bottom, the section 'Bose AR-enhanced apps' is visible, followed by a paragraph about the first step being to open the Bose Connect or Bose Music app. A smartphone screen shows a woman wearing headphones.

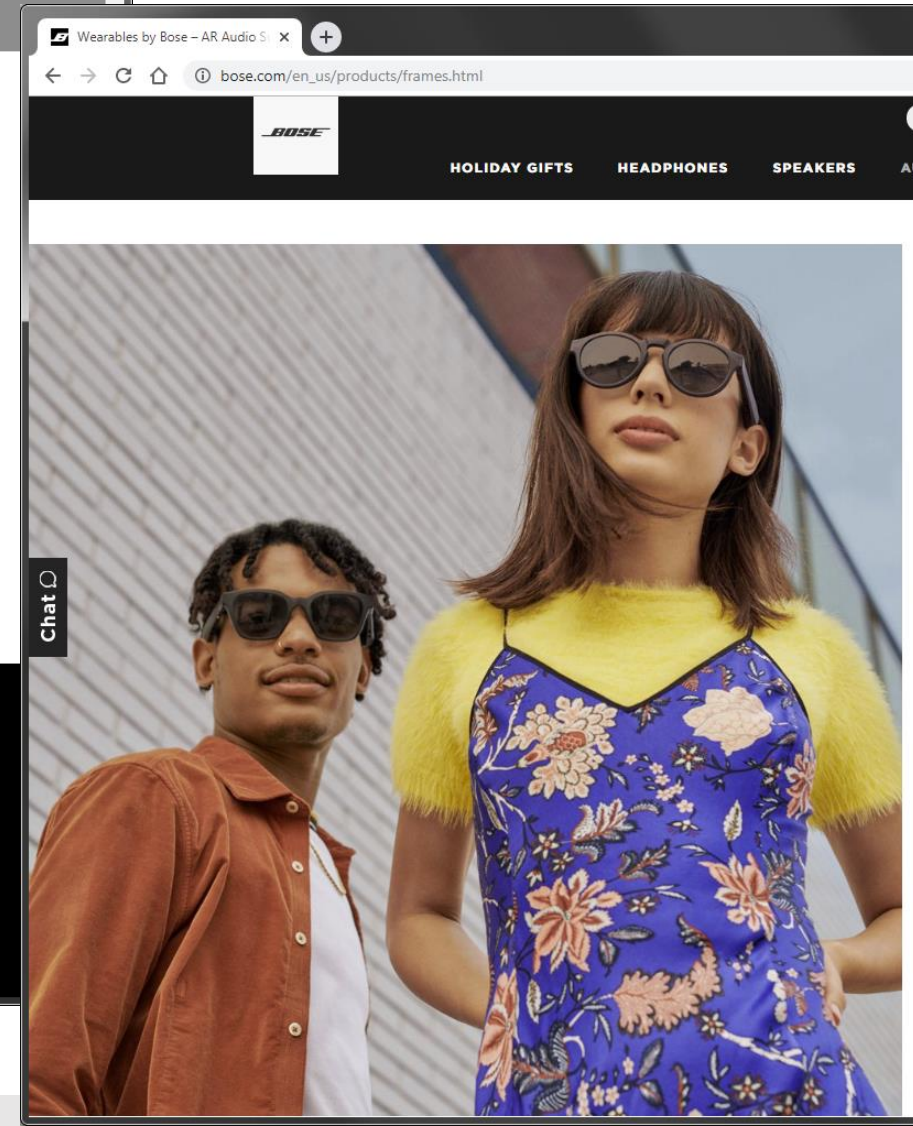
Bose AR — augmenting your world with sound

Bose AR is an audio-first approach to augmented reality. Bose AR-enabled products have motion sensors embedded inside that can detect your head orientation and body movement while you wear them. Bose AR-enhanced apps can then use this information along with location data from your mobile device to offer you tailored audio content.

MOTION **SENSORS**

Bose AR-enhanced apps

For iPhone, iPad, and Android users with a Bose AR-enabled product, the first step is to open the Bose Connect (version 8.0 or later) or Bose Music app (version 2.0.3 or later) and confirm your product's firmware is up to date. Then you'll have access to a showcase of Bose AR-enhanced apps with links to download them. iPhone, iPad, and Android apps are



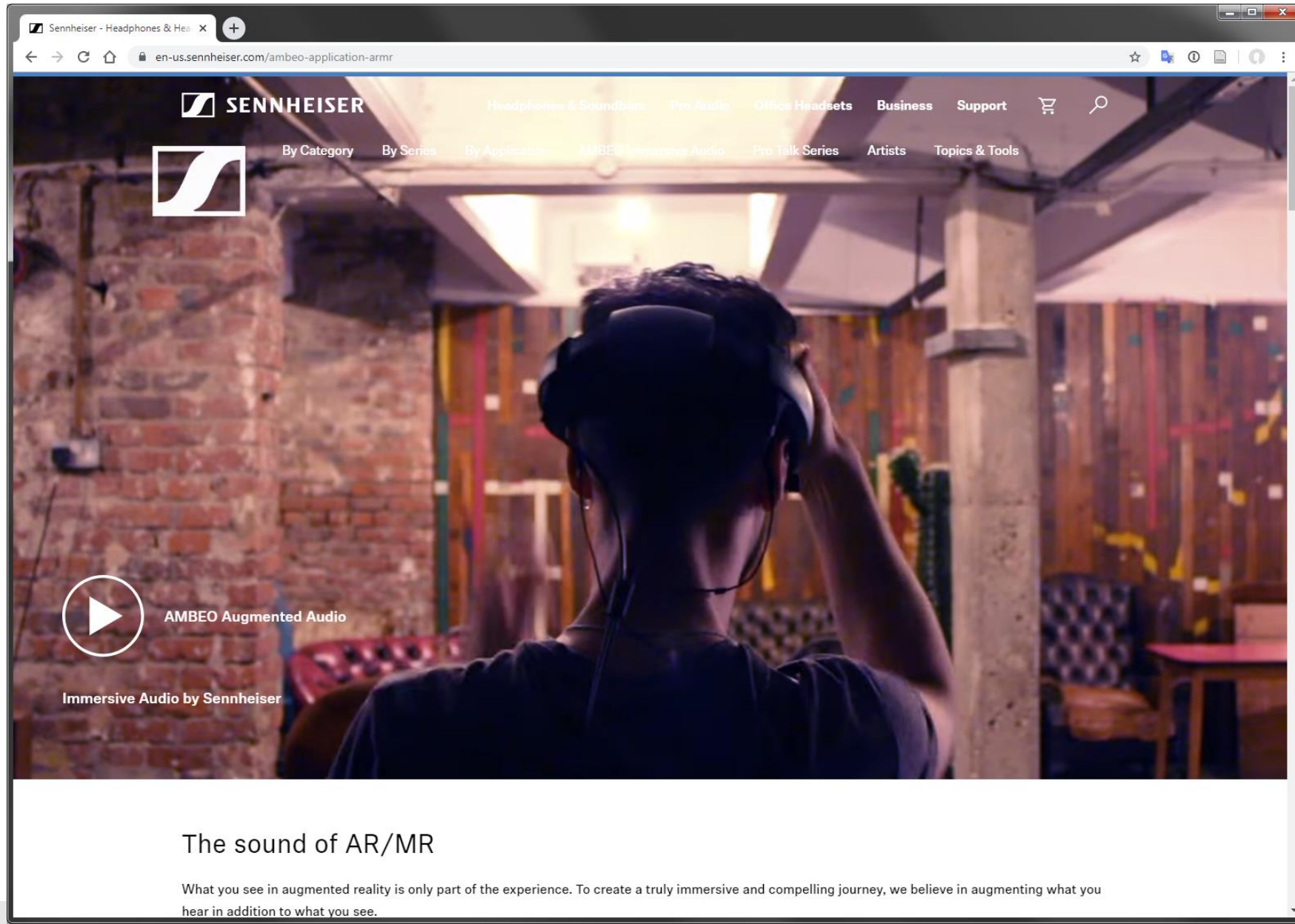
The screenshot shows the Bose Wearables by Bose - AR Audio S website. The browser address bar displays 'bose.com/en_us/products/frames.html'. The navigation menu includes 'BOSE', 'HOLIDAY GIFTS', 'HEADPHONES', and 'SPEAKERS'. The main image shows a man and a woman wearing sunglasses. A 'Chat' button is visible on the left side of the image.

Wearables by Bose — AR Audio S

BOSE **HOLIDAY GIFTS** **HEADPHONES** **SPEAKERS**

Chat

L'augmented sound selon Sennheiser



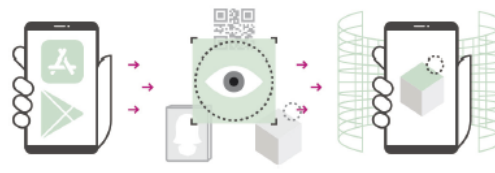
The screenshot shows the Sennheiser website's 'AMBEO application-armr' page. The browser address bar displays 'en-us.sennheiser.com/ambeo-application-armr'. The website header includes the Sennheiser logo and navigation links: Headphones & Soundbars, Pro Audio, Office Headsets, Business, Support, and a shopping cart icon. Below the header, there are links for 'By Category', 'By Series', 'By Application', 'AMBEO Immersive Audio', 'Pro Talk Series', 'Artists', and 'Topics & Tools'. The main content area features a large video player with a play button icon and the text 'AMBEO Augmented Audio' and 'Immersive Audio by Sennheiser'. The video shows a person wearing a headset in a dimly lit room with brick walls and colorful streamers. Below the video player, the text 'The sound of AR/MR' is displayed, followed by a paragraph: 'What you see in augmented reality is only part of the experience. To create a truly immersive and compelling journey, we believe in augmenting what you hear in addition to what you see.'

L'activation d'une expérience de réalité augmentée



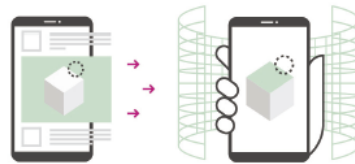
Camera

- Open camera on mobile device.
- Hover camera over object or QR code printed on a page.
- AR experience launches in AR-enabled app or WebAR.



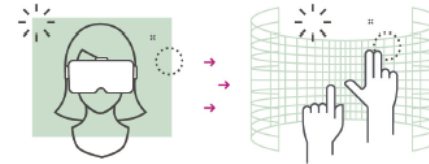
AR-enabled App

- Open AR-enabled app.
- Activate the AR experience within the app; i.e., Instagram or Snap.
- Hover camera over image, trigger or object for recognition.
- AR experience launches in AR-enabled app or WebAR.



AR In-Feed

- Click in-feed placement or ad.
- AR experience launches in AR-enabled app or WebAR.



Head-mounted Display

- User puts on head-mounted display; i.e. glasses, headset, etc.
- A manual trigger sends user into an immersive mixed-reality experience.

de la reconnaissance de l'environnement

avec des marqueurs (marker)

- objets

- visages

- smart codes

sans marqueurs (markerless)

de l'intégration de l'XR dans différents contextes et applications mobiles

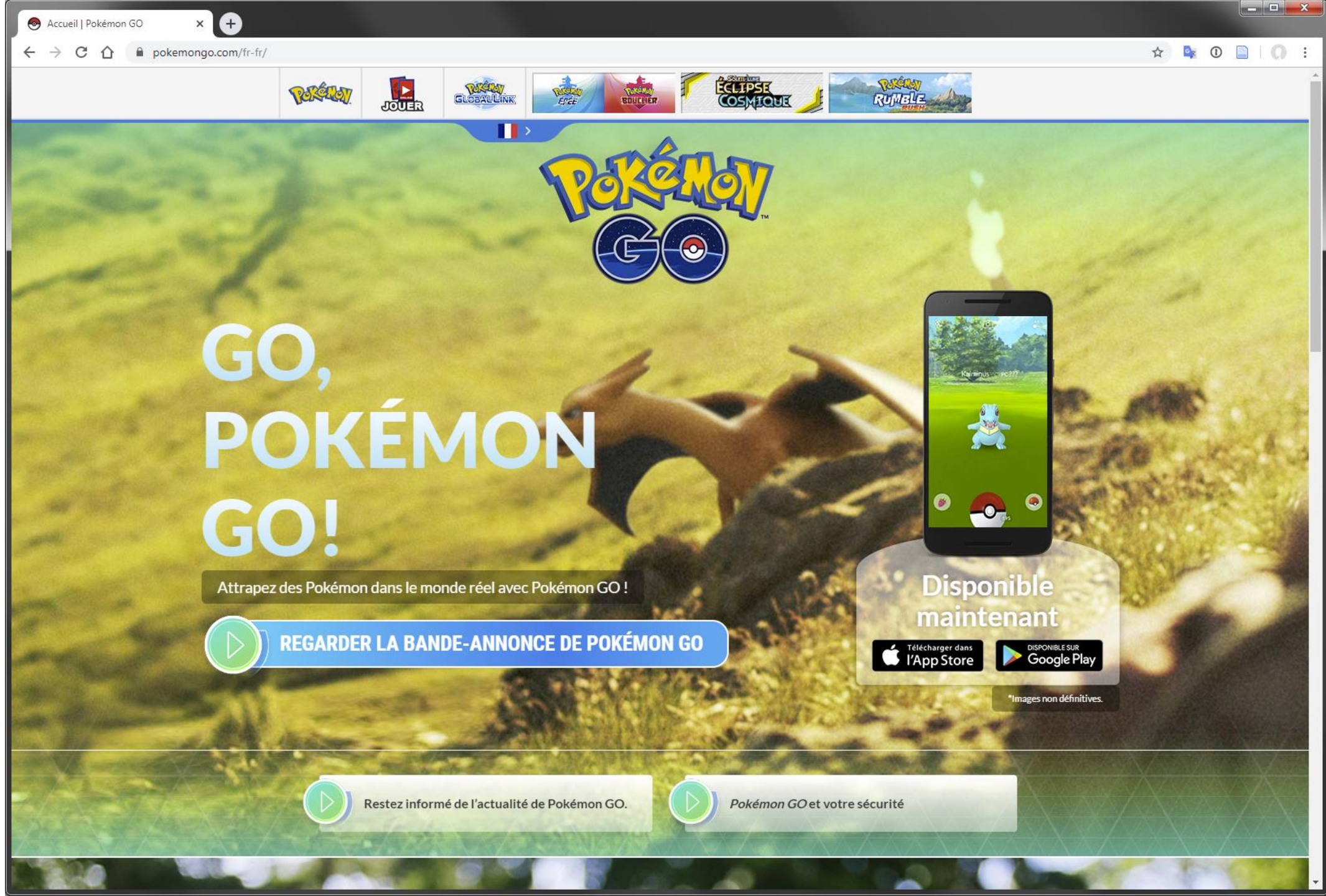
jeux mobiles

réseaux sociaux (Facebook, Instagram, Snapchat...)

recherche (Google Search, Google Lens...)

aide à la vente par la prévisualisation et l'essayage virtuel de produits

publicité, notamment en extérieur (OOH - DOOH)





Poké Ball™ Plus

pokeballplus.nintendo.com/fr/

Changer de langue  Connexion / Inscription

Nintendo

Nintendo Switch Nintendo 3DS | 2DS Jeux amiibo Soutien My Nintendo

 The Pokémon Company

POKÉ BALL PLUS™

Offert dès maintenant

Attrapez une Poké Ball™ et commencez votre aventure.

Tout bon dresseur a besoin d'une Poké Ball pour capturer et garder ses Pokémon.

 Regarder la bande-annonce 



FLORIDA

Yes, there are still people playing Pokémon Go. But who are they?

A few years after the popular augmented reality game first hit, Pokémon Go's core audience is still here.



Joseph Couturier (left), Michelle Brown and Cory Collins walk down 2nd Ave S playing Pokémon Go during the May Community Day, featuring the Pokémon Torchic, on Sunday, May 19, 2019 in St. Petersburg. Brown and Collins, husband and wife, typically spend Community Days in downtown St. Petersburg, John Chesnut Sr. Park or Ybor City. ALLIE GOULDING | Times

