TAGA NextGen

Exploring Augmented Reality for Capital Equipment Sales, Marketing, and Technical Support

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What is Augmented Reality?

What is Augmented Reality?

AR is an overlay of information or graphics presented over the real world.

Examples

- Niantic's Pokémon GO
- Augmented Chicago: Inaugural Realities
- At-home retail, packaging enhancements, navigation, museum exhibits, etc.

But what about Virtual Reality?

VR is a fully immersive experience,
blocking out the real world

Examples

- Beat Games' Beat Saber
- Valve's Half-Life Alyx
- Virtual Field Trips, Immersive Training, Real Estate Tours, etc.

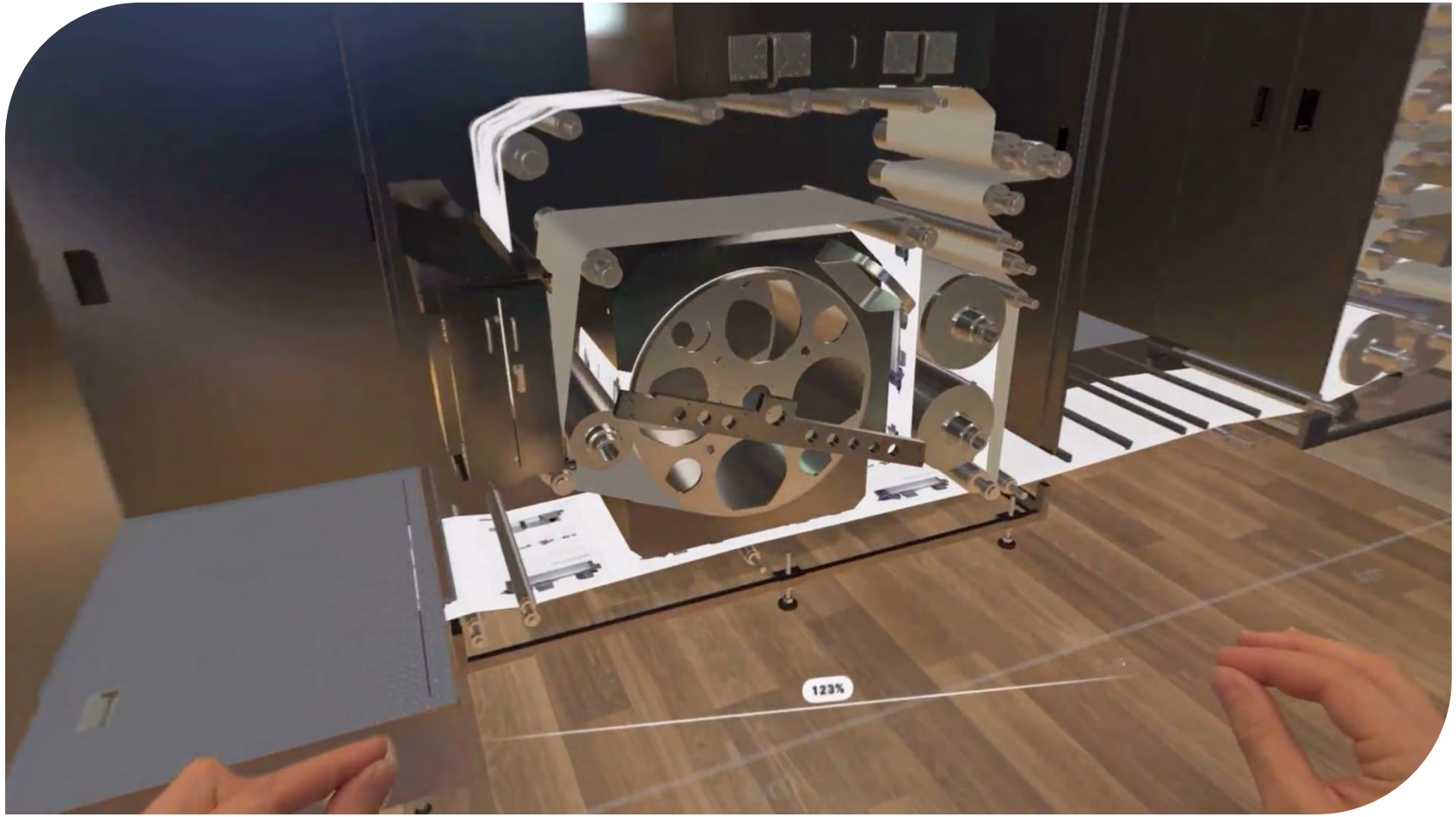
How do I Do Augmented Reality?

