Tactile AR-VR™

HANDS-ON AUGMENTED REALITY

exhibitry

Tactile AR-VR

Augmented reality (AR) is an ideal medium for demonstrating products, illustrating concepts and explaining complex processes. But sometimes virtual presentations are too ... virtual.
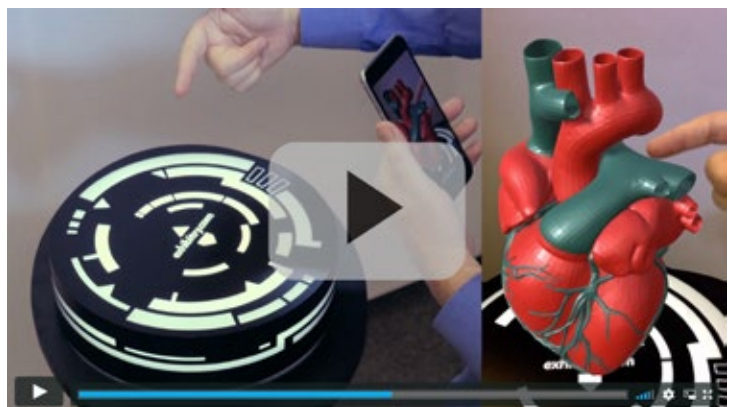
Exhibitry Tactile AR brings a physical presence and hands-on interaction to virtual presentations. With Tactile AR, customers can reach out and physically interact with virtual objects in an instantly usable and intuitive manner.

The Lazy Susan-like turntable becomes a magical display pedestal when viewed through a phone, tablet, touchscreen or virtual reality headset. Virtual product representations appear to rest upon the turntable and move in sync with any physical interaction. The simple act of tuning the Tactile AR unit triggers a variety of engaging interactions such as cutaway views, pop-up information and demonstrative animations.

Companies use Tactile AR to engage customers in a variety of ways: product simulations, live presentations, interactive kiosks, headset-free virtual reality and interactive museum installations.

See it in action at
exhibitry.com/tactile

Example Apps

A Tactile AR application can include multiple demonstrations and scenarios. Think of it as a product demonstration jukebox. Customers learn-by-doing, interacting with your product as they wish and examining it from any angle. They can zoom in on the details and features and explore your offering at their own pace.
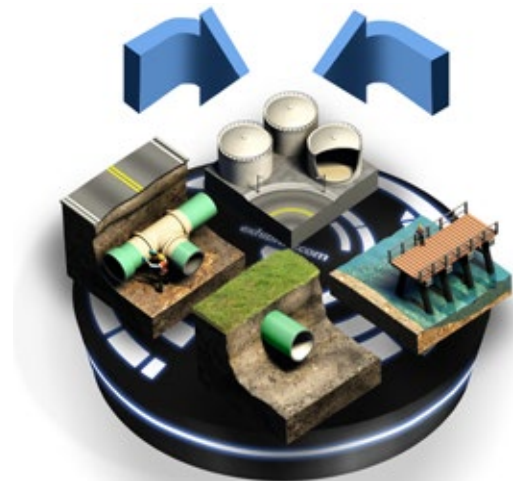
Product Demo

A product demo is typically built around interactive 3D representations of the product to be demonstrated or explained. For example; an air conditioning unit with a cutaway view, or a diesel engine showing the animated fuel path. Pop-up information and additional product data such as spec sheets can all be integrated into the application.

Service Explanation

Service companies have a story to tell even if they don't have a widget to sell. Interacting with 3D animated info-graphics is an engaging way to explain concepts such as financial transactions or step-by-step procedures.

Locations Tour

Virtual representations of physical locations can also help explain and demonstrate products, services and other customer offerings. Exhibitry can us maps, drawings or even scan a location to create accurate interactive walk-throughs and augmented reality tours.

Modular Presentations

Your products don't sit still so neither should your app. Tactile AR presentations are designed modularly to make updates and additions quick, easy and cost-effective as your products evolve and your product line expands.

Every Tactile AR application is uniquely tailored to your branding and product demonstration needs. The versatility of Tactile AR apps allow your presentations to be viewed in a variety of ways. The standalone turntable is portable enough for small trade shows and client meetings. It can be integrated into a virtual reality kiosk for intuitive VR interaction. Apps can also work independently of the turntable for a traditional augmented reality experience.

Kiosk   Portable   Customer App

Customer App

Customers can download your app to experience your products in augmented reality space, on their own phone, with or without the turntable. This example shows how a sales rep has placed an virtual air conditioner unit right in the aisle of a trade show (below). A customer is using the same app to explore the unit in their own home (right). They can walk around it, viewing it inside and out from every angle, to gain a full understanding of the product's features and benefits.

"Combining the virtual and the physical is such a smart move, and it increases engagement."

~ Exhibitor Magazine
Buyers Choice Award 2018

Your product has a story to tell.

Tactile AR presentations help you tell your product story almost anywhere on almost any device. The same application can cost-effectively convert from tablets to phones, from PCs to web sites, and from fully immersive virtual reality to interactive holograms.

Exhibitry is an award winning digital production studio and fabrication facility. We've been telling business and product stories in unique ways for over 20 years. Call us or visit us on the web to see how me might turn your product story into a bestseller.

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