Introducing Reality Engine: the complete ‘always-on’ augmented reality solution for brands, retailers and publishers

Monday 27 April, 2015

A brand new service that will enable brands, publishers and retailers to create and launch rich augmented reality (AR) experiences in lightning-quick time is due to be launched at the 2nd European AR Marketing Conference in Dublin on the 29th of April.

Created by award winning agency Engine Creative, Reality Engine has been developed following over 3 years experience of launching augmented reality campaigns for global brands including Tesco, Visa, Lacoste, Office, TopGear and Bauer Media. The unique Reality Engine platform is designed as an accessible entry point for brands that want to tap in to the opportunities that augmented reality and location aware technology offers. Reality Engine can also deliver a scalable enterprise solution for businesses looking to embed augmented reality into their business with a robust AR browser, publishing CMS and content solution all wrapped up into one.

A new media platform for a new connected world
With nearly 7.5 billion mobile devices in the world today, it makes sense for brands to re-imagine how they connect with a growing mobile audience. These powerful devices are capable of turning real world images and objects into rich digital experiences using AR, and Reality Engine offers a complete end-to-end services for brands from concept to execution.

From transforming the reading experience with rich digital and shareable content in magazines and publications through to building smart retail environments that customers can interact with, Reality Engine is set to bring AR experiences to mainstream audiences across all industry sectors. The feature set for Reality Engine enables brands to transform images, objects, and locations into a range of new, connected digital assets including:

- Turning print into digital sales pieces with buy links.

- Providing deeper product information and offers to customers before they purchase.

- Creating a range of brand assets with social integration and analytics built-in.

- Delivering instructions and training information in existing environments and on top of existing objects.

Reality Engine builds a digital bridge to the real world

The full Reality Engine feature set which includes image recognition, object recognition, face recognition and location aware functionality is due to be outlined by Engine Creative's Managing Director, Matt Key, in a keynote speech in front of AR industry experts and will include live demos of the technology in action. Commenting on the forthcoming presentation, Matt outlines the ambitious vision for Reality Engine:

"Reality Engine really is for everyone and our vision is to ensure that augmented reality achieves its potential of becoming our default access point to the digital world.

We know that 50% of consumers check their mobile devices in-store and that a typical user reviews up to 15 different brand messages before committing to buy. With our research also highlighting that around 75% of brands want to manage their own AR experience, Reality Engine is the prefect platform to enable brands to build a digital bridge to the real world by connecting user's mobile digital world with real world images, objects and context.

It's an amazing opportunity for brands to redefine their global presence and create engaging, useful and contextual connections with their audience."

With global brands from the BBC and HSBC to P&G and PizzaHut already using Reality Engine and with over half a million downloads of Reality Engine powered apps to date, it's clear that the ambitious

Media:

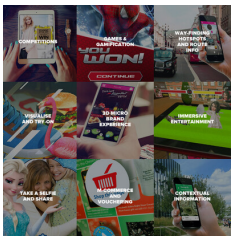


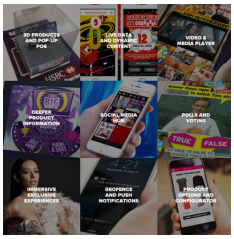












Related Sectors:

Computing & Telecoms :: Consumer Technology :: Media & Marketing :: Retail & Fashion ::

Related Keywords:

Augmented Reality :: Technology Start-Up :: Media :: New Media :: AR :: Media Campaign :: SaaS ::

Scan Me:

company has made an impressive start to achieving its vision.

About Reality Engine

Reality Engine is a no-limits augmented reality platform for brands, retailers and publishers that enables anyone to create and launch rich AR experiences in lightning-quick time.

Reality Engine is a new SaaS start-up from augmented reality experts, Engine Creative. The award-winning creative agency is recognised for building consumer engagement through digital innovations with achievements including:

- Launching the world's first fully augmented magazine (TopGear, Dec 2011)

- Creating the first fully augmented reality album cover for a UK band (Ting Tings, Feb 2012)

- Drum Marketing Award for Brand Development Strategy (Bauer Media heat mobile strategy, May 2013)

- RAR Award and RAR Digital Awards for Creativity & Innovation (June 2014)

Reality Engine is powering augmented reality experiences for global brands including Tesco, Visa, Lacoste, TopGear, Bauer Media, HSBC, P&G and PizzaHut.

Company Contact:

Reality Engine

T. 01604 453 177
E. Hello@RealityEngine.io
W. https://www.realityengine.io

Additional Contact(s):
Andy Wise
Client Services Director
01604 453 177
Andy@EngineCreative.co.uk

View Online

Additional Assets:
http://realityengine.io/

Newsroom: Visit our Newsroom for all the latest stories:
https://www.reality-engine.pressat.co.uk