Phones / Tablets

Headsets

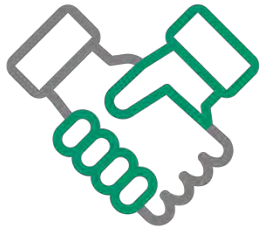
Projection Mapping

Where Does AR Fit in Print and Graphics?



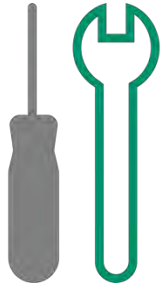
Where Does AR Fit in Print and Graphics?

AR enhances operations in 3 primary ways



Sales

Marketing

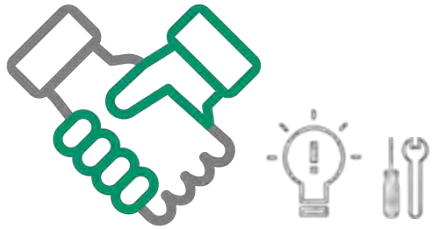


Technical Services & Support

AR for Sales

According to PipeDrive, a sales CRM, the four most common sales objectives are:

1. Objectives around your sales team’s capacity
2. Objectives around selling products
3. Objectives around your sales team’s capabilities
4. Objectives around gaining (and retaining) customers



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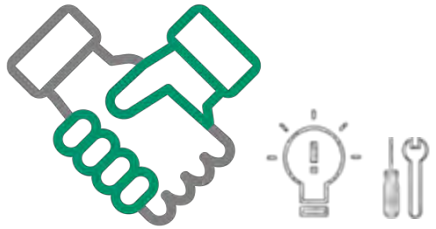

Source: https://www.pipedrive.com/en/blog/sales-objectives-examples

> Because AR allows consumers to better visualize and **imagine themselves using** featured products, it can accordingly reduce uncertainty and increase confidence in their decision-making process. Not surprisingly, this greater confidence in turn **increases consumers' desire** to purchase featured items.
>
> -Rhonda Hadi
>
> Bridging the digital and physical:
> The psychology of augmented reality

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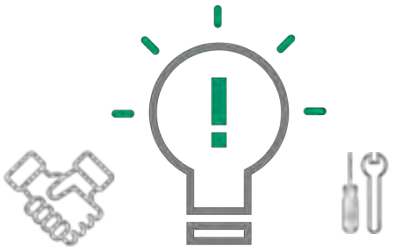
AR for Marketing

A key tenet of Marketing™ is to communicate effectively.
Having the right tool at the right time is a must for effective marketing.

The ways in which you can utilize AR in marketing are:

1. Demonstrate & Teach

2. Gain Mindshare



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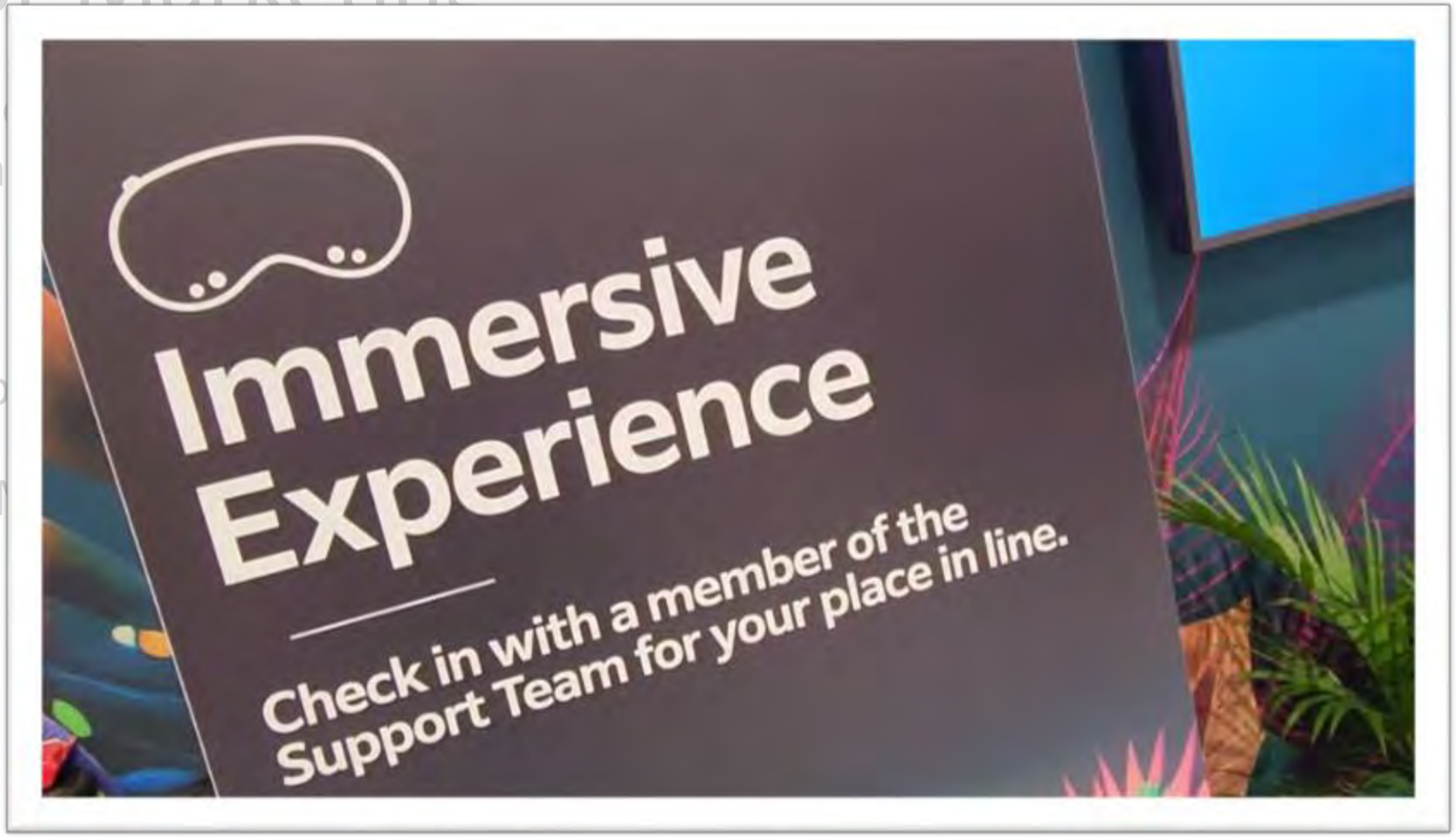