By **Elizabeth Djinis**

Accueil - Harry Potter Wizards Unite

harrypotterwizardsunite.com/fr/

Harry Potter WIZARDS UNITE

Télécharger dans l'App Store

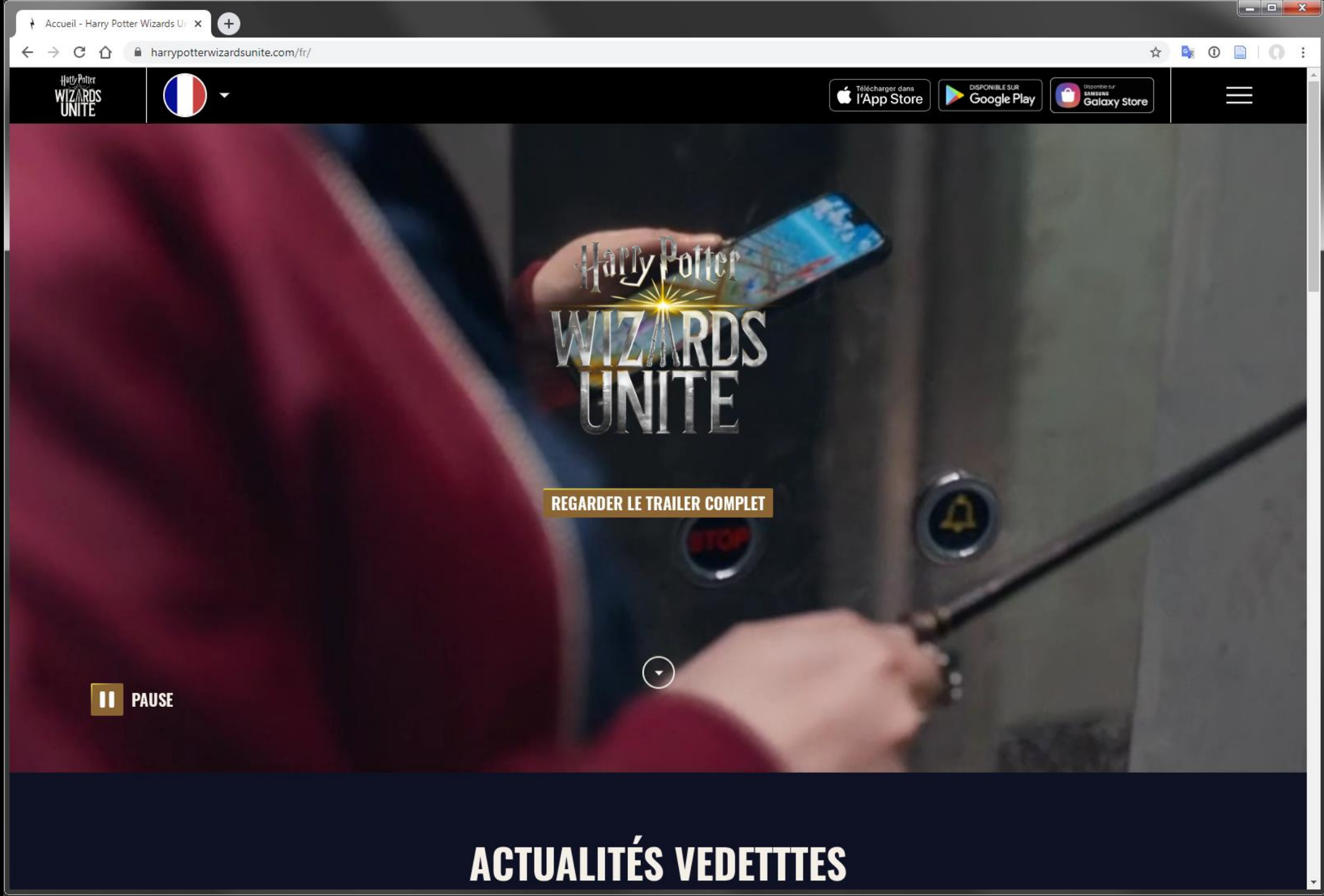
DISPONIBLE SUR Google Play

Disponible sur SAMSUNG Galaxy Store

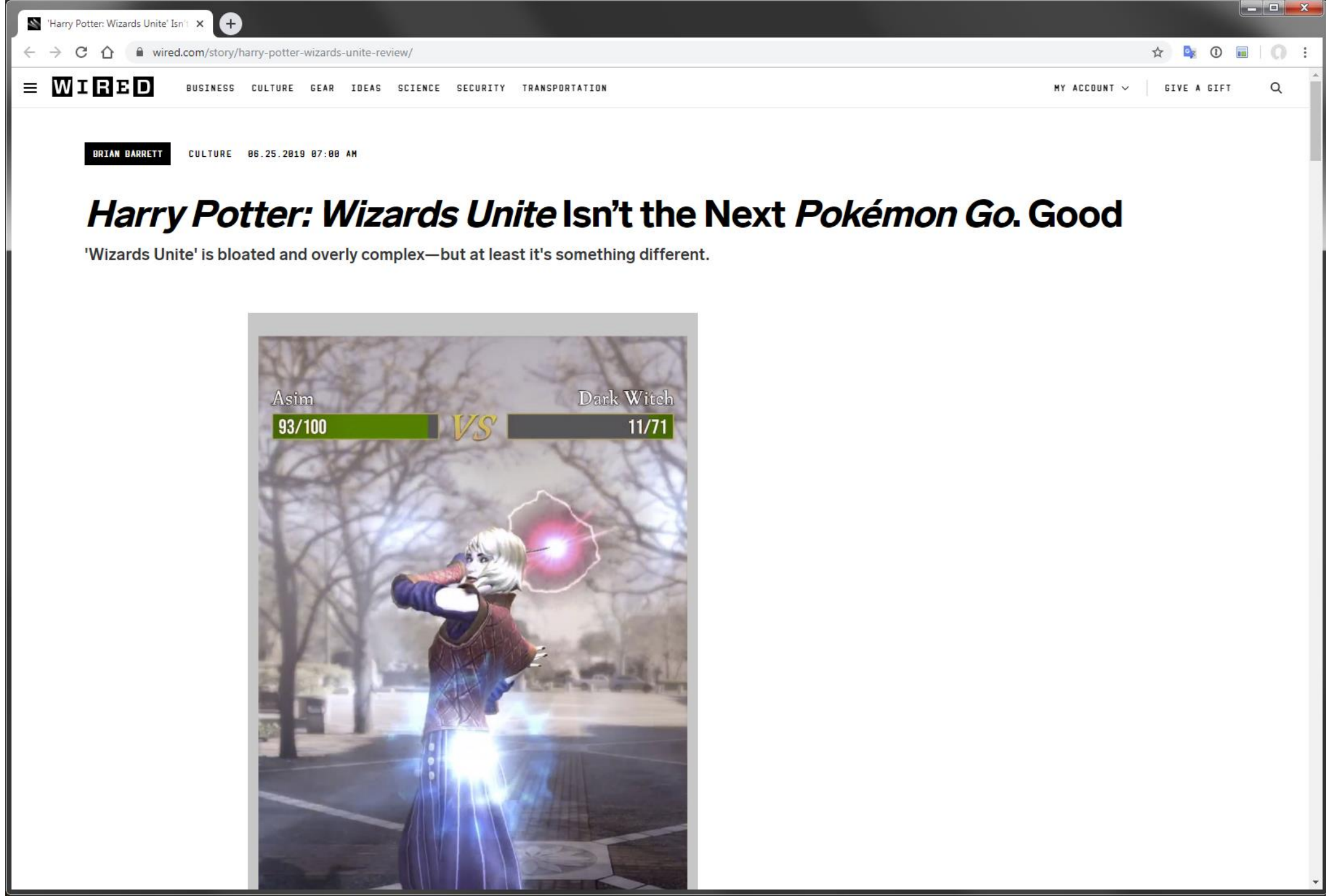
REGARDER LE TRAILER COMPLET

PAUSE

ACTUALITÉS VEDETTES







il est où le chaton ?





de l'engagement client, en publicité

Burger King will give you a free V x

adage.com/creativity/work/burger-king-burn-ad/1662576

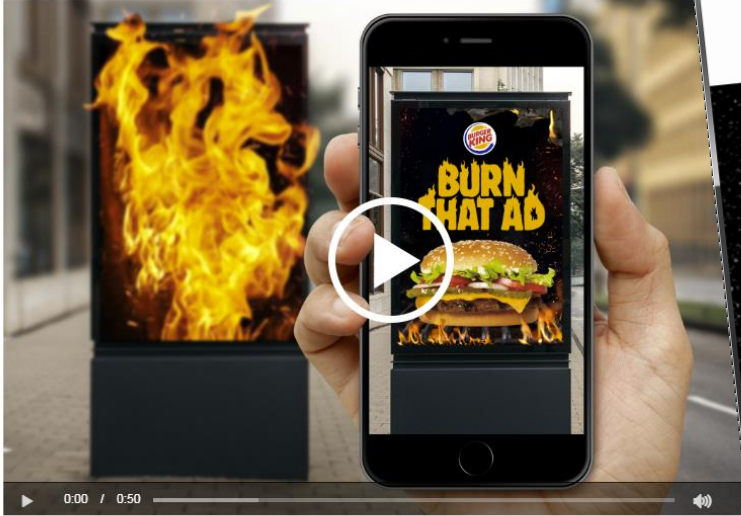
AdAge Sections Latest Editor's Picks Most Popular Login

BURGER KING WILL GIVE YOU A FREE WHOPPER IF YOU SET COMPETITORS' ADS ON 'FIRE'

Brazilian campaign from David SP is latest clever play to get consumers using the app

By Ann-Christine Diaz Published On Mar 20, 2019

Twitter Facebook LinkedIn Email



0:00 / 0:50

Editor's Pick

Burger King has turned its app into quite the unusual marketing device. Last December, in the U.S., it rewarded consumers for using it while they were at McDonald's by promising them one-cent Whoppers. Now in Brazil, BK has added to its app an AR function that invites customers to "burn down" competitor advertising.

If they train their cameras onto a billboard for the Golden Arches, for example, the app will set it aflame—and then give the user a voucher for a free Whopper.

Burger King Cupons e Ofertas

cupons.burgerking.com.br/anuncio-grelhado

BK CUPONS

ANÚNCIO GRELHADO

COMO QUEIMAR OS ANÚNCIOS DA CONCORRÊNCIA E TROCAR POR SEU WHOPPER® GRÁTIS:



1. BAIXE O APP DO BURGER KING® E TOQUE NA ABA ANÚNCIO GRELHADO

COMO QUEIMAR



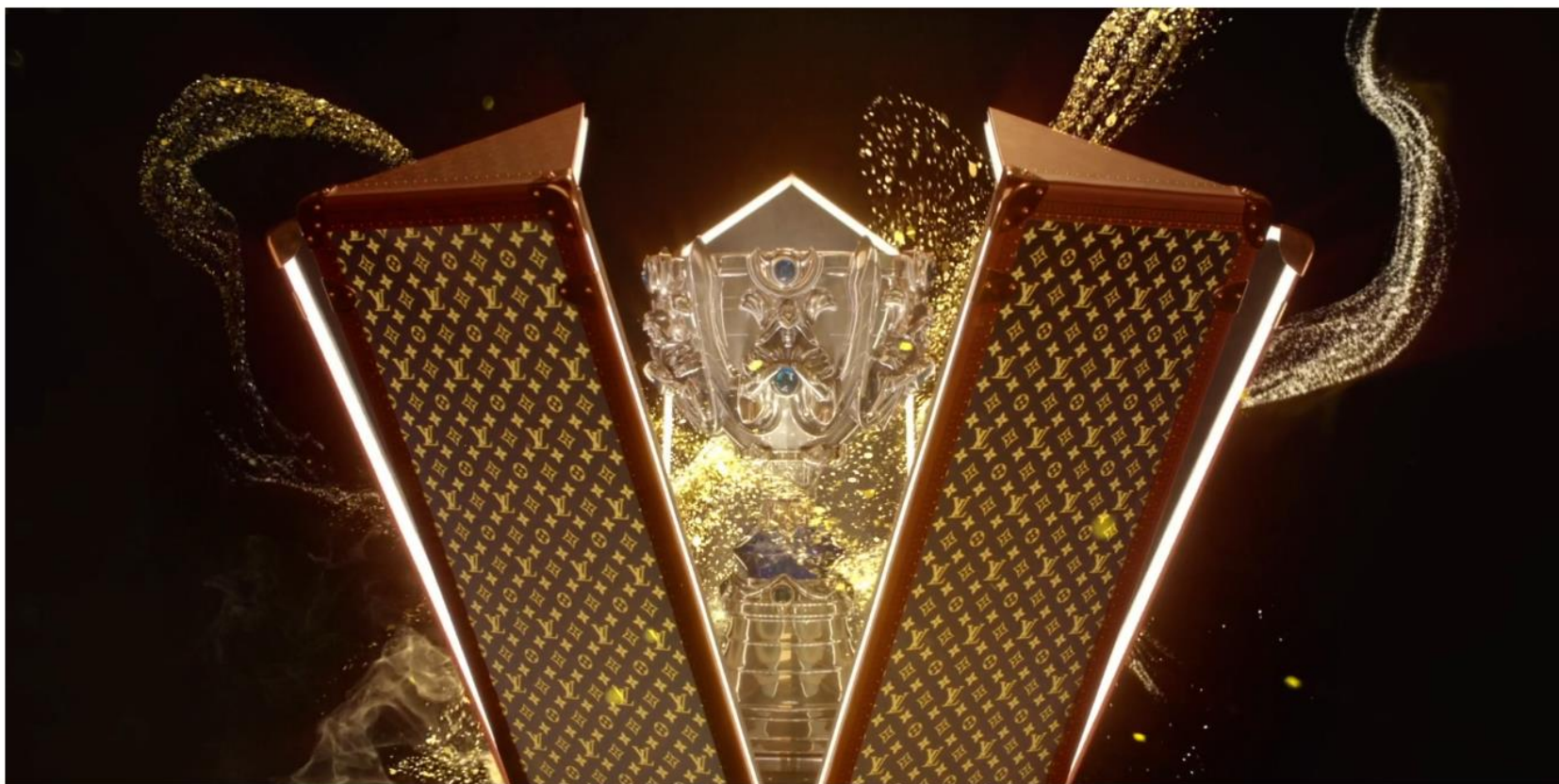


HERITAGE

TRAVEL CASE FOR LEAGUE OF LEGENDS WORLD CHAMPIONSHIP TROPHY

11/10

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NOTRE CULTURE

QIYANA, CHAMPION DE LEAGUE OF LEGENDS

10/11

Partager



Dans le cadre de la collaboration entre Louis Vuitton et Riot Games, Nicolas Ghesquière a conçu le tout premier prestige skin de la Maison pour League of Legends.

Qiyana, également connue sous le nom d'Impératrice des Éléments, est habillée de la tête aux pieds par Nicolas Ghesquière, directeur artistique pour les collections Femme Louis Vuitton. Sa tenue, qui n'est pas sans rappeler les silhouettes vues récemment lors des défilés, est composée d'un haut cropped et d'un pantalon taille haute, portée avec des icônes emblématiques de la Maison Louis Vuitton telles que le sac Dauphine et les desert boots Lauréate. La lame circulaire de Qiyana a également été revisitée avec le Monogram emblématique et des éléments décoratifs en V, signature de la Maison.

Le prestige skin est désormais disponible dans la boutique de League of Legends. Joueurs et fans peuvent également donner libre cours à leur imagination avec la tiare, les boucles d'oreilles et la lame circulaire Louis Vuitton de Qiyana, grâce à un nouveau filtre Instagram à découvrir dans l'onglet Filtres du compte Instagram de Louis Vuitton (@louisvuitton).

Essayer le filtre

Esports

Partenariat

Collaboration

Nicolas Ghesquière

@nicolasghesquiere • Photos et vidéos

Instagram

Rechercher

nicolasghesquiere

S'abonner

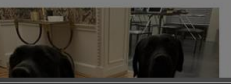
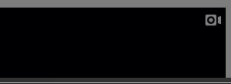
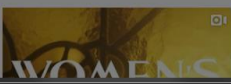
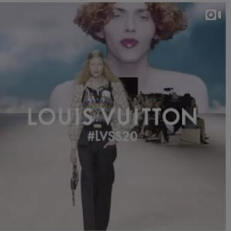
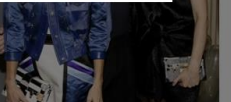
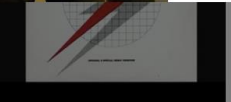
1 494 publications

834k abonnés

251 abonnements

PUBLICATIONS

IDENTIFIÉ(E)



nicolasghesquiere • S'abonner

Fondation Louis Vuitton

With Qiyana in her custom LV skin • Good luck for the finals tomorrow @leagueoflegends champions! 🏆🏆🏆 #LVxLoL #Qiyana #LeagueOfLegends #truedamage

5 h

tinah_kylie

5 h Répondre

orgonon I have no clue what that thing is, but you look hot.

4 h 5 mentions j'aime Répondre

noonblob

12 292 j'aime

11 Y A 5 HEURES

Ajouter un commentaire...

Publier

louisvuitton



3 877

Publications

35,4 mio

Abonnés

5

Abonnements

Louis Vuitton Official

Entreprise

The official Instagram account of Louis Vuitton.

on.louisvuitton.com/Like2Buy

2 rue du Pont Neuf, Paris, France

Abonné(e)s : 37 autres personnes

Voir la traduction

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Écrire











#LVxLoL

Les Voyages

#LVSeoul

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New Classics

























MEI
Media Engineering Institute

28

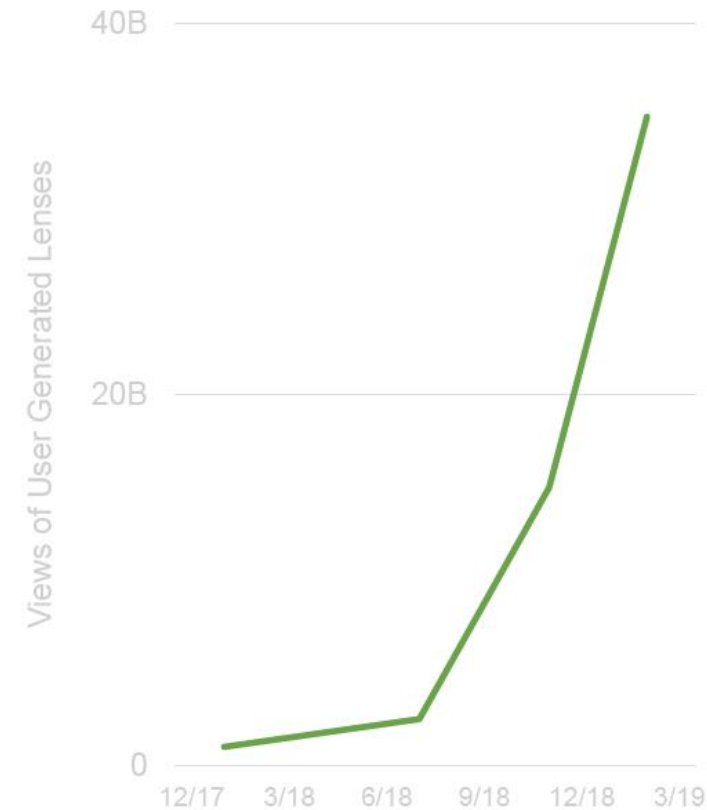
Edited Images = Growing Rapidly

Snap Lens Studio

User Generated / Custom Augmented Reality



Snap Community Lens Views



2019 Worlds Finals: G2 v FunPlus Phoenix

G2 Esports and Fun Plus Phoenix face Off at 2019 World Championship Finals

BY LOLESORTS STAFF 2 DAYS AGO

The Regional Champions of China and Europe meet at the World Championship Finals at the AccorHotels Arena in Paris to Battle for the Coveted Summoner's Cup

It's the East versus the West as the LEC's G2 Esports takes on the LPL's FunPlus Phoenix (FPX) in the League of Legends World Championship Finals on Sunday, Nov. 10 at 2 PM CET (Central European Time).

This will be the first appearance in the World Championship Finals for both FPX and G2, and each qualified for the tournament by winning the Summer Split of their respective regional leagues. FunPlus Phoenix is looking to earn the LPL their second consecutive World Championship, while G2 Esports aims to achieve a League of Legends Esports first: Win both of their regional league's season championships (Summer and Spring Splits), the Mid-Season Invitational, and the World Championship title.



While both teams have been tested during their run to the World Championship Finals, and enter the final showdown having only dropped four games during the entire event to date, G2 Esports is considered a slight favorite because of their victory at the 2019 Mid-Season Invitational.

