



The clever endless folding card with a unique advertising effect.

# LOGOLOOP® AUGMENTED REALITY

# AR



THE NEXT DIMENSION  
OF COMMUNICATION

# What is Augmented Reality?

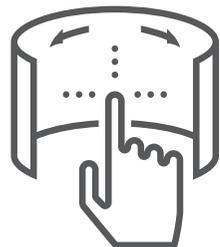
# AR



The term Augmented Reality (AR for short) refers to the optical integration of virtual elements into real-life scenes. As a basis, a technology is used that simulates additional layers of information in a streamed video. The augmenting elements – such as 3D objects, videos or projected images – can be viewed using mobile devices like smartphones or tablets.

Examples include Pokémon Go, which integrates virtual players into the real-life environment. With the help of a tablet, furniture manufacturers can now let you virtually visualise how a new sofa would fit into your living room in advance. And with logoloop® as a trigger, you can expand the information and experiential depth of your print communication with AR videos, 3D objects, text and sound.

# How can I benefit from AR?



Augmented reality not only forms an interface between the digital and real world, but also playfully sparks the spirit of discovery.

AR increases focus and facilitates a greater degree of engagement with your advertising message. A photo function makes it easy for users to share their experience, and with that your advertisement, via social media channels. And thanks to a convenient backend, you can now - for the very first time - precisely measure the degree to which your target group engages with your logoloop® whenever you like.

# 3 simple solutions for fascinating results with logoloop®-AR



## Your logo in 3D

A 3D image of your logo, discount code or key visual floats in space. The user can rotate it, make it bigger or smaller or let it hover over their hand.



## Your object in 3D

Using 3D data, your product is shown in 3D in space. The user can rotate it, make it bigger or smaller, look at it from all sides and photograph it.



## Your video or slideshow

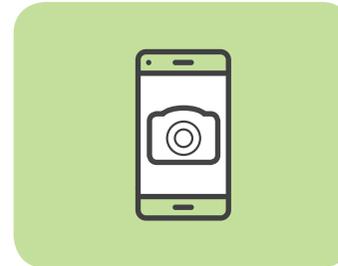
logoloop®-AR projects your explanatory or image video, a motivational speech or your product slideshow directly onto your logoloop®. The user can zoom into the presentation or view it in full-screen mode.

# Experience logoloop<sup>®</sup>-AR for yourself



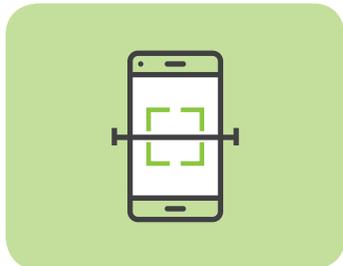
## 1<sup>st</sup>: Install

Install the free logoloop<sup>®</sup>-AR app from the App Store or Google Play.  
App Name: **Logoloop AR**



## 4<sup>th</sup>: Share

Take a photo to share with colleagues and friends.



## 2<sup>nd</sup>: Scan

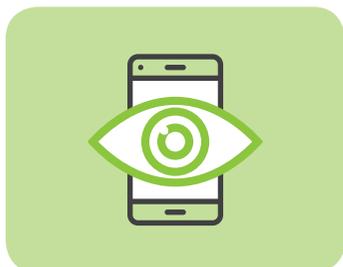
Scan a logoloop<sup>®</sup> as a marker.

[Example 3D object](#)

[Example video](#)

[Example slideshow](#)

[Example 3D video](#)



## 3<sup>rd</sup>: Marvel

Marvel at the numerous possibilities that logoloop<sup>®</sup>-AR opens up.



# logoloop®-AR as a sales promotion tool



## URBAN VILLAS L'ABITARE POSSIBILE A MODENA



### Communication Goal

The task was to present a planned block of flats in Modena to potential buyers prior to construction begin.

### Areas of Use

logoloop® was used during the sales pitch and was included in mailings to prospective buyers.

Result: the app's download rate exceeded 50% - and every flat was sold before the foundations were dug.