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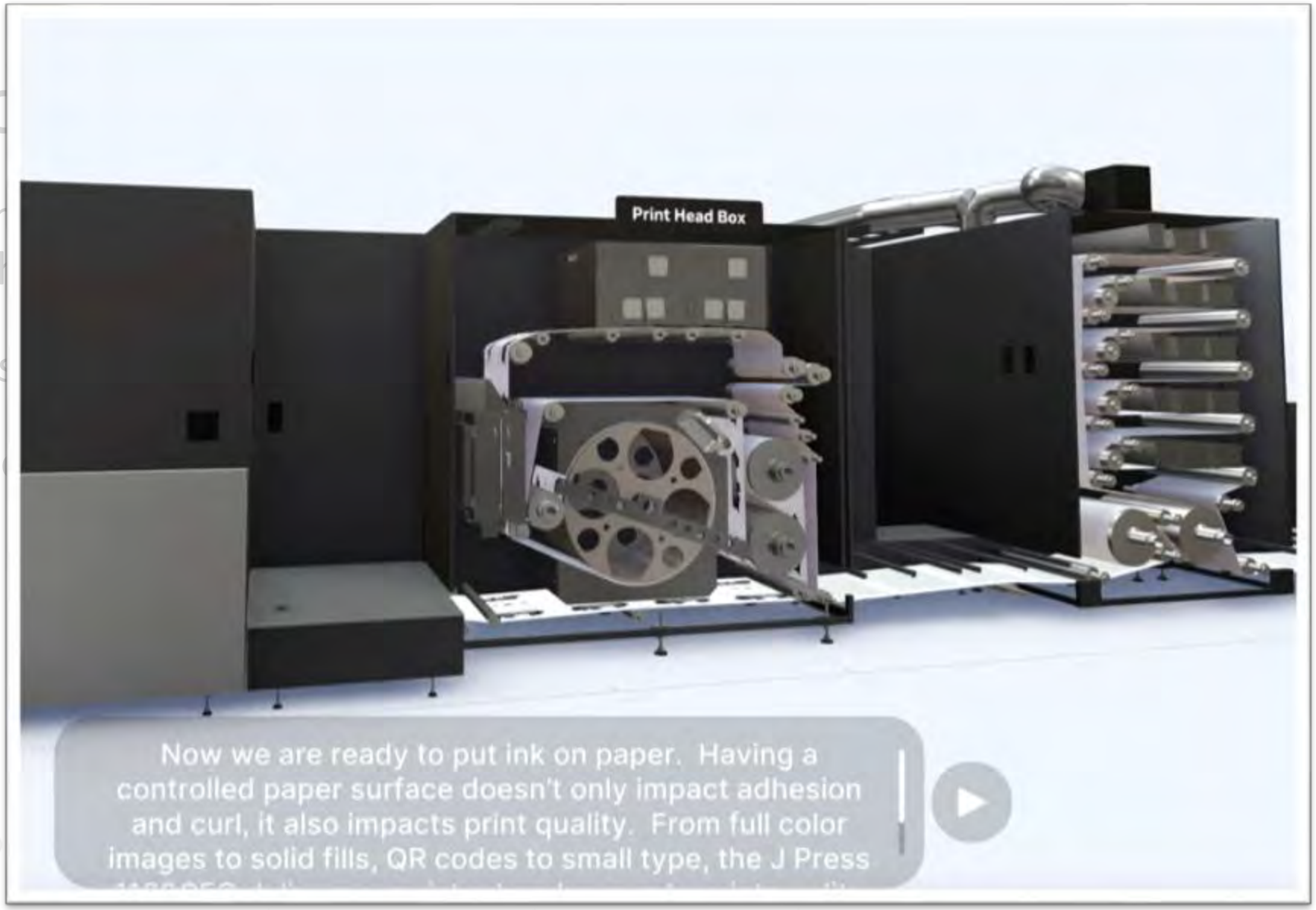

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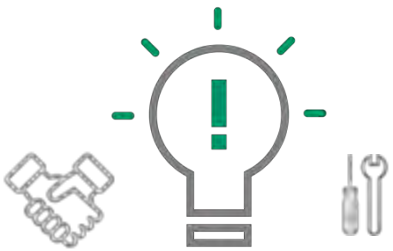
3. **Inform Customers**

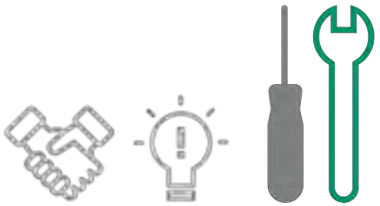


AR for Service & Support

Supporting capital hardware often requires highly specialized technicians with busy schedules and high travel costs So what can we do?