G2 Esports secured their spot in the finals after an incredible semifinal match where they took down the most decorated League of Legends Esports team in history, SK Telecom T1, in an epic four games. They have proven their skills throughout the year, winning both Splits

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ART & TRAVEL

LOUIS VUITTON ANNOUNCES LEAGUE OF LEGENDS PARTNERSHIP

09/23 Share



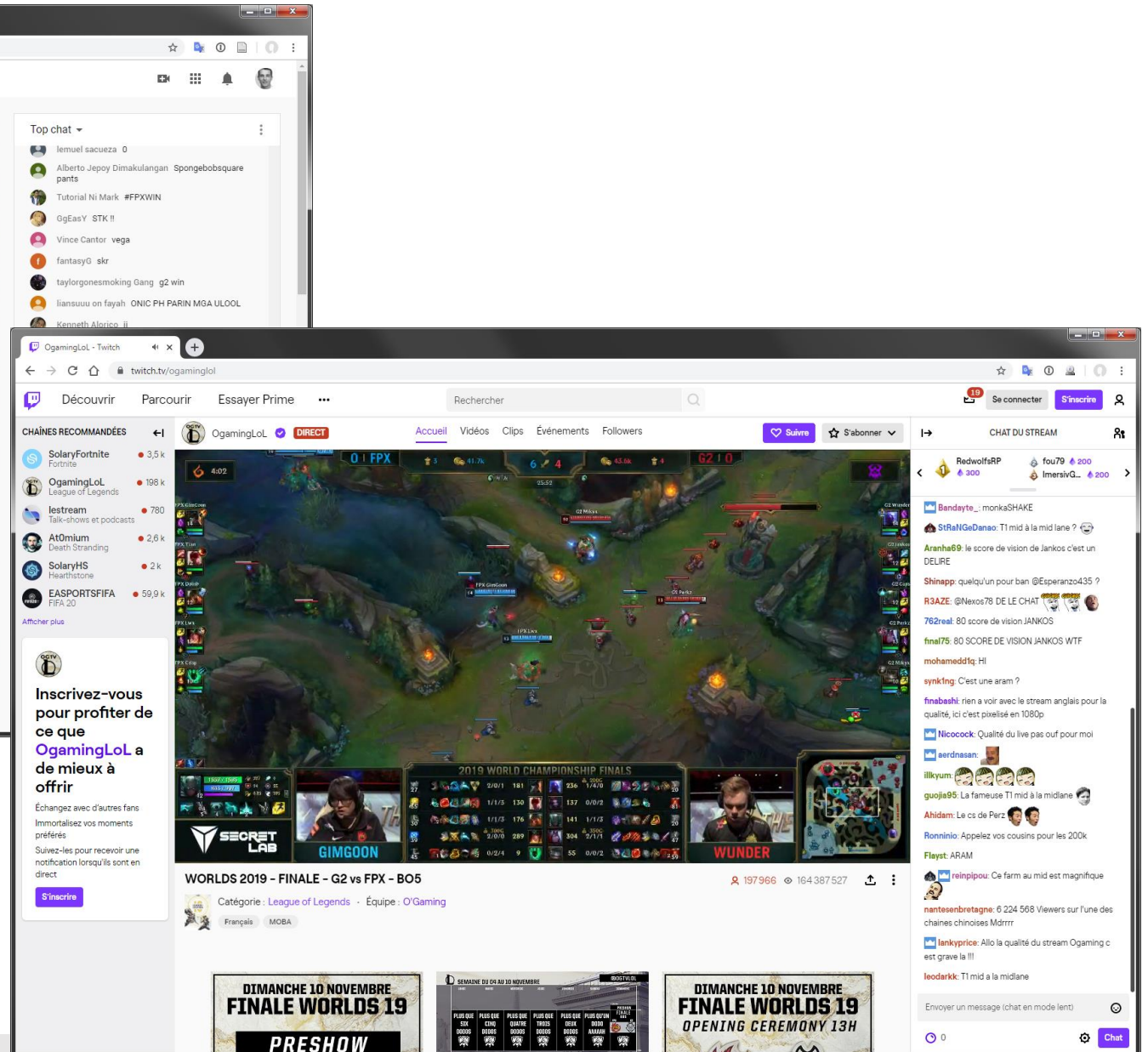
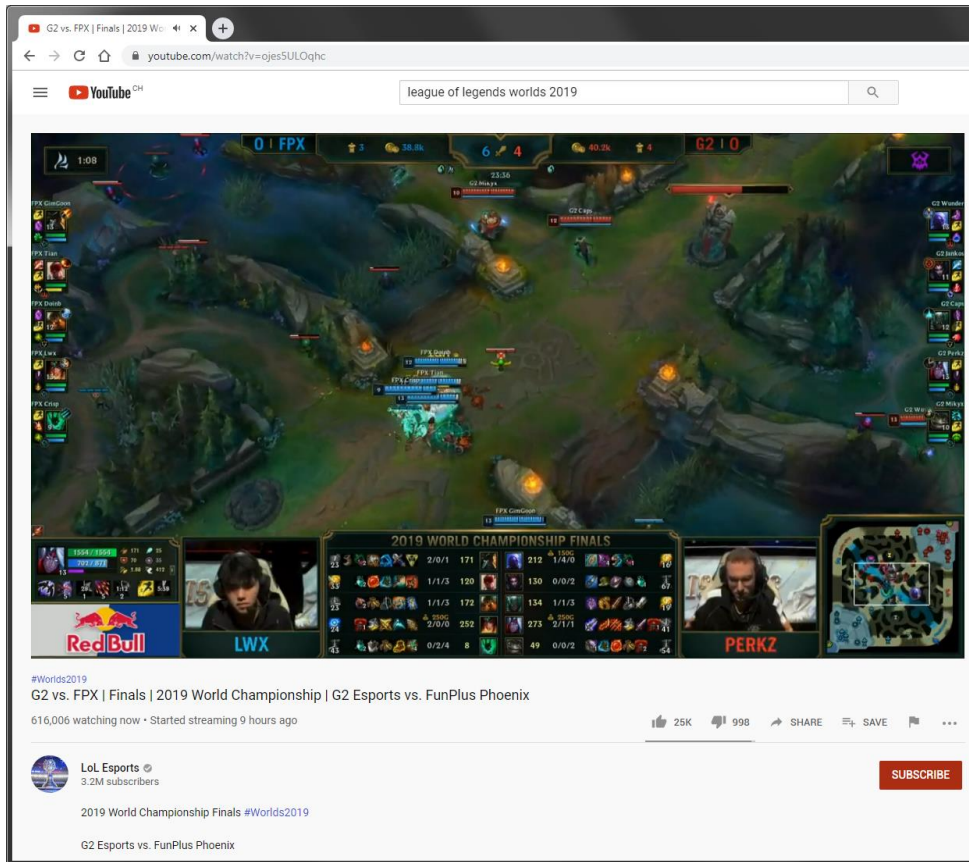
Louis Vuitton and Riot Games pioneer a first-of-its-kind partnership for the League of Legends World Championship.

Through shared values of innovation and pioneering, the historic French Maison and U.S.-based esports organization announce a landmark collaboration. Since its launch in 2009, League of Legends, an online multiplayer game, has grown to become a global phenomenon as the most-played PC game in the world. Every year, Riot Games organizes the League of Legends World Championship for the planet's best players and teams.

For the Championship Finals in Paris on November 10th, 2019, Louis Vuitton is creating, in collaboration with Riot, an unprecedented, one-of-a-kind Trophy Travel Case to hold the Summoner's Cup, the trophy awarded to the world champions and considered the most prestigious prize in esports. The bespoke trunk, the first of its kind for an esports championship, will feature both traditional Louis Vuitton savoir-faire along with cutting-edge, high-tech elements inspired by the League of Legends universe. In addition to the Trophy Case, Louis Vuitton has designed unique champion skins and a capsule collection designed by Nicolas Ghesquière, Louis Vuitton's Artistic Director of Women's collections, along with other League of Legend digital assets.

Esports Partnerships Collaboration Nicolas Ghesquière

La retransmission de la finale en live, dimanche dernier



WRITTEN FEATURE

FLY PHOENIX FLY —
FPX WINS WORLDS

BY KIEN LAM

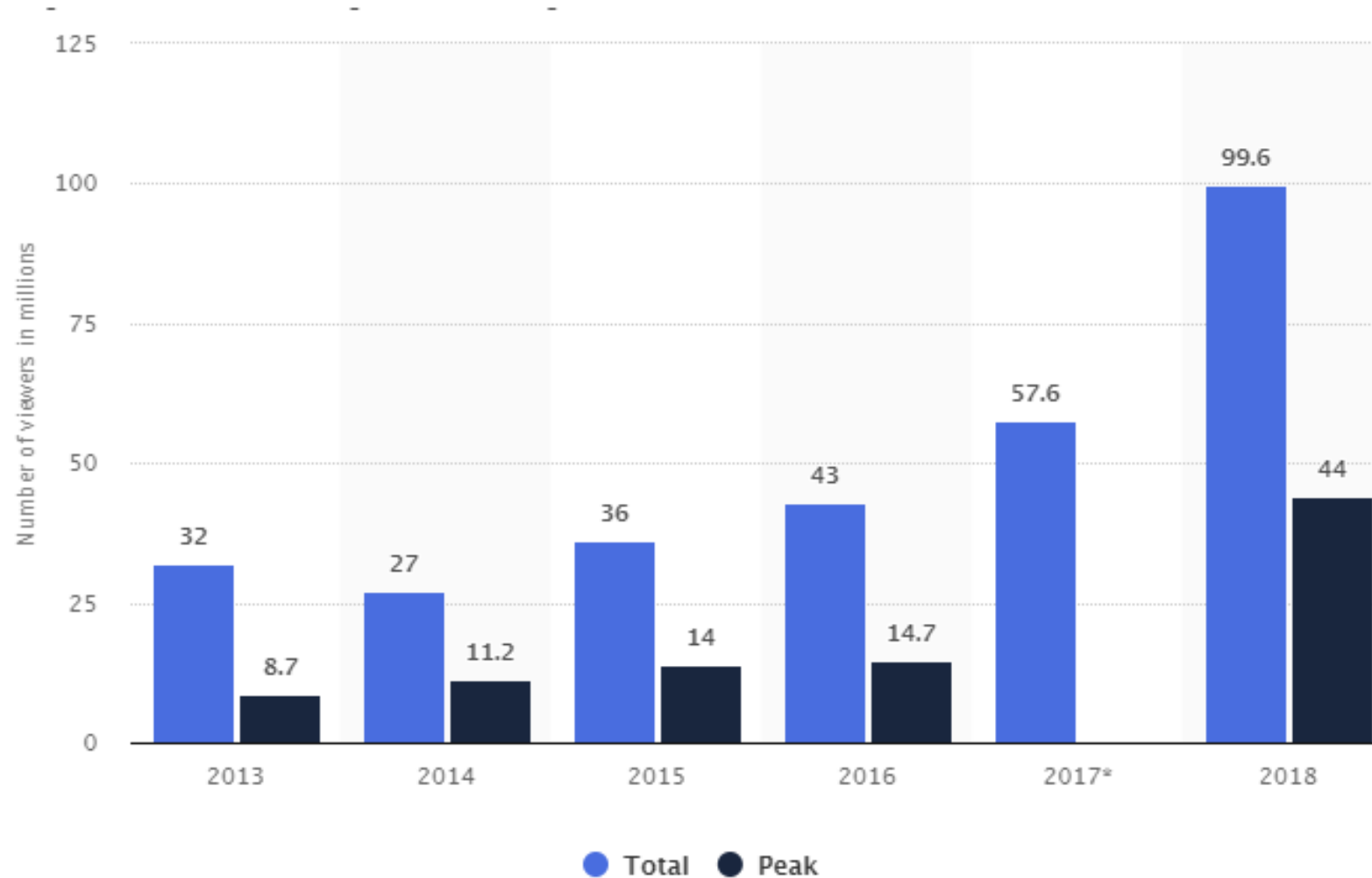
4 HOURS AGO



Not Rookie. Not Uzi. Not Faker. Not Caps. But Doinb. After all the star pillars have crumbled, the last one standing is the LPL's "Super Carry" and FunPlus Phoenix. In their first year together, FPX has kept the Summoner's Cup in the LPL after a dominant 3-0 victory over Europe's super team, G2.

2019 began with major teams across the world retooling with star-studded lineups, and at the forefront of that was Europe's G2. They blasted their way through the LEC both splits and also captured the MSI title in Taipei — the accolades rightfully so made them favorites for many going into Worlds. Even going into this match against FPX, many analysts and fans

Number of unique viewers of League of Legends eSports championship finals from 2013 to 2018 (in millions)



MIQUELA ~* (@lilmiquela) • P • X

+

← → ↺ 🏠

https://www.instagram.com/lilmiquela/

☆ 📄 ⓘ 🔄 ⋮

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481 publications

1,5m abonnés

1 961 abonnements

~ MIQUELA ~

19/LA/Robot 🤖 | Right Back 📺 is out now! | @club404notfound ✨ | Black Lives Matter @innocenceproject | @lgbtlifecenter | @justiceforyouth

youtu.be/IqlsVdO04Pw


Words

📱 PUBLICATIONS

📺 IGTV

👤 IDENTIFIÉ(E)













<https://www.instagram.com/lilmiquela/>

34



CALVIN KLEIN

The concept for our latest #MYCALVINS campaign is to promote freedom of expression for a wide range of identities, including a spectrum of gender and sexual identities. This specific campaign was created to challenge conventional norms and stereotypes in advertising. In this particular video, we explored the blurred lines between reality and imagination.

We understand and acknowledge how featuring someone who identifies as heterosexual in a same-sex kiss could be perceived as queerbaiting. As a company with a longstanding tradition of advocating for LGBTQ+ rights, it was certainly not our intention to misrepresent the LGBTQ+ community. We sincerely regret any offense we caused.

IKEA Place augmented reality app x

https://highlights.ikea.com/2017/ikea-place/



Try before you buy

New IKEA Place app makes home furnishing easier



Listen to this story

02:36







Unlock Holiday Magic with Coca-Cola

us.coca-cola.com

Coca-Cola OUR BRANDS SHOP GIVE REWARDS COCA-COLA® CINNAMON

Share in the Holiday Magic

Scroll

CINNAMON SPICED AND EVERYTHING ICED

LIMITED TIME ONLY



Try our festive new flavor, Coca-Cola® Cinnamon, before it's gone.

GET YOURS

Coca-Cola® Cinnamon is available 9/30/19 until 12/31/19 or while supplies last.

UNLOCK MAGIC IN AUGMENTED REALITY



Download the Coca-Cola app and scan the polar bears on holiday cans and bottles to view our arctic world.

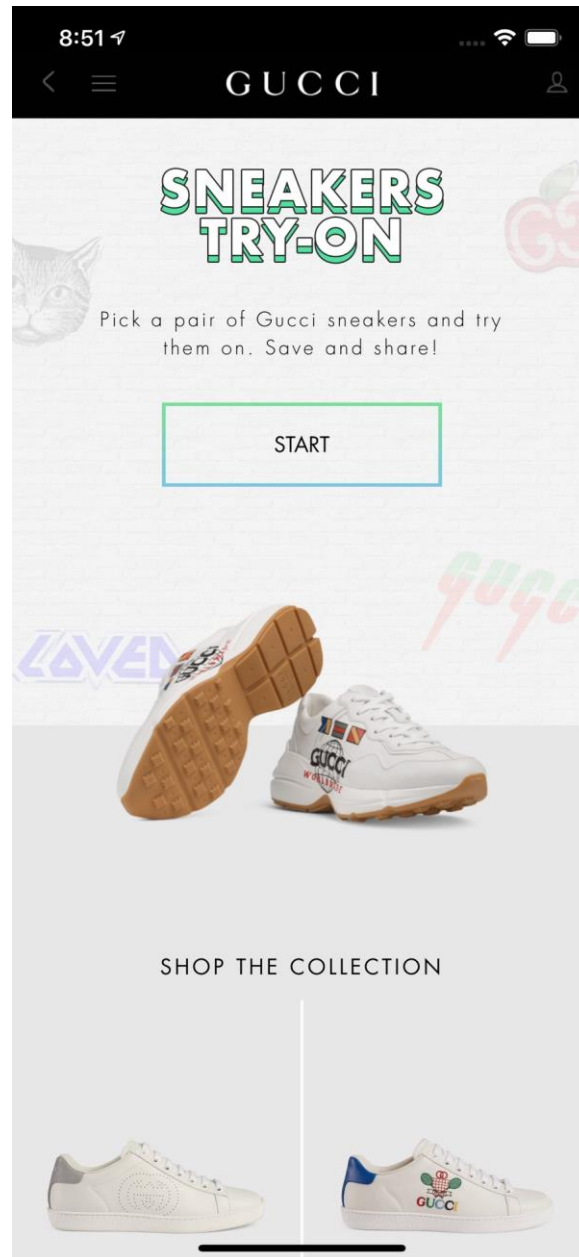
Download on the App Store GET IT ON Google Play

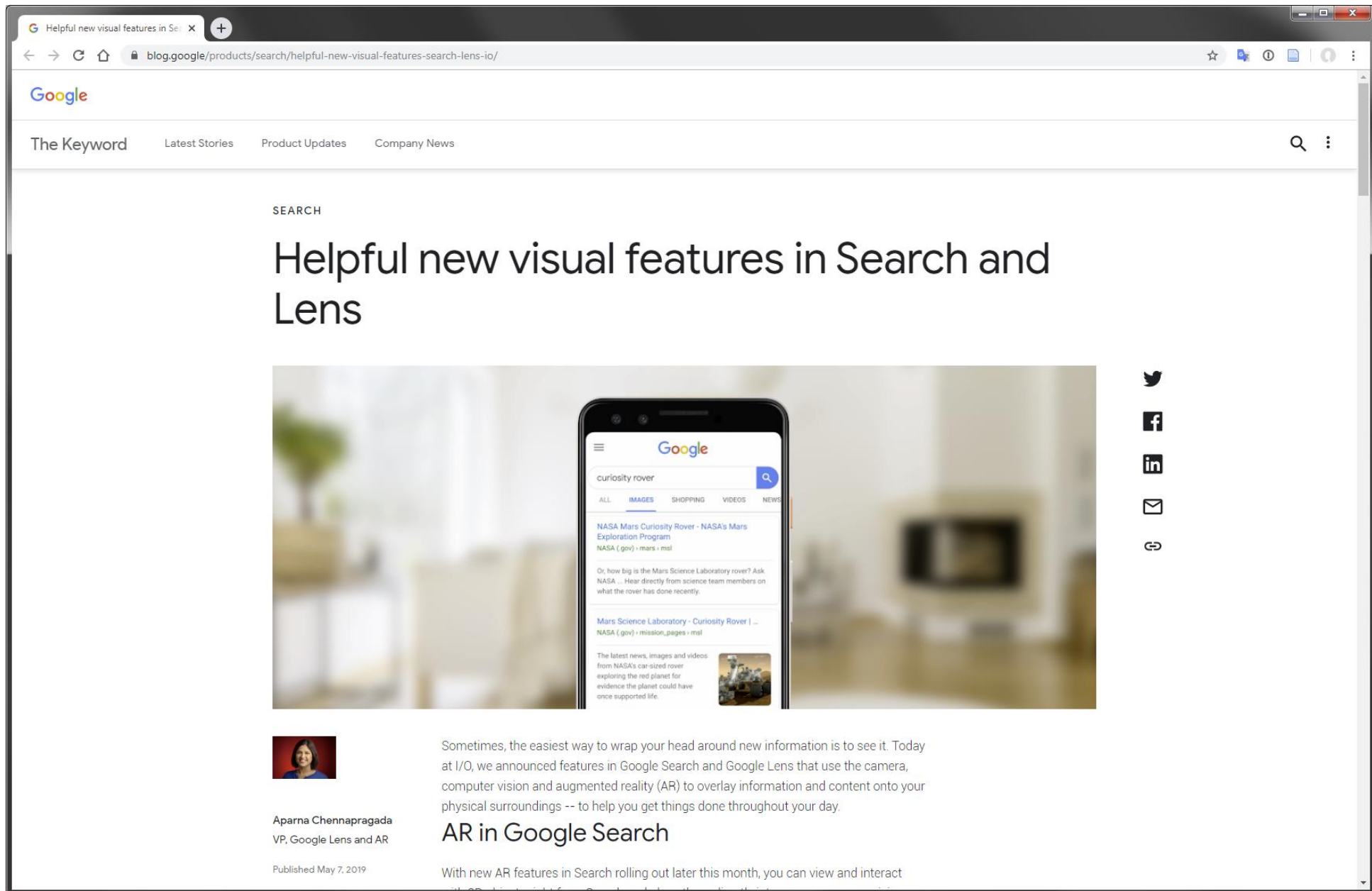
Augmented reality experience is available through 1/7/20.