# logoloop<sup>®</sup>-AR for product launch purposes



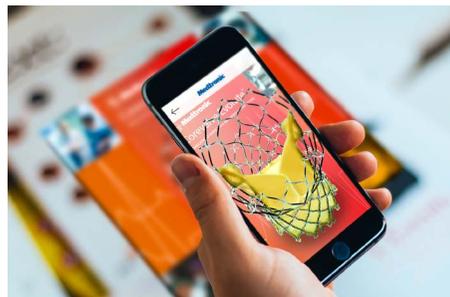
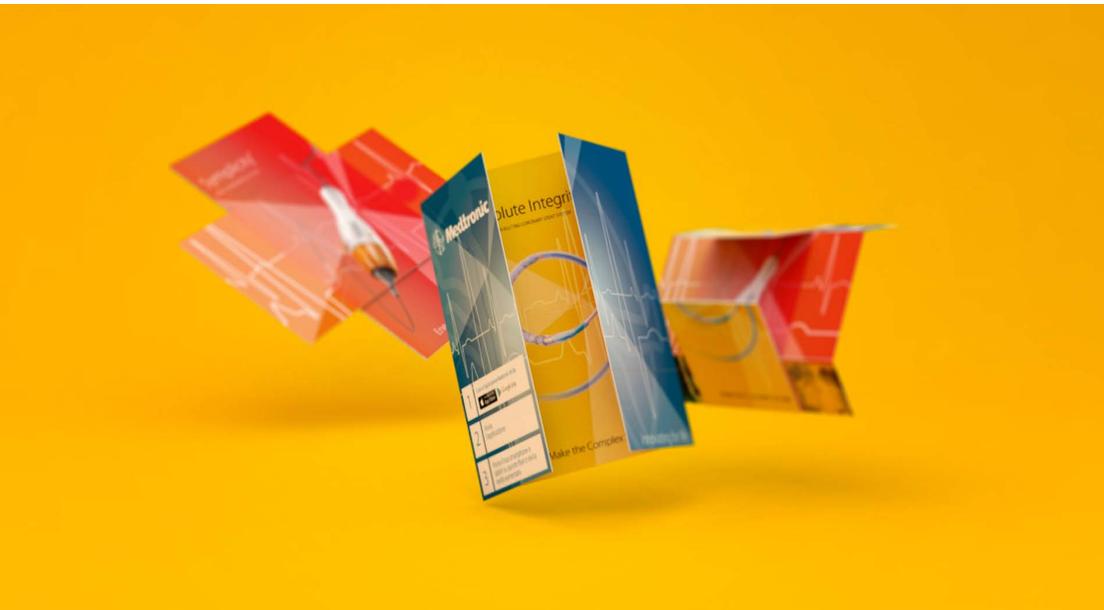
## Communication Goal

A new virtual Care System that enables remote diagnoses, analyses and maintenance work was to be presented to hospitals and doctors' surgeries in a simple and appealing way.

## Areas of Use

logoloop<sup>®</sup>-AR was used during on-site customer visits and at trade fairs/events

# logoloop<sup>®</sup>-AR for product launch purposes



## Communication Goal

New biomedical systems made by Medtronic were to be presented at a cardiac congress.

## Areas of Use

logoloop<sup>®</sup>-AR served to activate 3D representations and infographics, information that was useful for answering a quick quiz at the stand. Visitors who answered correctly were rewarded with a free congress gift.