1. Train more technicians

2. Reduce the need for travel



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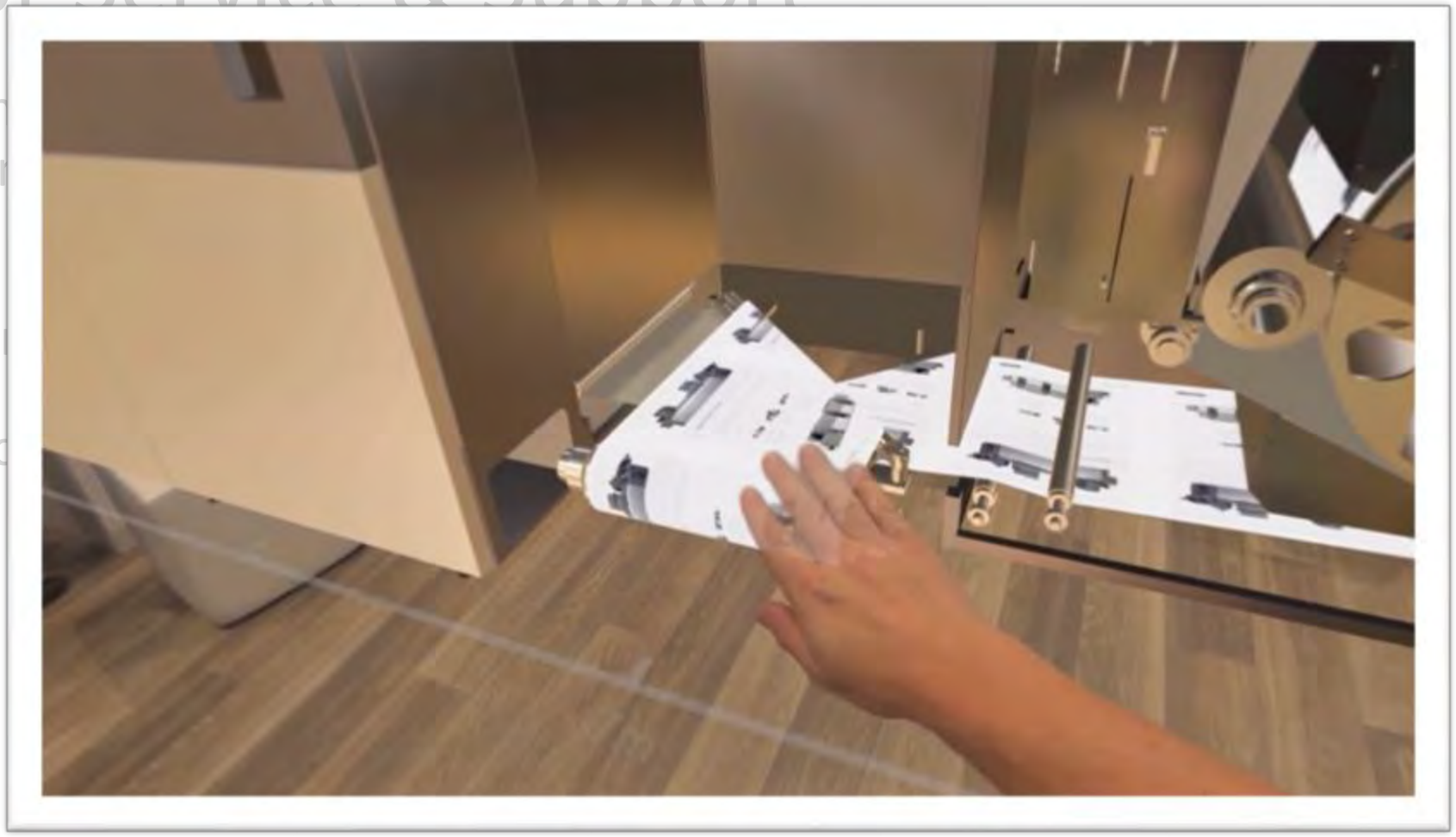

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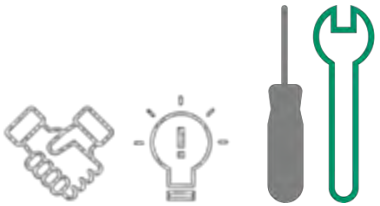