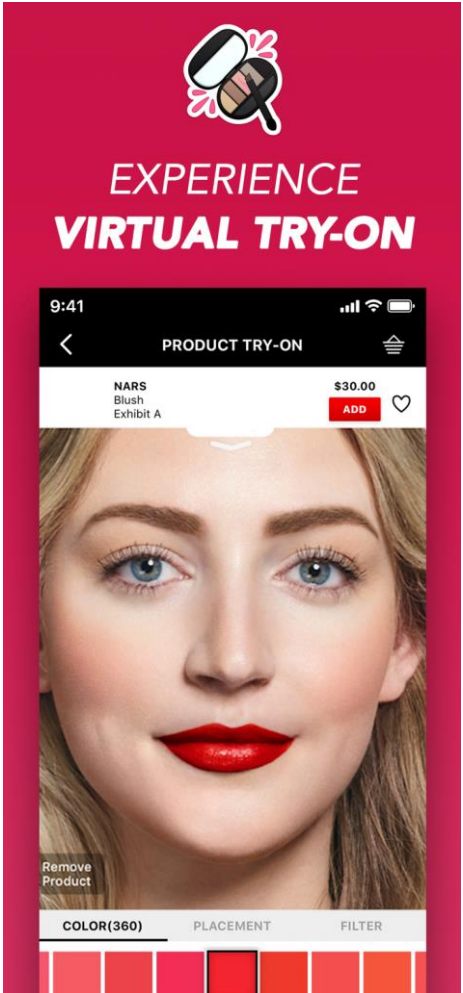
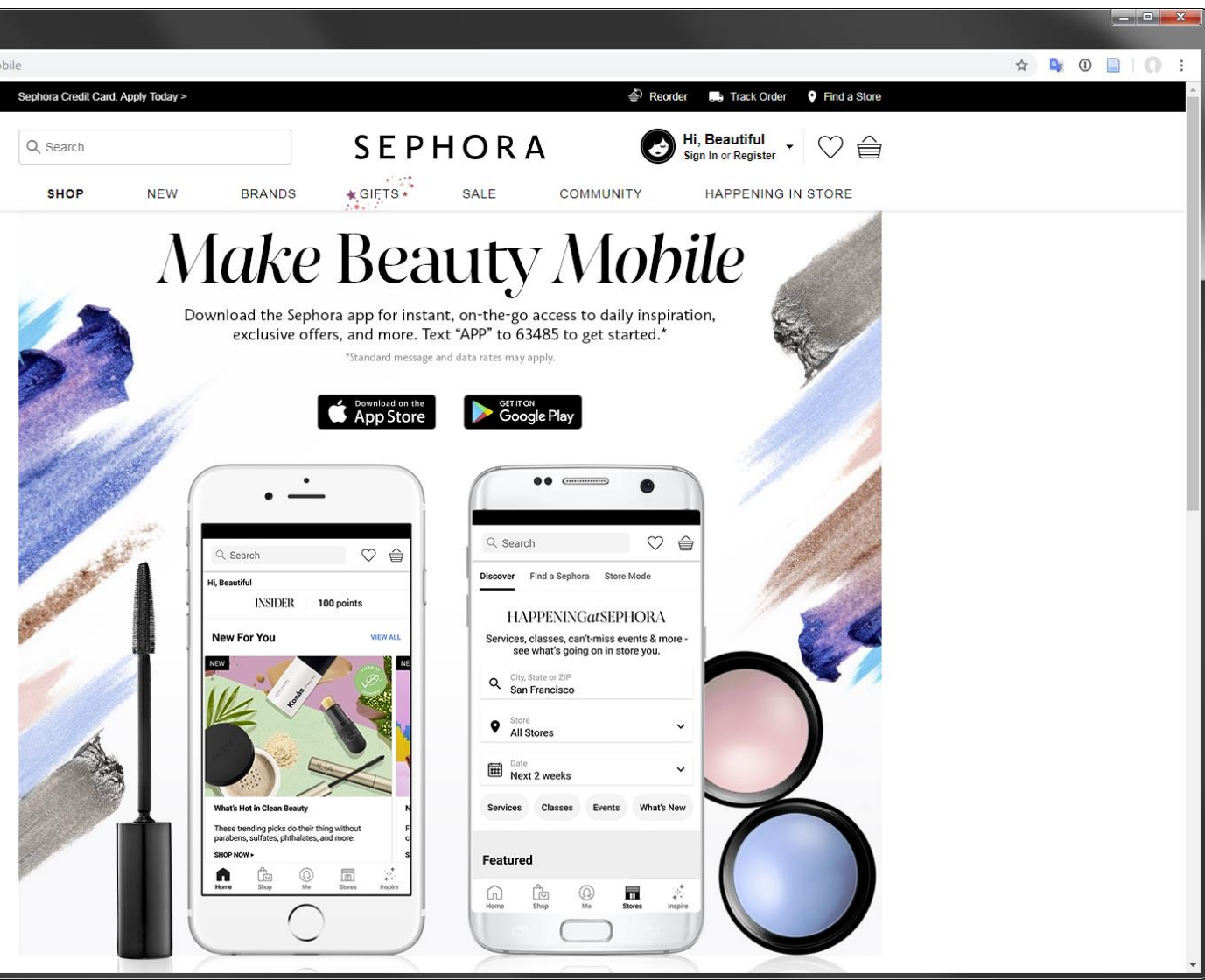
Gucci

(essayage virtuel)



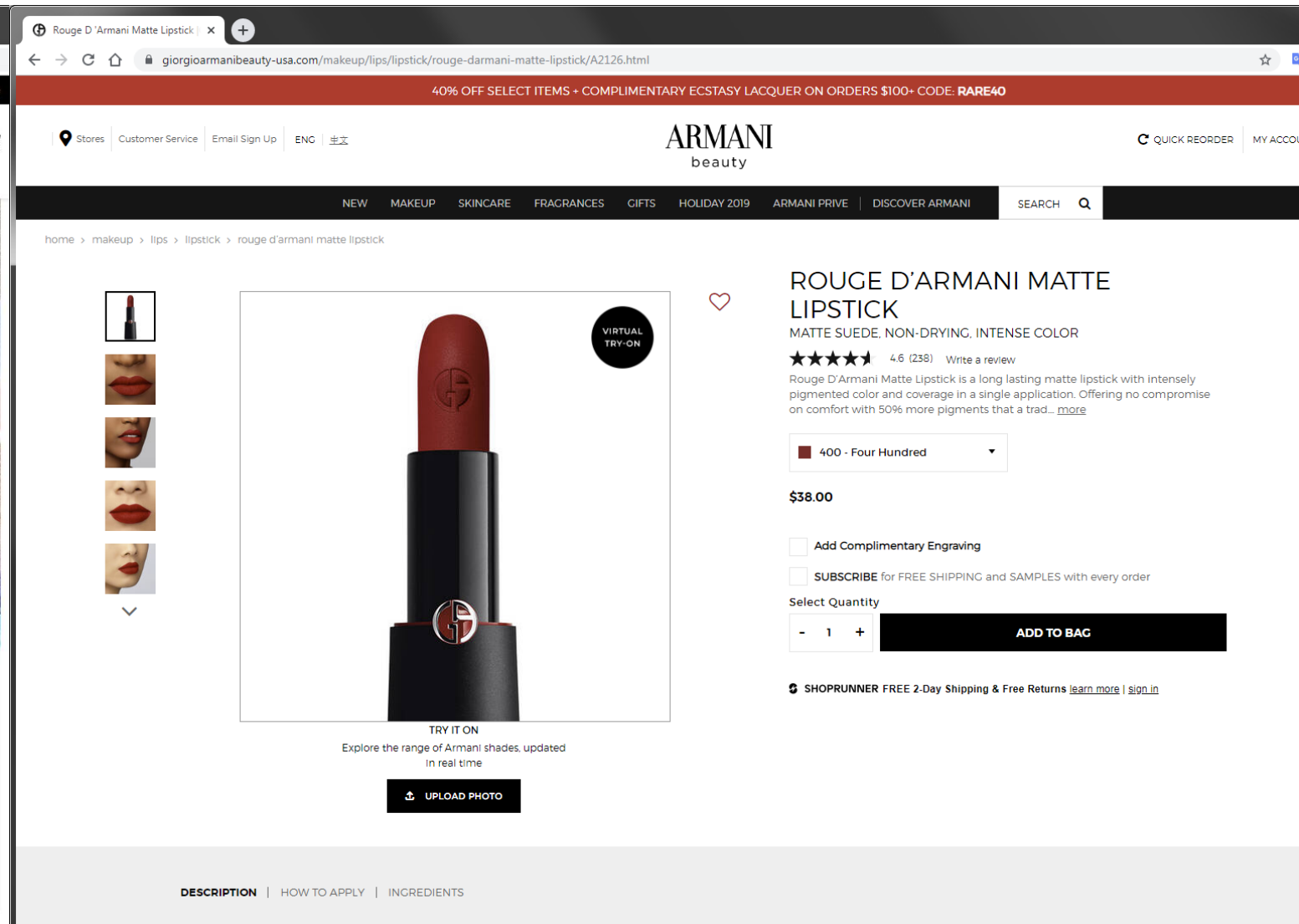
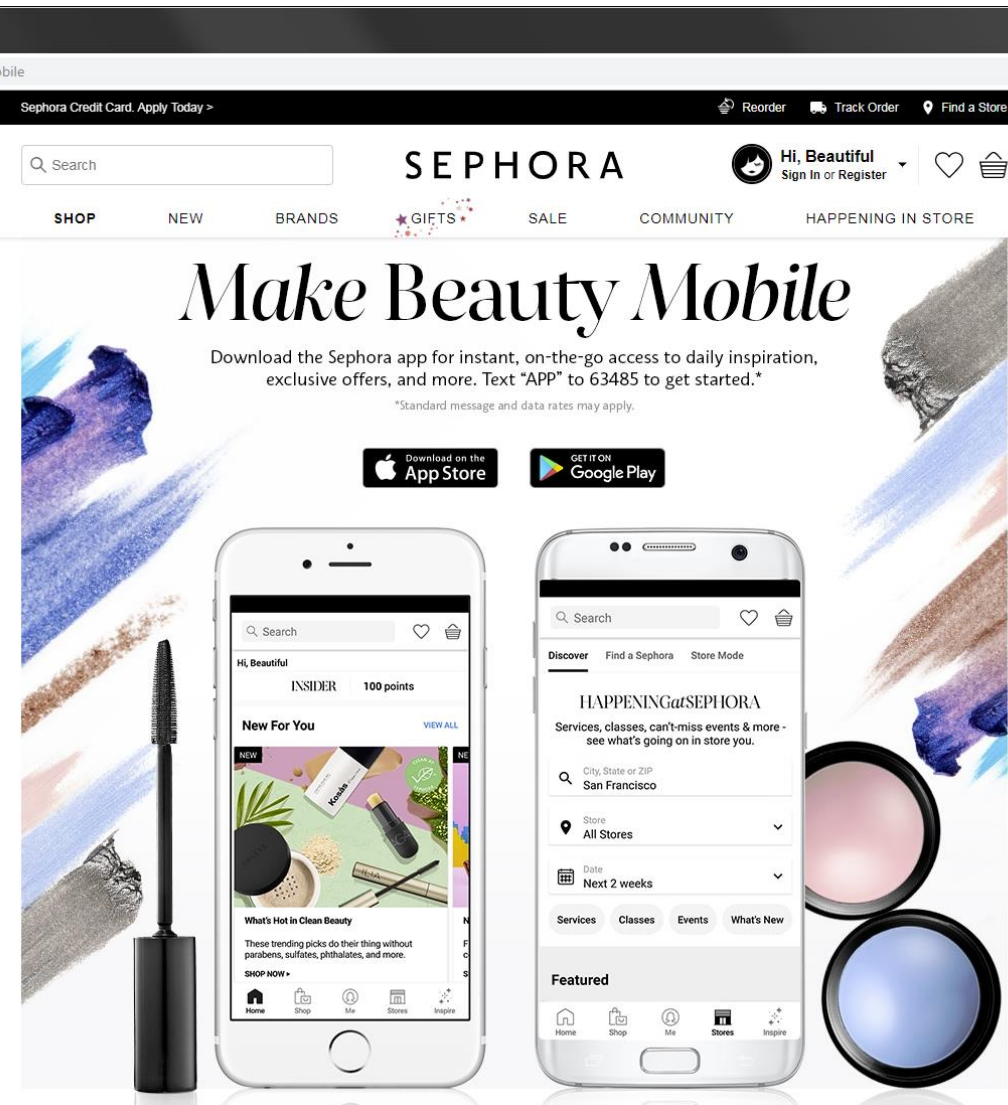


une intégration dans les sites e-commerce (mobiles)





une intégration dans les sites e-commerce (mobiles)



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INFOGRAPHIES

L'ORÉAL ET MODIFACE : UN DIAGNOSTIC DE PEAU AVEC L'INTELLIGENCE ARTIFICIELLE

RECHERCHE & INNOVATION - 19.02.2019



L'Oréal lance un diagnostic de la peau basé sur l'intelligence artificielle et les études scientifiques du vieillissement cutané.



< NEWS PRÉCÉDENTE

NEWS SUIVANTE >

More from this topic



Quand la pigmentation de la peau témoigne de l'évolution
09/08/2019

La couleur de la peau est le résultat d'une lente évolution de l'être humain, de la préhistoire jusqu'à aujourd'hui.

L'Oréal Recherche et Innovation et ModiFace, une « beauty tech company » récemment acquise par le Groupe, lancent un diagnostic digital de la peau grâce à 15 ans de recherches scientifiques réalisées par les équipes L'Oréal R&I dans le domaine du vieillissement cutané.