# logoloop<sup>®</sup>-AR as an explanatory aid



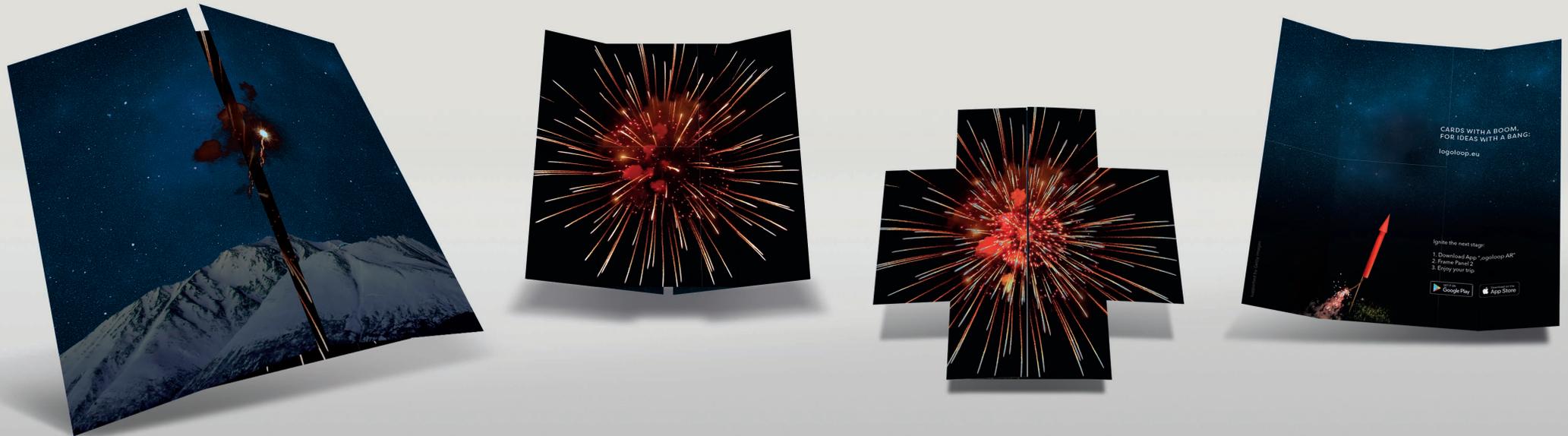
## Communication Goal

The aim was to create a tool with which Novartis sales reps would be able to catch the attention of doctors and provide information on a medication called Afinitor<sup>®</sup>.

## Areas of Use

logoloop<sup>®</sup>-AR served to activate a combination of 2D and 3D effects that provided an interactive presentation of the pharmacological effect as well as information on the correct dosage of Afinitor<sup>®</sup>.

# logoloop<sup>®</sup>-AR for self-promotion, Format 156 x 156 mm



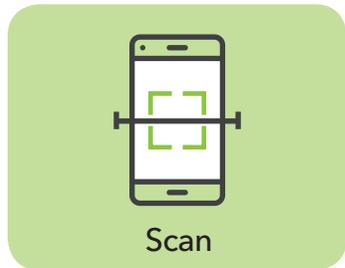
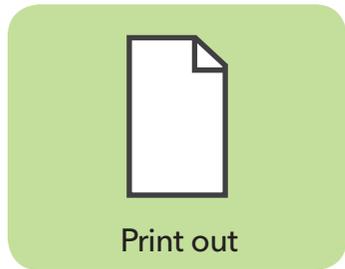
## Communication Goal

Demonstration of how haptic storytelling with logoloop<sup>®</sup> can be digitally extended using augmented reality (AR). Scanning the second logoloop<sup>®</sup> page makes three-dimensional virtual fireworks explode in front of the onlooker.

## Areas of Use

enclosure in trade magazines and consulting aid at trade fairs.

# Experience logoloop<sup>®</sup>-AR for yourself #1



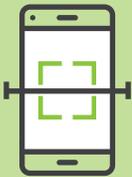
1<sup>st</sup> test marker

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## Experience logoloop<sup>®</sup>-AR for yourself #2