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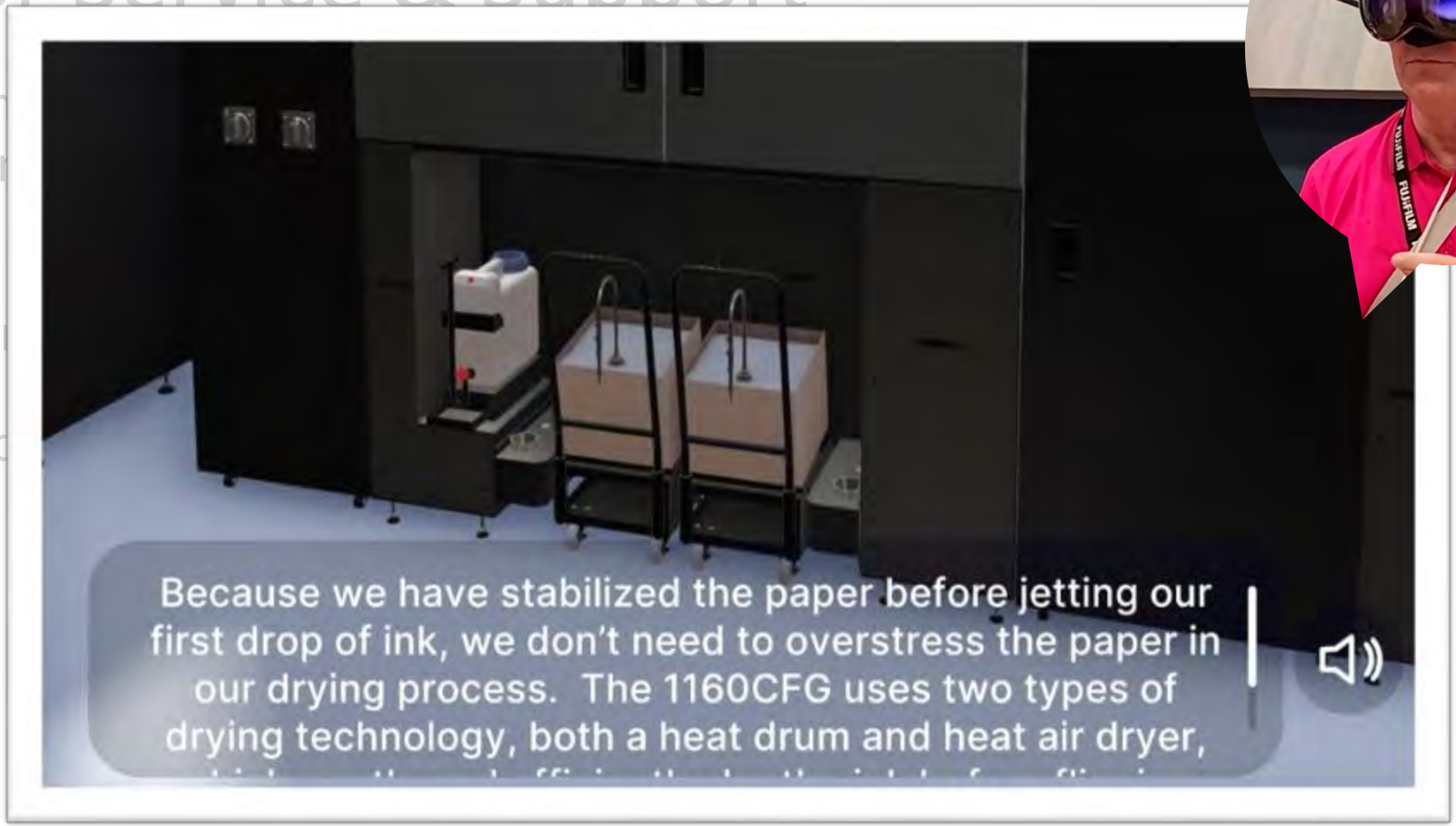

Give it a Try!

https://link.jig.space/bkEC5y32DMb

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