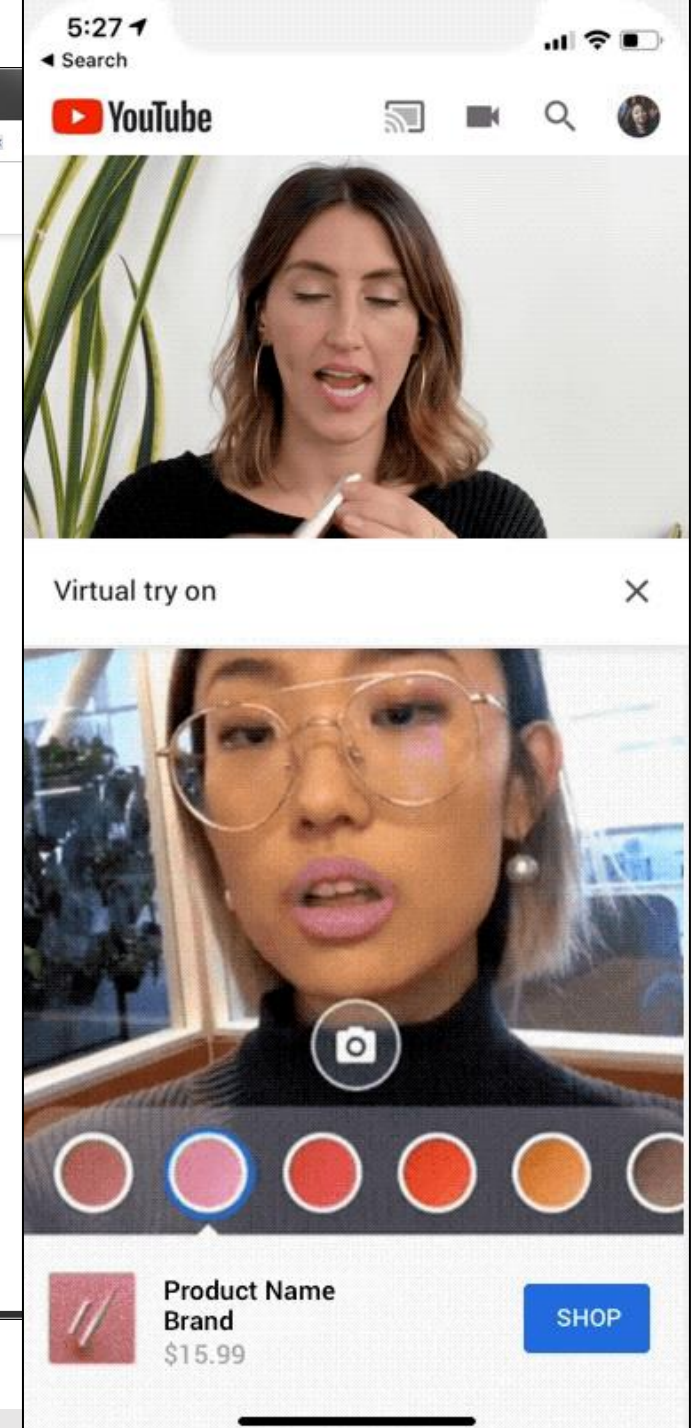
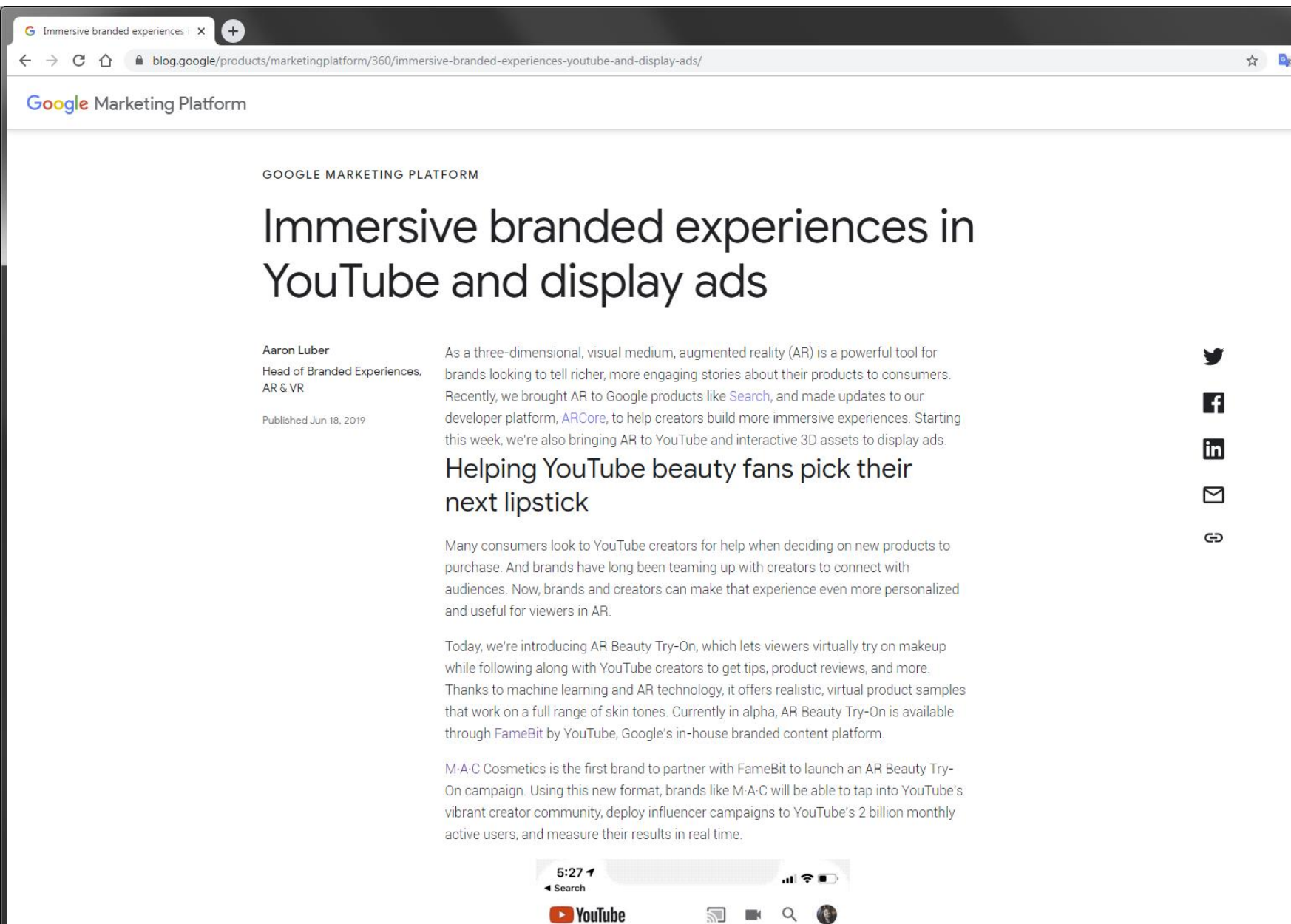


Image-Based Communication = Enabled by Computer Vision + Artificial Intelligence

Google Lens + AR Image Analysis / Communication Evolution

Visual Text
Identification /
Processing

2017



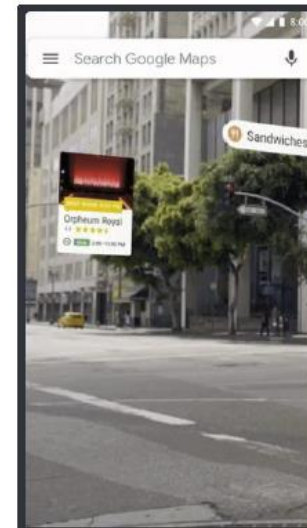
Image
Identification /
Context

2017



Contextual
Augmented
Reality

2018

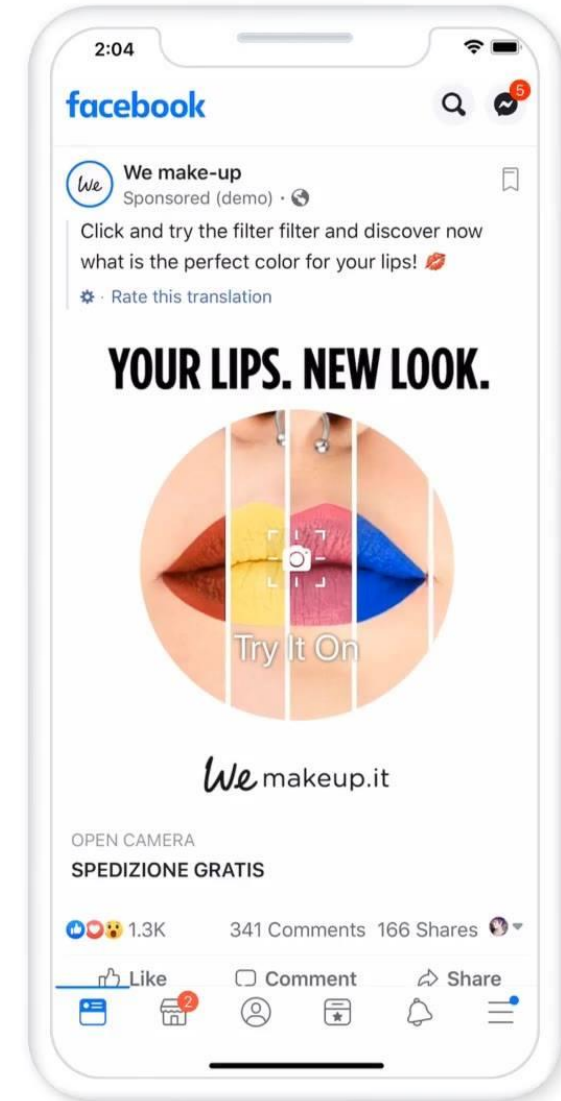
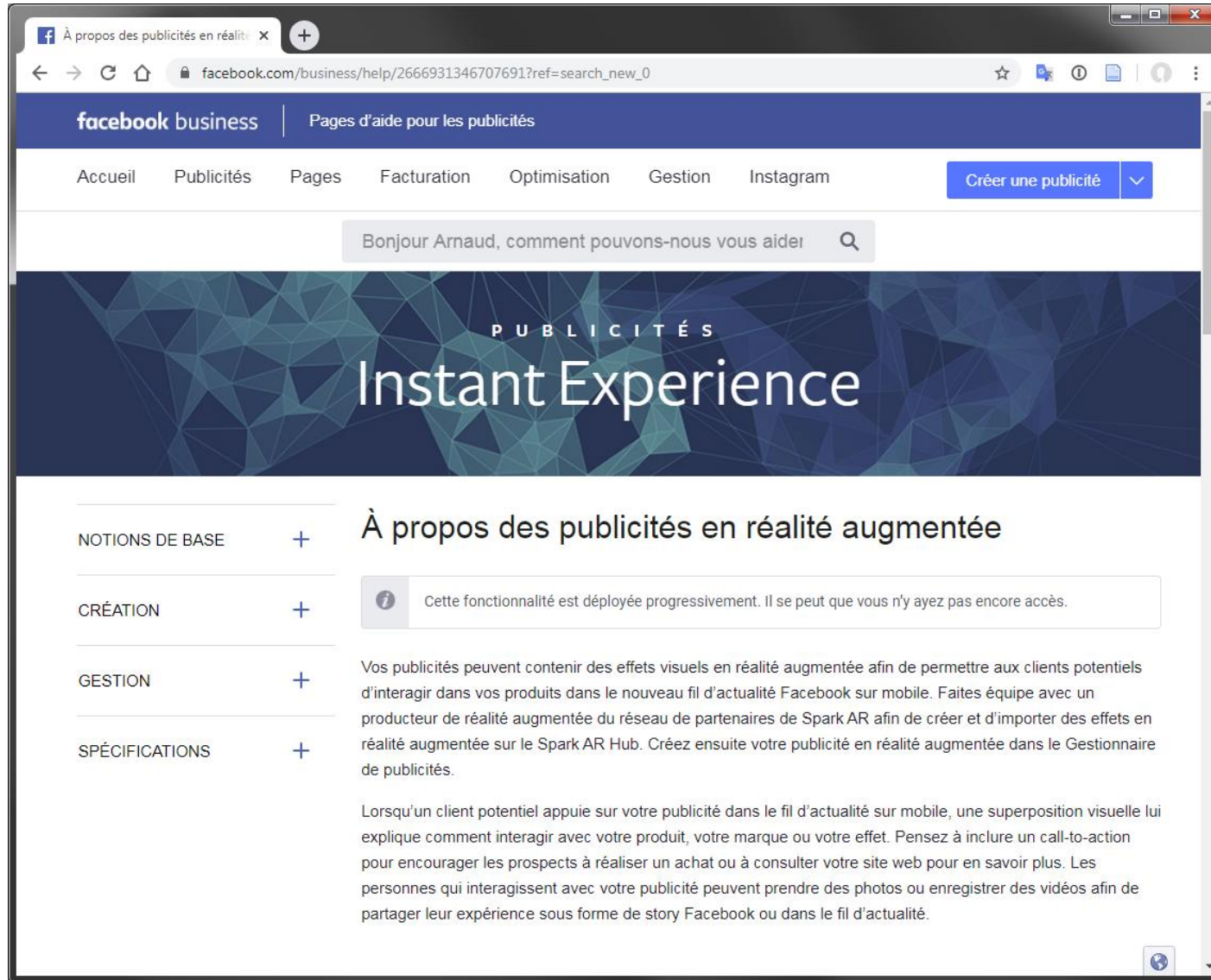


Real-Time
Visual Text
Translation

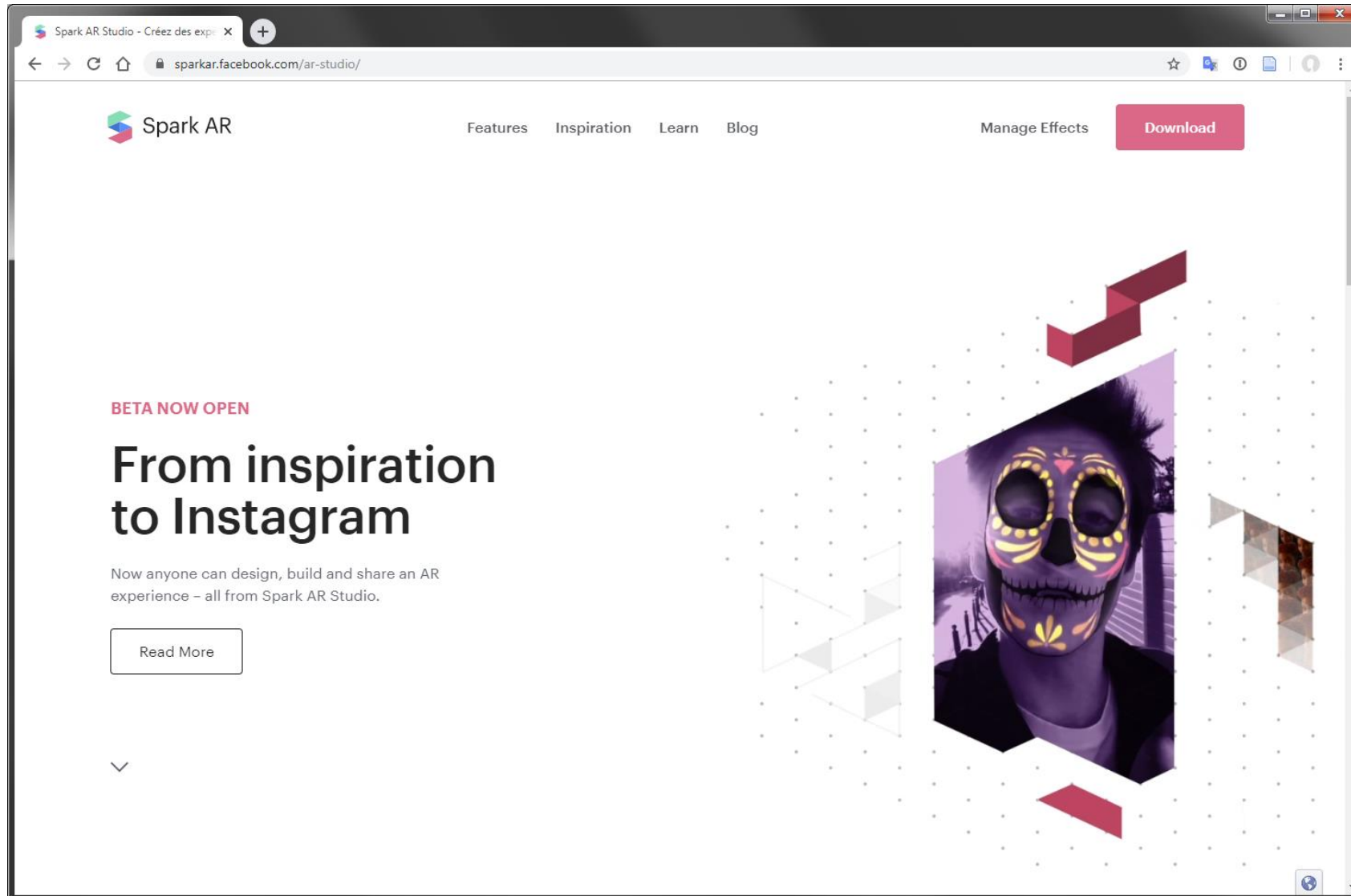
2019



Facebook déploie des offres publicitaires en réalité augmentée

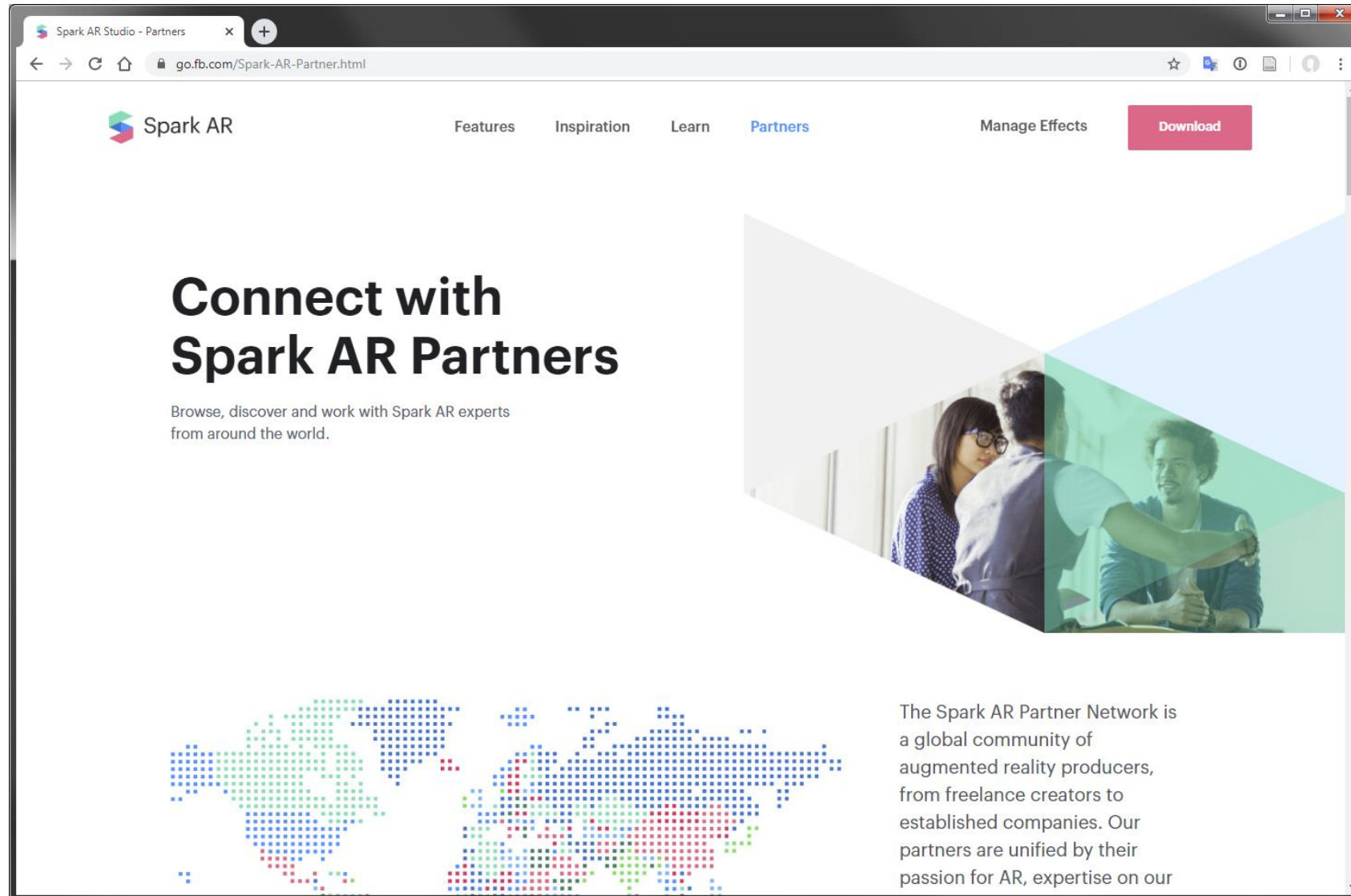


Facebook propose aussi des solutions éditeur avec Spark AR





Et un réseau de partenaires



Les GAFA en première ligne

 	 	 	 	 
June 2017	November 2017	December 2017	February 2018	October 2018
"ARKit combines device motion tracking, camera scene capture, advanced scene processing, and display conveniences to simplify the task of building an AR experience. You can use these technologies to create many kinds of AR experiences using either the back camera or front camera of an iOS device." Source: https://developer.apple.com/documentation/arkit	Amazon Sumerian is an AWS service that lets you create and run 3D, Augmented Reality (AR) and Virtual Reality (VR) applications. You can build immersive and interactive AR or VR scenes that can be deployed to any device with a browser.	Snap's Lens Studio is made available to the public. It allows users to create their own Snapchat Lenses on Windows and MacOS computers. Import custom art or use templates to bring creations "to life with movements, animations and interactive triggers." Share with anyone on Snap. Source: https://www.sparkar.com/ar-studio/features	"ARCore is Google's platform for building augmented reality experiences. Using different APIs, ARCore enables your phone to sense its environment, understand the world and interact with information. Some of the APIs are available across Android and iOS to enable sharedAR experiences." Source: https://developers.google.com/ar/discover/	Originally launched as the Camera Effects Platform in 2017, it was rebranded as AR Spark Studio and extended to Messenger in 2018. Closed Beta for Instagram coming in 2019. Spark AR allows users to create custom or templated AR effects and share them across Facebook, Messenger and Instagram. Sources: The Verge, AdWeek