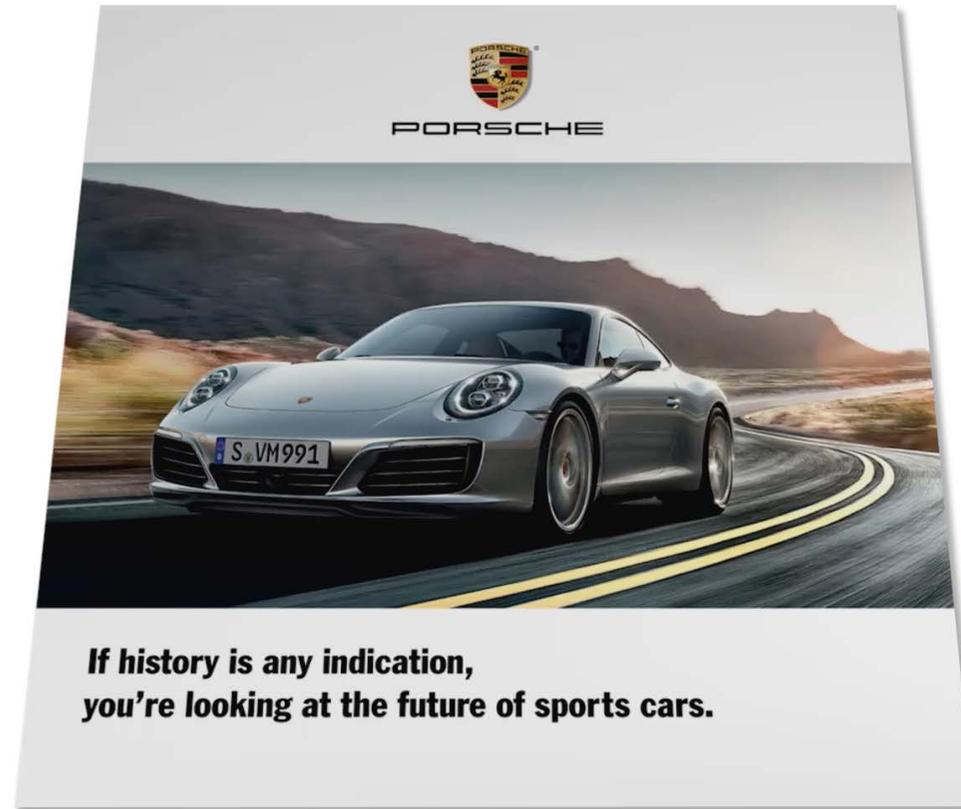
Print out



Scan



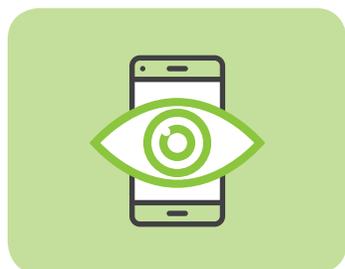
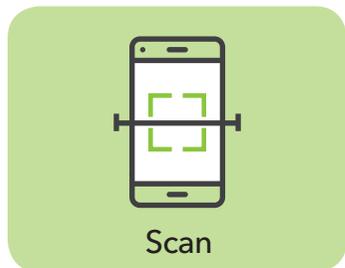
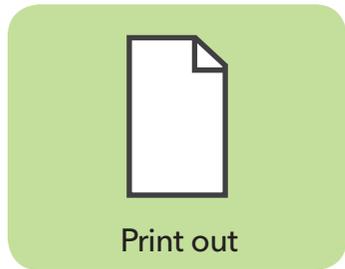
Example of:  
- video



2<sup>nd</sup> test marker

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# Experience logoloop<sup>®</sup>-AR for yourself #3



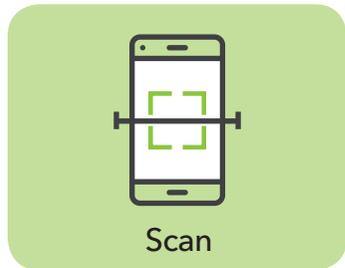
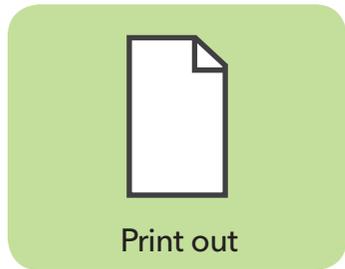
Example of:  
- slideshow