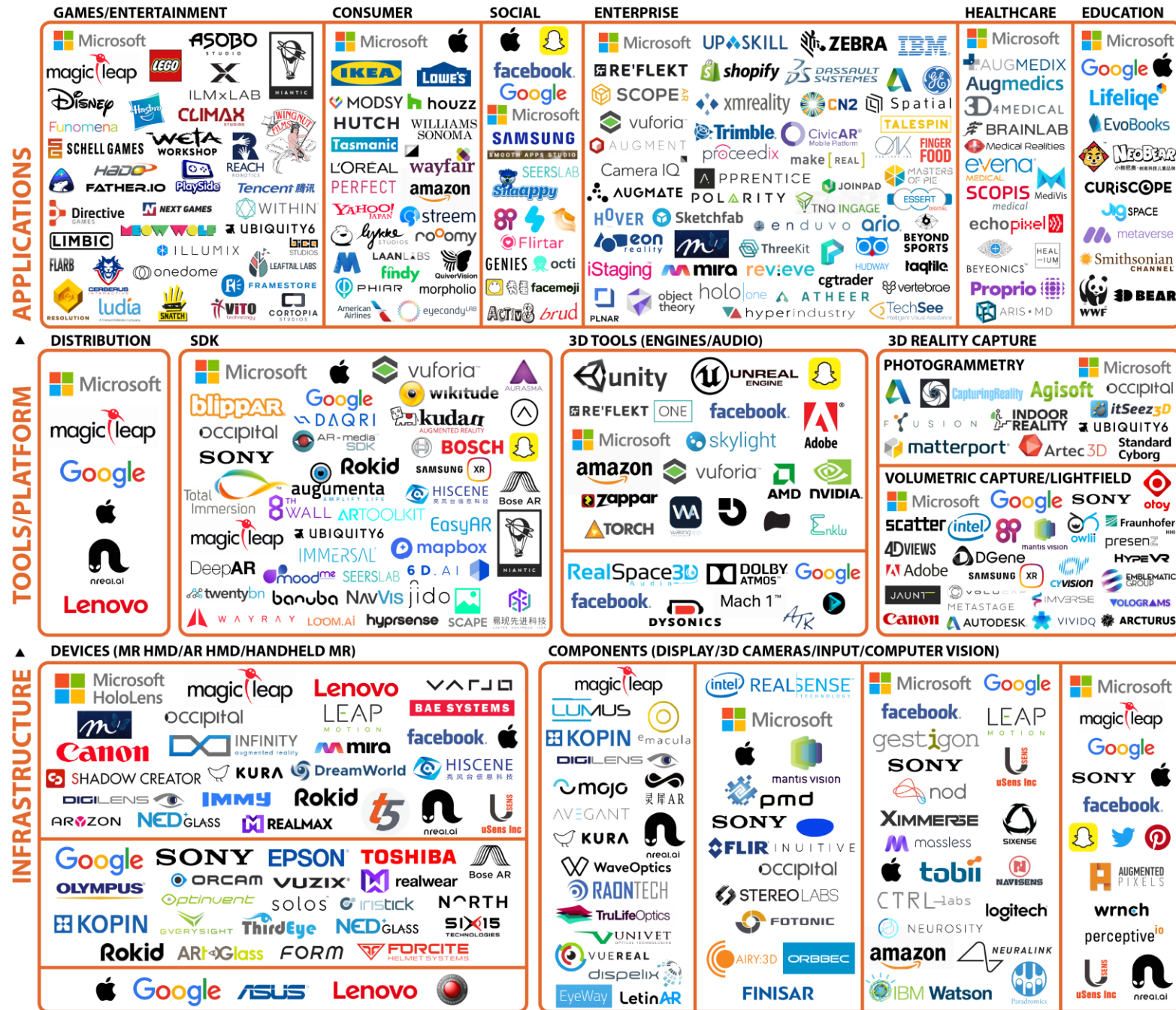
 Microsoft
HoloLens

GLASS
ENTERPRISE EDITION





THE VR FUND 2019 AR INDUSTRY LANDSCAPE



Teads in-read AR avec Ray Ban

9:24

Chicago Tribune

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Cubs on verge of dynasty, likely to avoid familiar pitfalls

PHOTO GALLERY



Chicago celebrates the Chicago Cubs winning the World Series with a parade from Wrigley Field to Grant Park on Nov. 4, 2016.

David Haugh

By David Haugh · Contact Reporter

Chicago Tribune

NOVEMBER 6, 2016, 12:18 PM

N

obody honors the 1986 Bears.

Nor did Chicago hold a parade for the 2006 White Sox, whose championship path started changing when they traded Aaron Rowand 28 days after winning the 2005 World Series.

And Chicago only remembers the 2004 Cubs, Sports Illustrated's preseason prediction to win the World Series, because of the way that combustible team imploded in the final week to miss the playoffs.

Whither the 2017 Cubs?

How do you approach the year after what was universally considered a once-in-a-lifetime season?

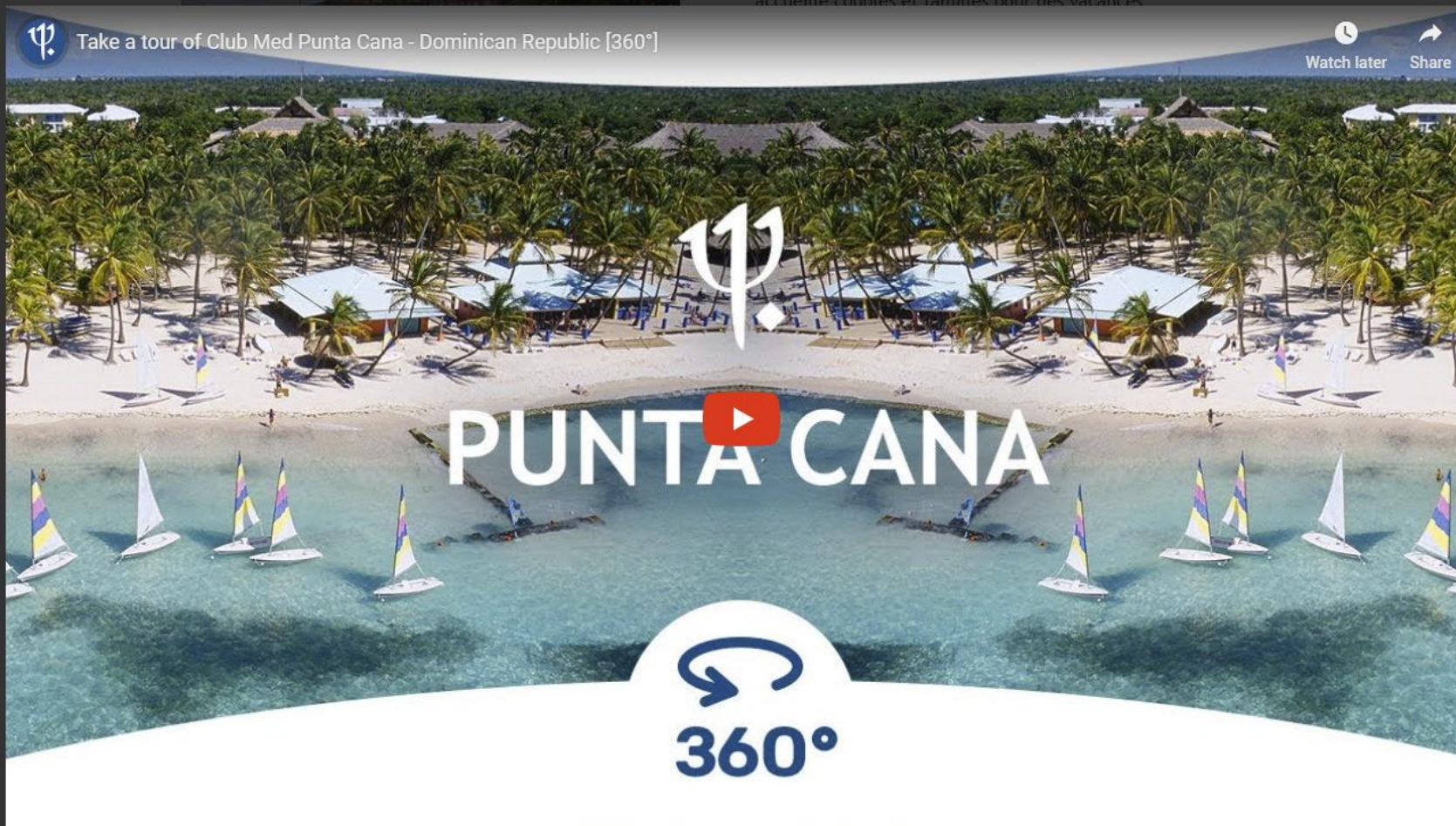
All the confetti has yet to be cleaned up along Michigan Avenue and Cubs fans already wonder. They want more. Winning makes a fan base greedier. Forget exhaling; they want to hyperventilate again through taut playoff games. This was too much fun to stop at one trophy. Now that the Cubs have ended the longest drought in professional sports with a World Series title, expectations imply repeat and conversations involve making November baseball an annual thing on the North Side.

Both are appropriate.

Having shown resilience and having learned how to win during a historic playoff run,

60

 Voir les prix



Experiences à vivre à Punta Cana

Matthew Brennan on Twitter: "W" X

twitter.com/mbrennanchina/status/1184114082804158464?s=11



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Matthew Brennan

@mbrennanchina

Wow! Worth watching this. China's largest video platform [#Tencentvideo](#) (97M paying China subscribers) will begin inserting extra ads into movies/series that didn't exist in the original. [#computervision](#)



4:29 PM · Oct 15, 2019 · [Twitter for Android](#)

2K Retweets

3.4K Likes











Matthew Brennan @mbrennanchina · Oct 15

Replying to @mbrennanchina

Ad blockers are going to have to step their game up, thats for sure

 12

 23

 322



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Matthew Brennan

@mbrennanchina

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#WorldFoodDay

108K Tweets

 EHLHospitalitySchool is Tweeting about this

Trending in Switzerland

Turkish

225K Tweets

Trending in Switzerland

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553K Tweets

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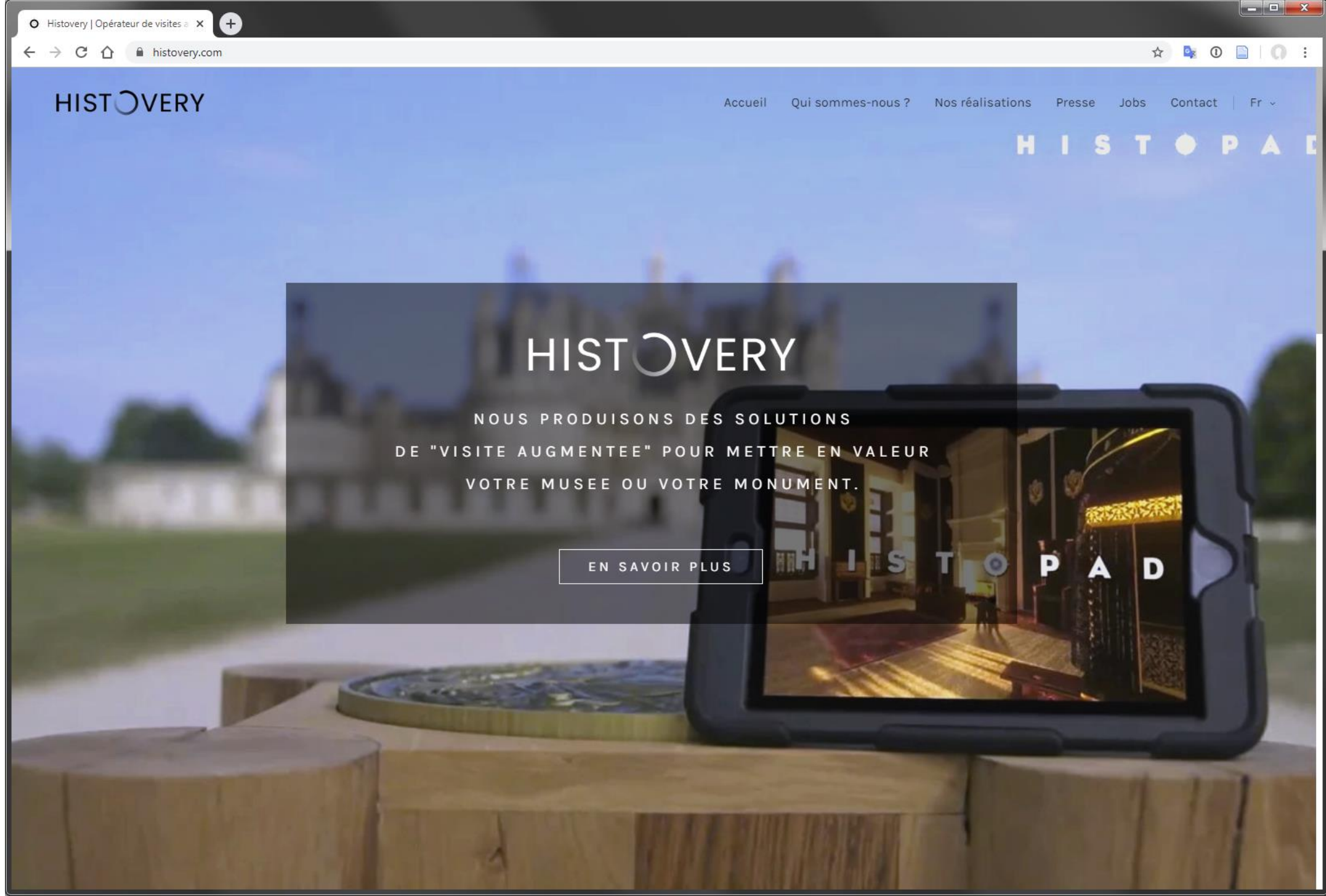
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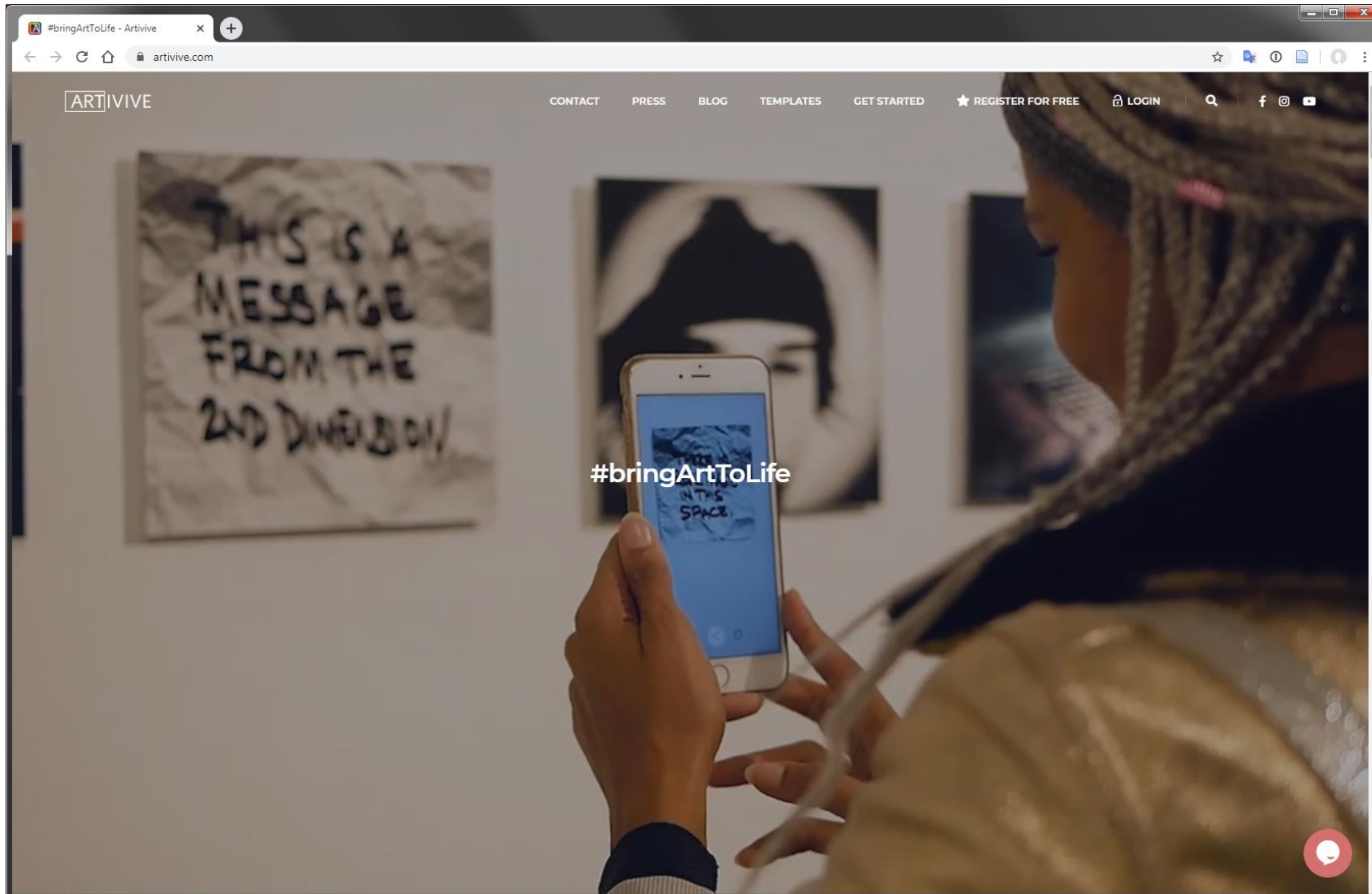
MEI
Media Engineering Institute