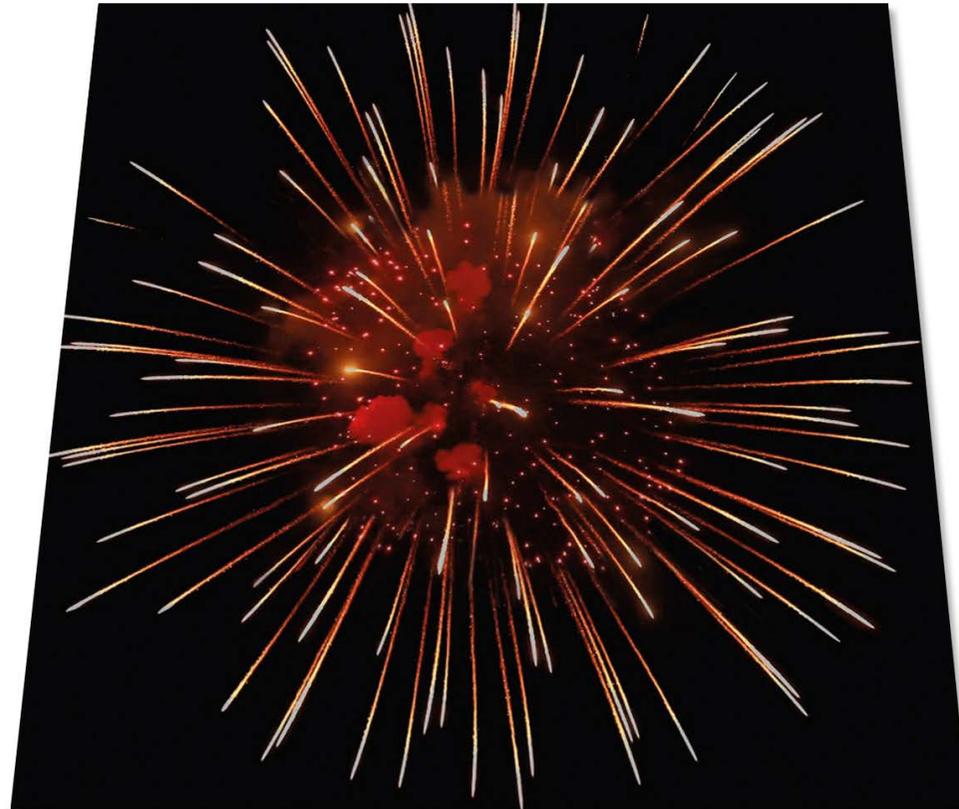
3<sup>rd</sup> test marker

[back](#)

# Experience logoloop<sup>®</sup>-AR for yourself #4



Example of:  
- 3D Video



4<sup>th</sup> test marker

# Your logoloop<sup>®</sup>-AR campaign in just 4 steps



## 1<sup>st</sup>: Design your logoloop<sup>®</sup>

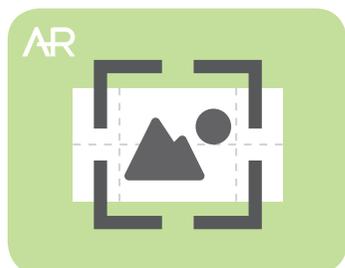
Choose the logoloop<sup>®</sup> format that best suits your purposes at [create.logoloop.eu](https://create.logoloop.eu) and design it the way you like. On request, we'll be happy to offer advice on the creative process or, if you prefer, do it for you.



## 4<sup>th</sup>: Transfer your data

Send us your data, we'll do the rest.

3D logo	Your logo as AI or EPS
3D object	CAD data
Slideshow (images)	JPEG, TIFF (up to 10 images)
Video	MP4 (up to 2 minutes)



## 2<sup>nd</sup>: Define your markers

Define a side of your logoloop<sup>®</sup> that you'd like to activate the AR function. The image is stored in the app's databank as a trigger image.



## 3<sup>rd</sup>: Choose the type of AR display

Choose the content you'd like:

- 3D logo
- 3D object
- Slideshow
- Video



# logoloop<sup>®</sup>-AR costs

As a logoloop<sup>®</sup> customer, you pay only once for setting up your logoloop<sup>®</sup> campaign with an AR function. There are no further costs for you.



## Your logo in 3D

Your 3D logo, your discount code or your key visual floats in space.

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### Setup:

Setup: EUR 300  
+ EUR 80 per trigger image  
incl. 12 months' streaming

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## Your object in 3D

A 3D image of your product is projected into the room using 3D data.

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### Setup:

Setup: EUR 300  
Simple 3D object: upwards of EUR 350  
Advanced 3D object: upwards of EUR 750  
incl. 12 months' streaming

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## Your video or slideshow

logoloop<sup>®</sup>-AR projects your explanatory video, your image video, a motivational speech or your product slideshow directly onto your logoloop<sup>®</sup>.

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### Setup:

Setup: EUR 300  
+ EUR 80 per trigger image  
incl. 12 months' streaming

---



The clever endless folding card with a unique advertising effect.

AR you ready?



Your free samples waiting for you:

**FREE SAMPLES**