62





une application artistique avec Artivive





VIVE Arts

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Feature Articles

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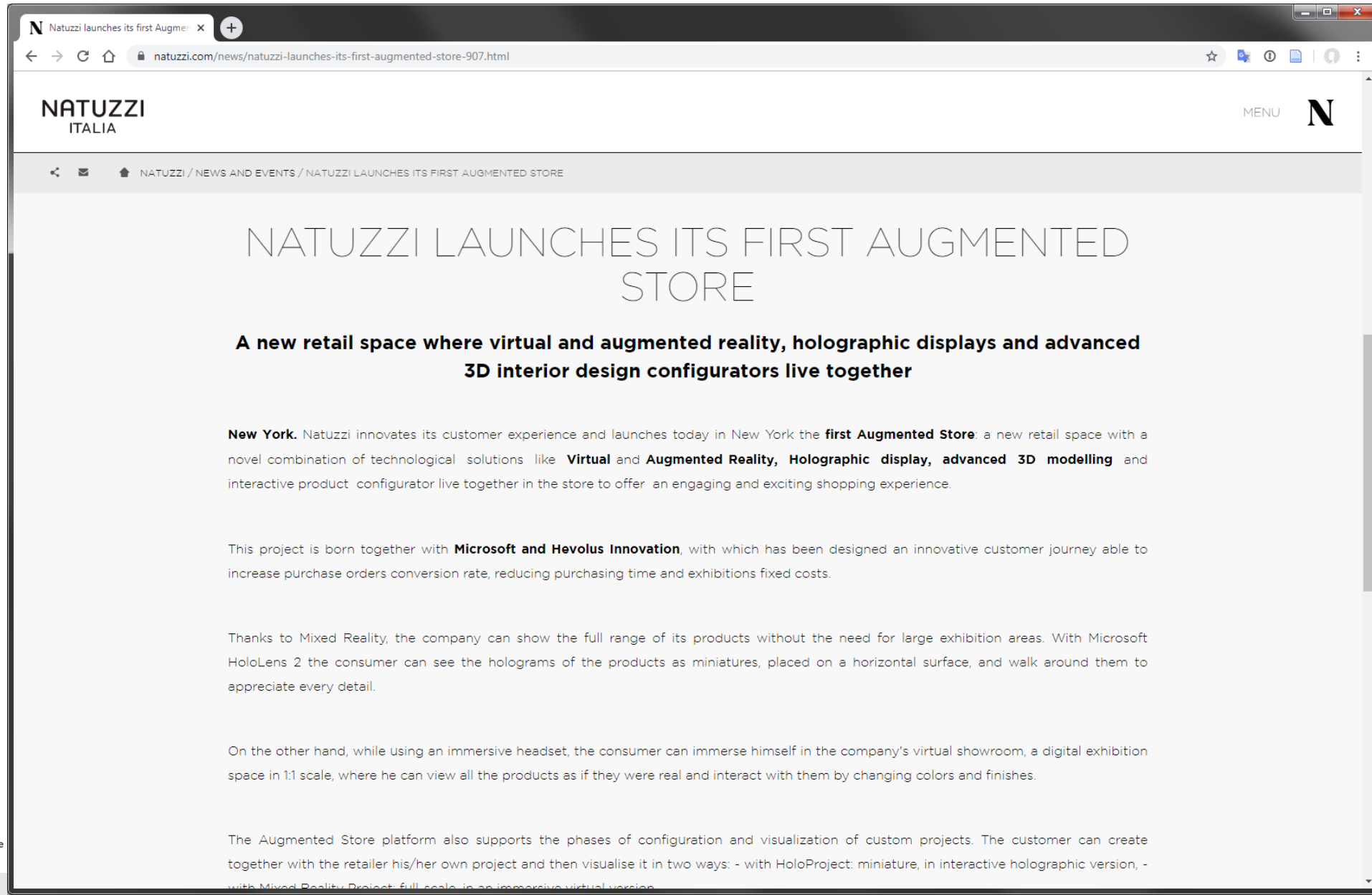


des expériences de ce type, partout dans le monde, ici en Chine



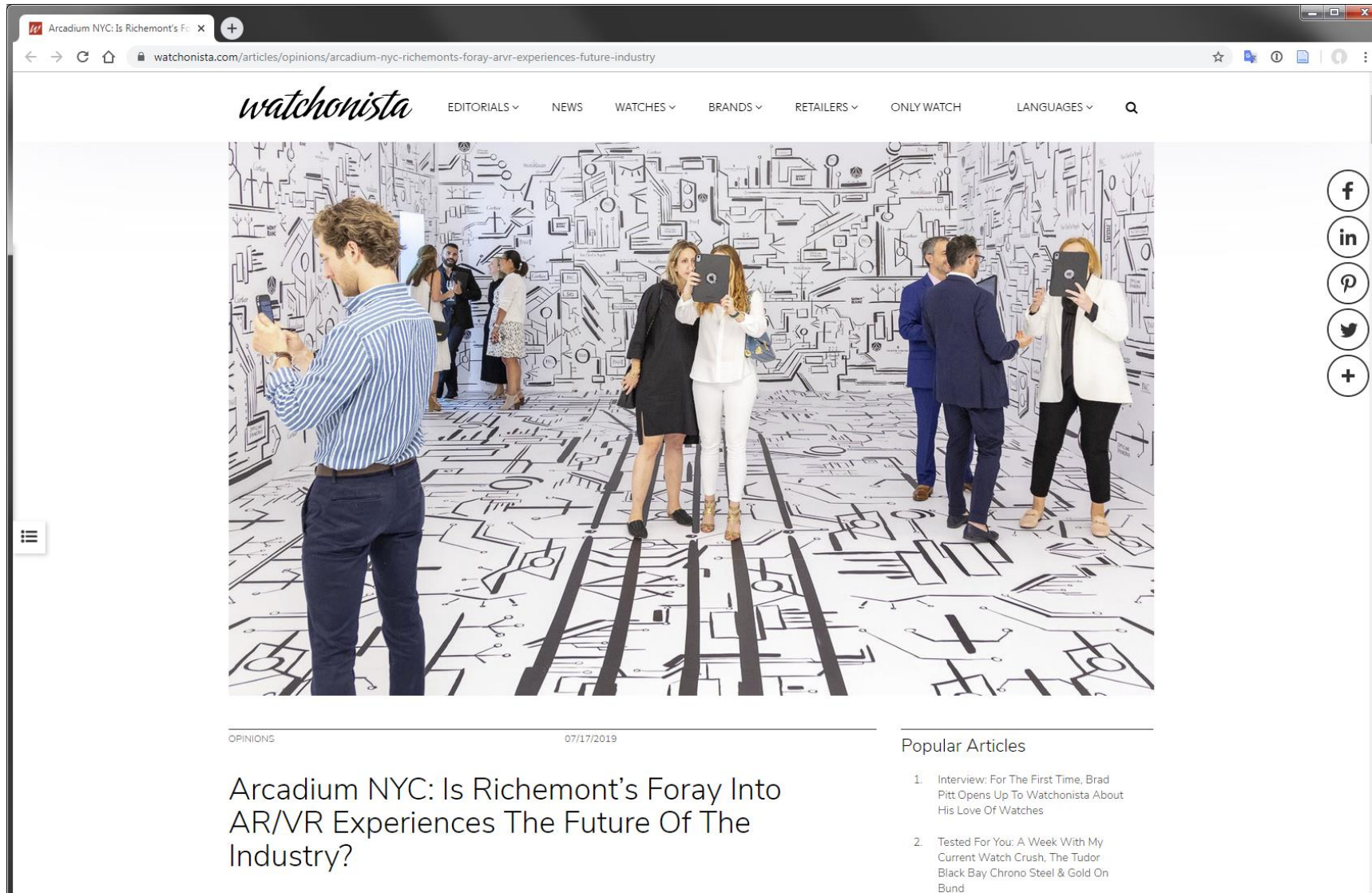
© 视觉中国

des expériences de vente augmentées – Natuzzi et Hololens





des expérimentations dans le domaine de la vente – Richemont USA



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ARCADIUM

FEATURING
RICHEMONT MAISONS

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MONTBLANC

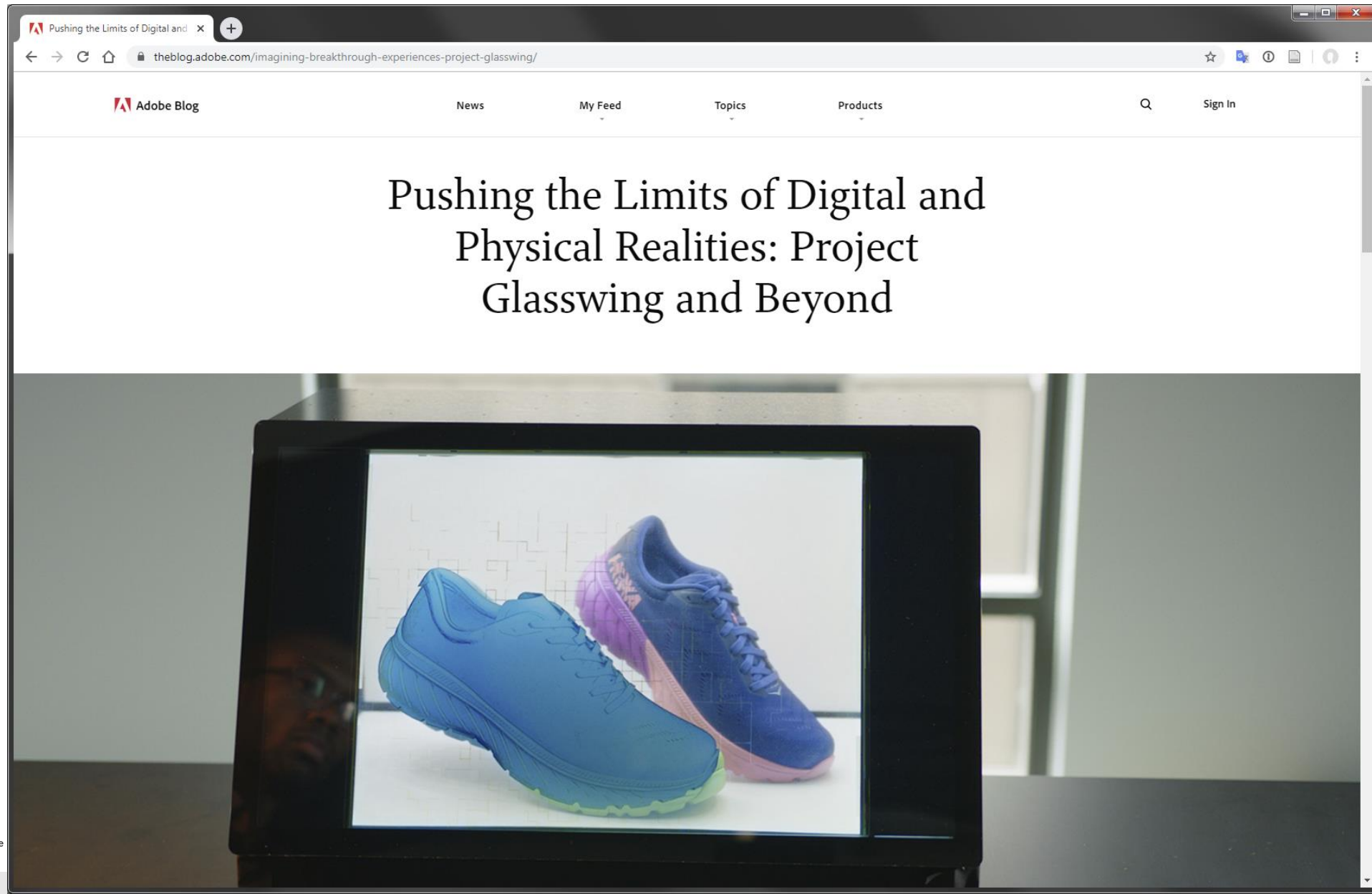
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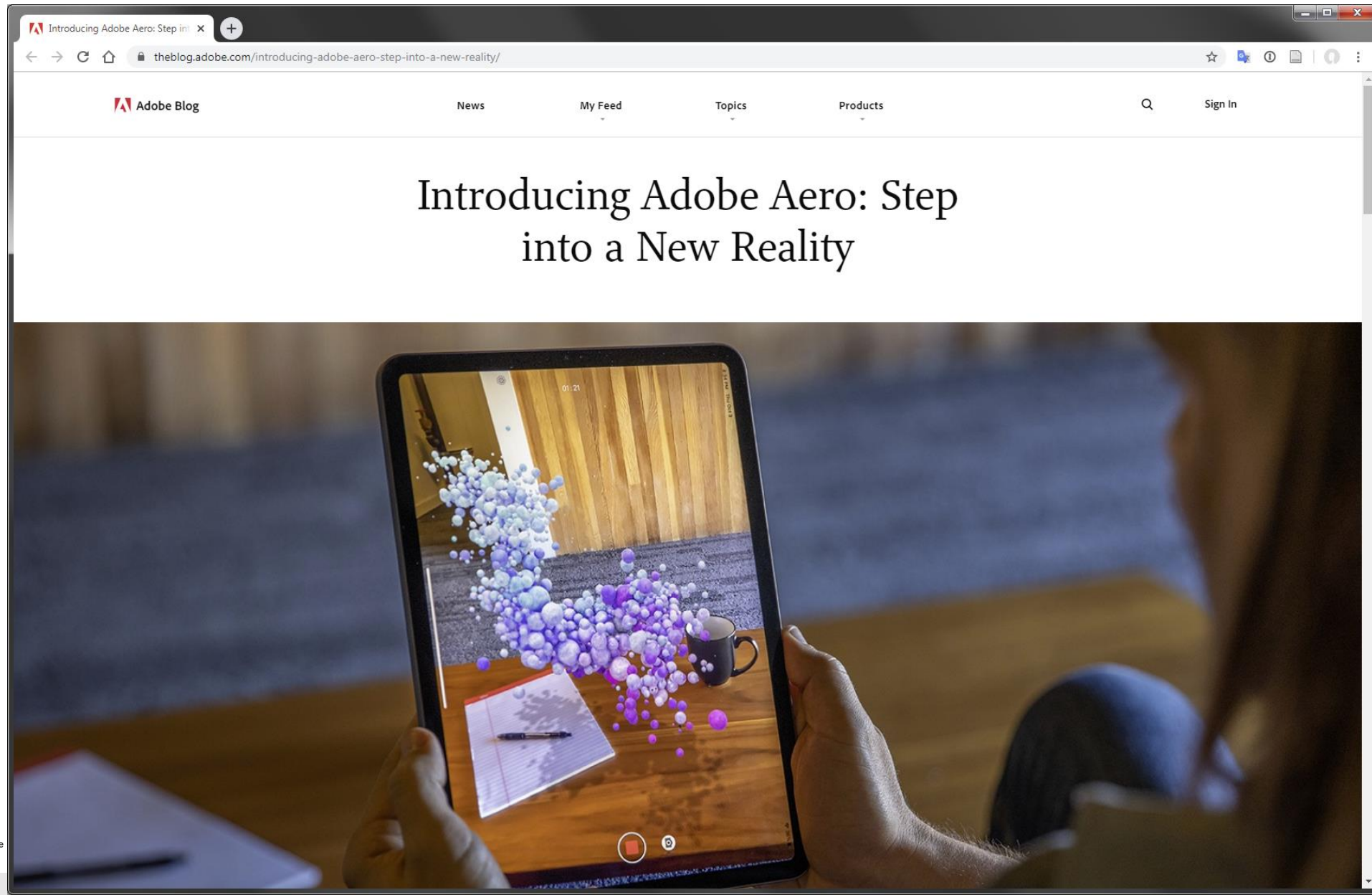


Adobe Glasswing, pour de l'AR en point de vente





des outils encore émergents, ici Adobe Aero



en conclusion

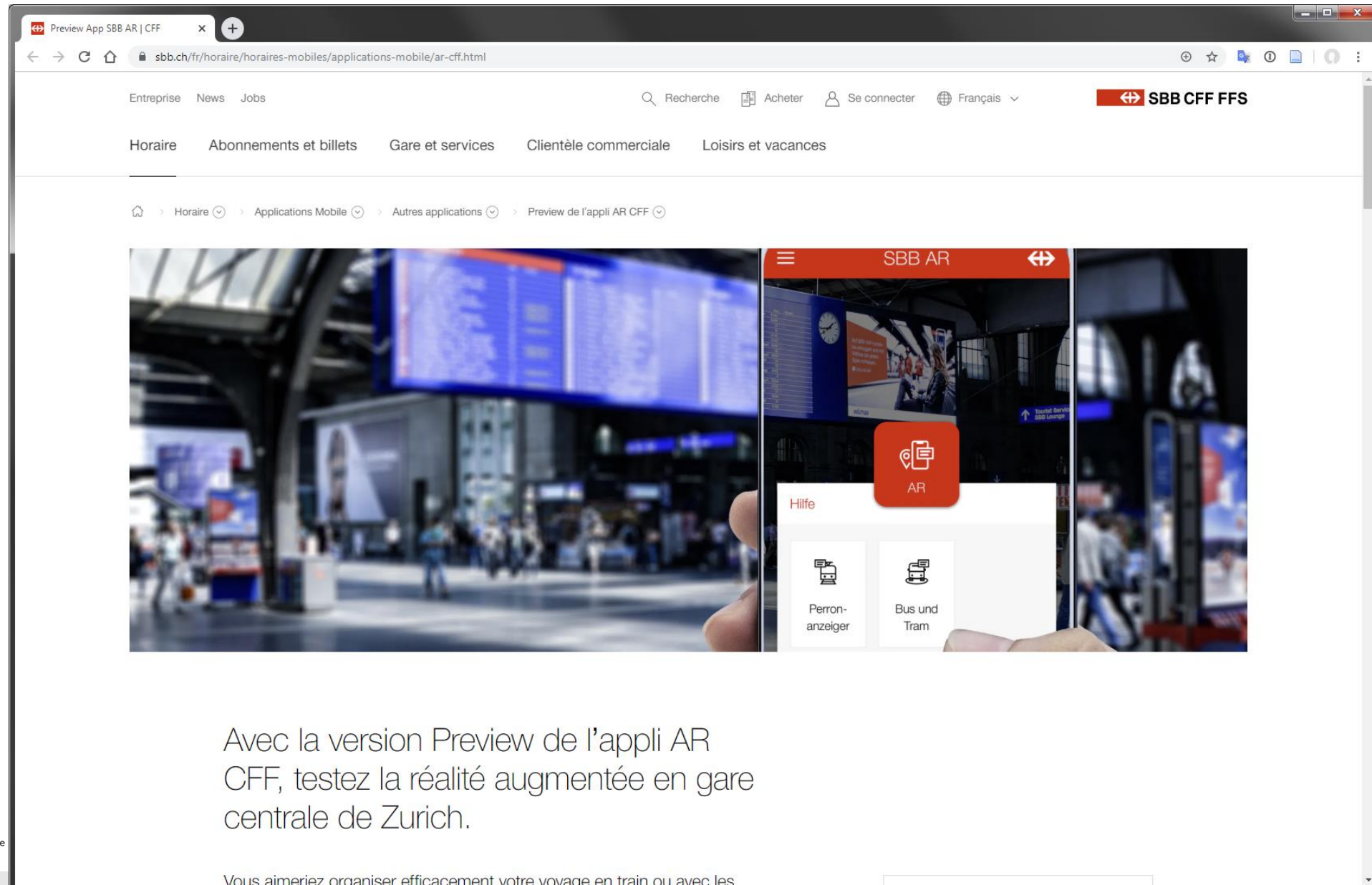
un domaine en phase d'innovation

des solutions dont la qualité progresse rapidement

des écosystèmes en phase de consolidation

des usages possibles à toutes les étapes du processus d'achat

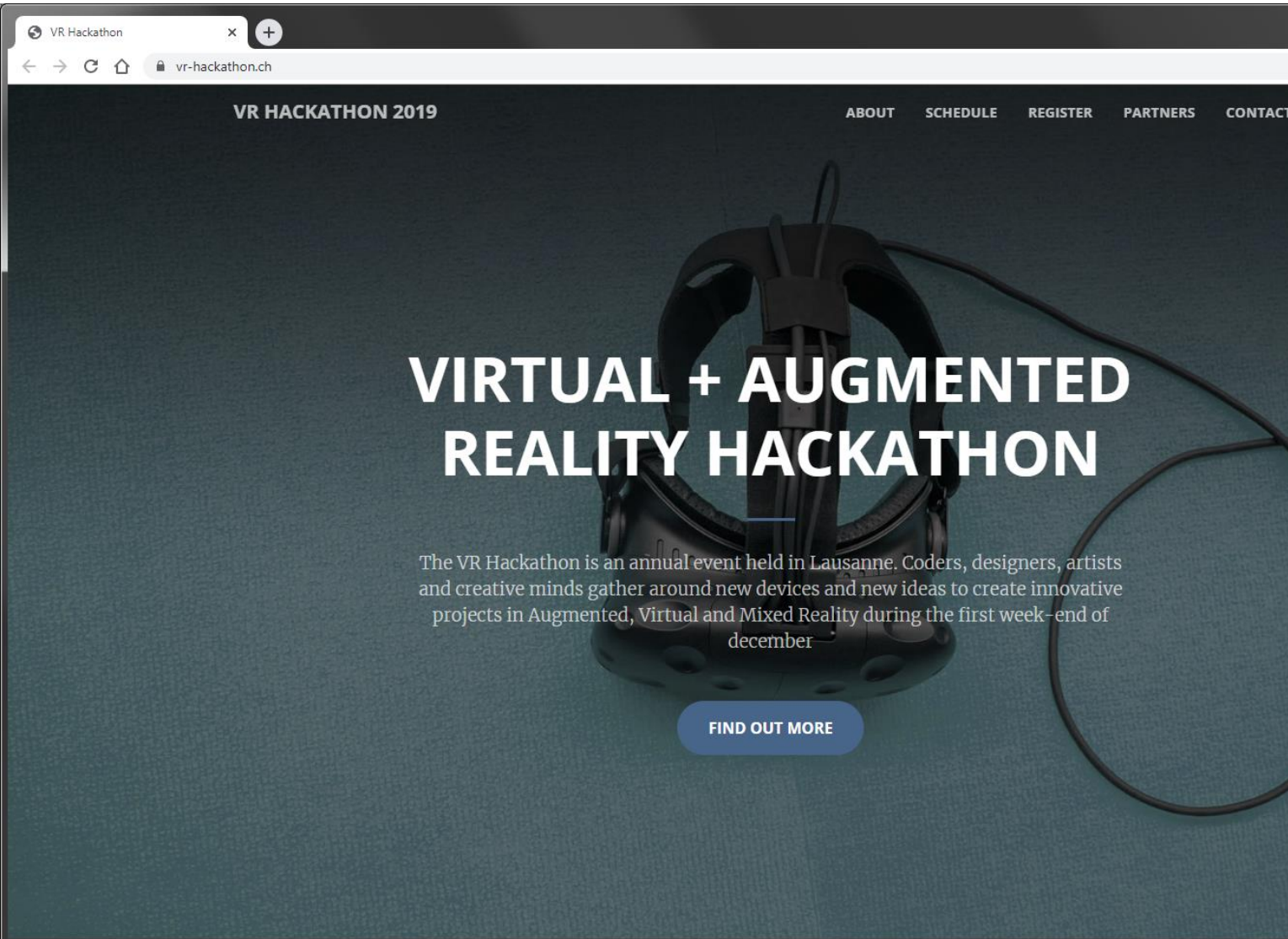
et tant d'autres usages encore à inventer...



Avec la version Preview de l'appli AR CFF, testez la réalité augmentée en gare centrale de Zurich.

Vous aimeriez organiser efficacement votre voyage en train ou avec les

et si vous avez envie d'aller plus loin...



Virtual + Augmented Reality Hackathon



29 Nov - 30 Nov - 1 Dec

Lausanne, EPFL

ArtLAB + Romande Energie SmartLab

Coders, designers, artists and creative minds gather around new devices and new ideas to create innovative projects in all realities (AR VR MR).
Come join us! Open to anyone

more infos + registration

www.vr-hackathon.ch

Main Partner:



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Merci pour votre attention

Prof. Arnaud Dufour
arnaud.dufour@heig-vd.ch

Département COMEM / Institut MEI
HEIG-VD
Avenue des sports 20 - CP 521
CH-1401 Yverdon-les-Bains



Annexes

THE VR FUND 2019 VR INDUSTRY LANDSCAPE



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Augmented Reality for Marketing, An IAB Playbook



Jun. 05, 2019

[Download PDF](#)[Mission And Contributors](#)[Definitions](#)[What Is Augmented Reality?](#)[Key Terms](#)[Technologies That Enable AR](#)

Usage of Augmented Reality (AR) has been steadily rising as an entertainment, gaming and advertising platform over the last several years. The introduction of wearable AR lenses in 2014, followed by the massive success of Pokémon Go in 2016, rocketed AR into the mainstream, opening the door for broader adoption across other areas particularly marketing. With 1 billion expected users by 2020, and an expected \$2.6 billion in ad spend by 2022, consumers are clearly showing an appetite for the unique type of experiences AR offers, creating new opportunities for brands to tell their stories in a fresh, engaging, and creative growing format.

Related Content:

[→ From Hype to the Rise of Augmented R...](#)[→ Playable Ads: Capturing the Attention ...](#)[→ Playable Ads for Brands: An IAB Playb](#)

WHY AUGMENTED REALITY FOR MARKETING?



PERSONALIZED

AR is personalized, with content uniquely created and shared by the user.



MEMORABLE

Employing their real world environments for an immediate and sensory experience that makes for an emotional, shareable, interaction. This drives a nearly 4x increase in retention according to an IPG Media Lab and MAGMA study.



AWARENESS-RAISING

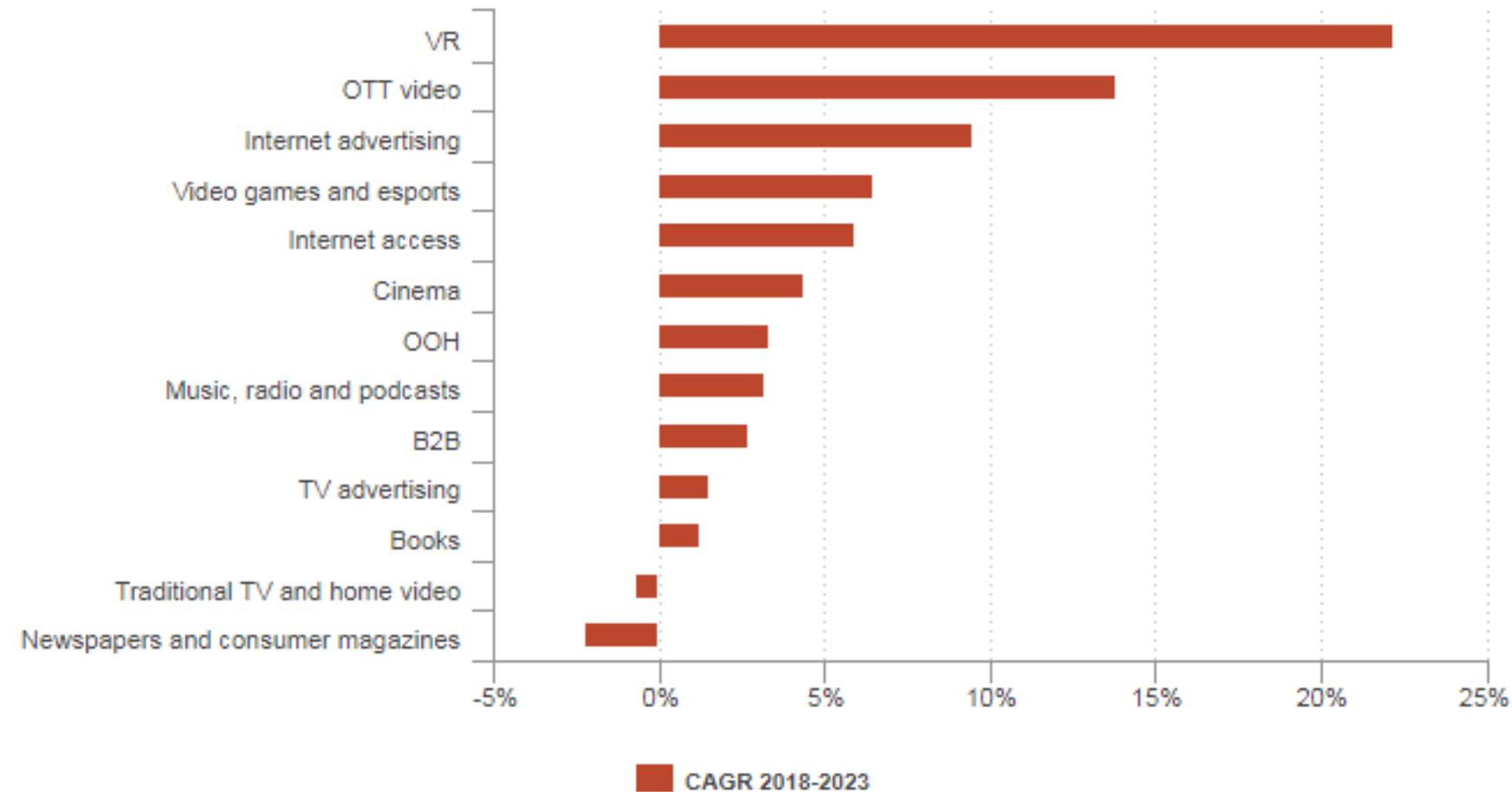
Exciting experiences that drive buzz. AR is interactive and highly exciting, therefore grabbing the attention of the user and motivating repetitive interaction.



LOCALIZED

AR uses GPS data gathered from mobile devices, to result in localized content, navigation and offers.

Segment compound annual growth rate for next five years



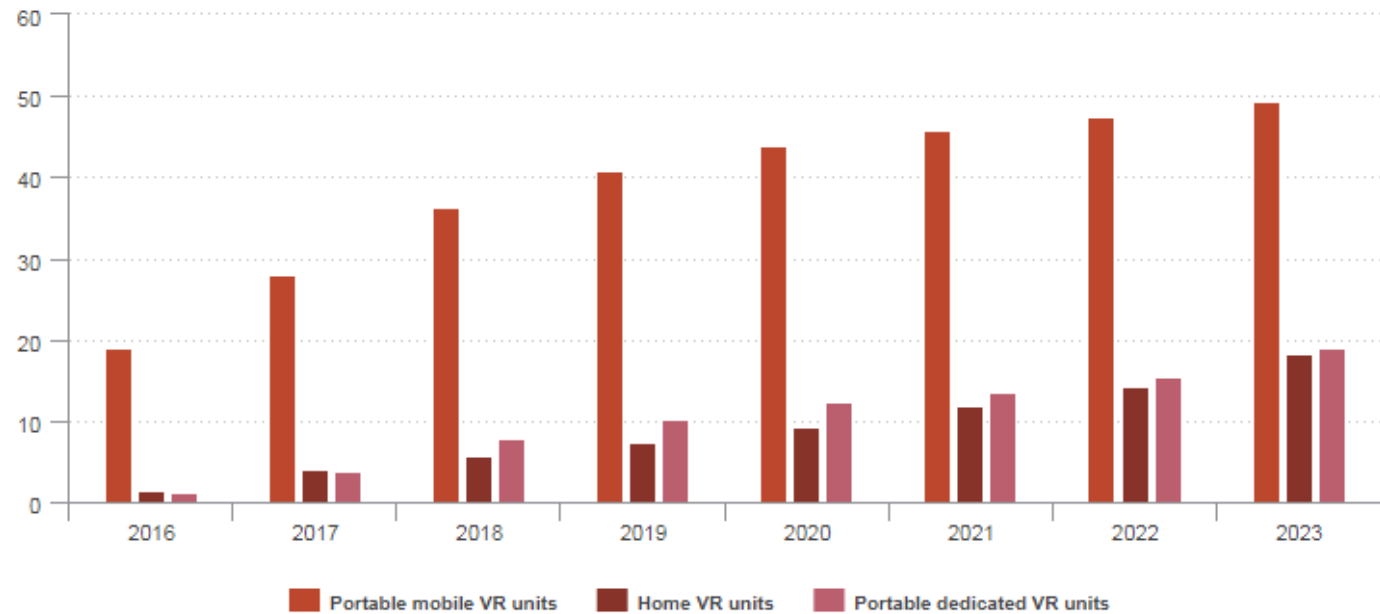
Source: PwC Global Entertainment & Media Outlook: 2019–2023

Virtual reality (VR)

Still a relatively new commercial proposition, VR technology must overcome technical shortcomings to attract a mass-market audience for both content and hardware.

Portable mobile VR makes big leap on home units

Global total VR units (mn)



Source: Global Entertainment & Media Outlook 2019–2023. PwC. Ovum

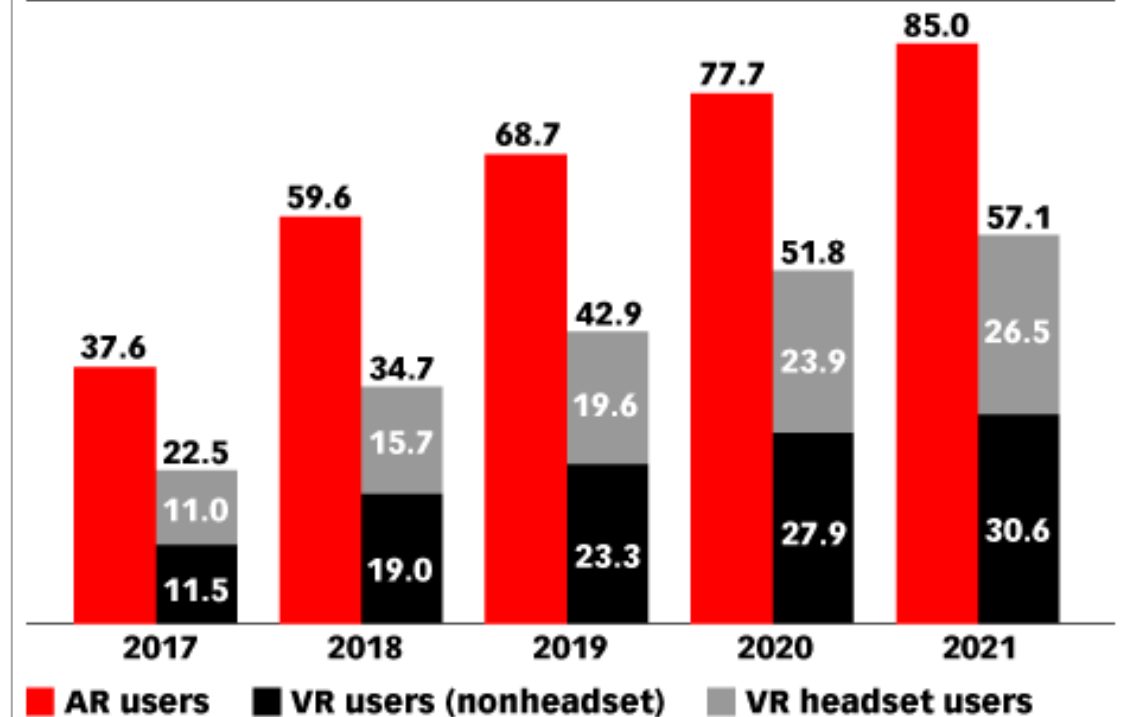
- Despite these limitations, there is opportunity for growth in relatively cheap, portable dedicated devices, which gained on home headsets in 2018 and will continue to lead at the end of the forecast period.
- Recent introductions of bleeding-edge VR technology will not have immediate mass-market impact but provide a glimpse of where the technology is headed. However, the inflection point at which VR can truly go mainstream remains many years off.
- China is the global leader in terms of total VR units sold, demonstrates a superior growth rate to all other regions, and will exceed US figures for home VR units by the end of the forecast period.

Le marché

Aux Etats-Unis, la VR s'essouffle,
l'AR et la Social AR se développent

US Virtual Reality and Augmented Reality Users, 2017-2021

millions



Note: virtual reality (VR) users are individuals of any age who experience VR content at least once per month via any device; augmented reality (AR) users are individuals of any age who experience AR content at least once per month via any device

Source: eMarketer, March 2019

245839

www.eMarketer.com

ToysRus Canada Snapchat virtual store

