REALITY BLU

The Show Grip

The App Grip

Build, Deploy, Experience with BLUairspace® SDK

Looking for a sophisticated AR SDK that makes your existing Apps "Scan-Ready?" The BLUairspace® SDK comes with a complete set of scripts and documentation for easy integration. The SDK includes facility for both Marker Based and Markerless AR workflows.

BLUairspace SDK has it all:

- Connect your mobile App to all the functionality of the BLUairspace Platform.
- The BLUairspace Platform facilitates the creation of experiences and stores all experience assets in the cloud, bringing theem down to the App on request.
- Content is separated from functionality. Change content without the constraints of updating App code and the App version in the respective store.
- The BLUairspace SDK includes facility for both Marker Based and Markerless AR workflows.
- Our smart, simple organization feature presents an unlimited number of Markerless objects.
- Support for both ARKit™ and ARCore.™ Our BLUairspace SDK will detect the device type and deliver an experience in a way that takes advantage of your native phone.
- Support for SLAM (Simultaneous Localization and Mapping), for devices not compatibale with ARKit or ARCore.

Download the RealityBLU® AR Mobile App
Scan the card front to see what's waiting for you in BLUairspace®

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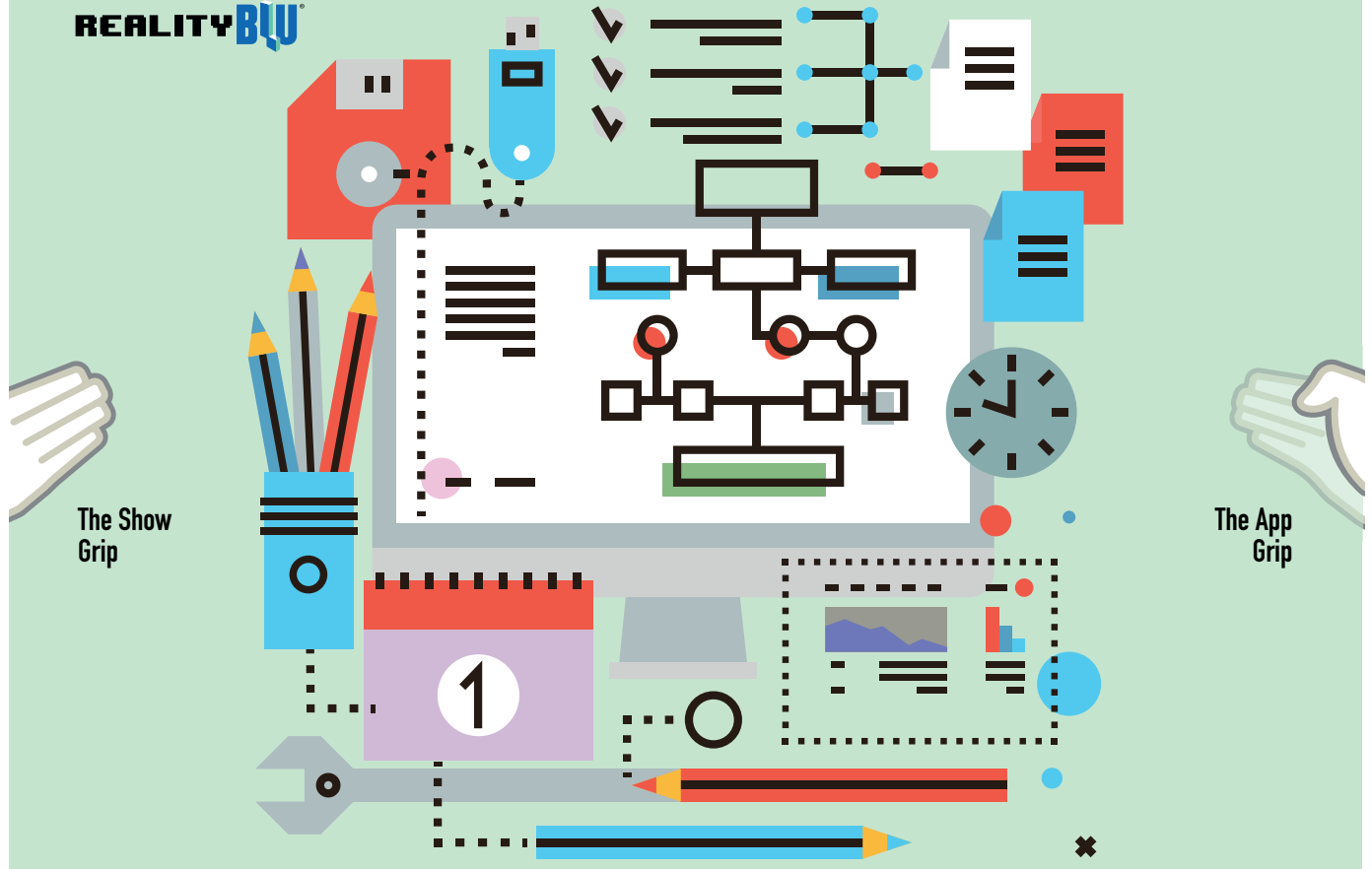

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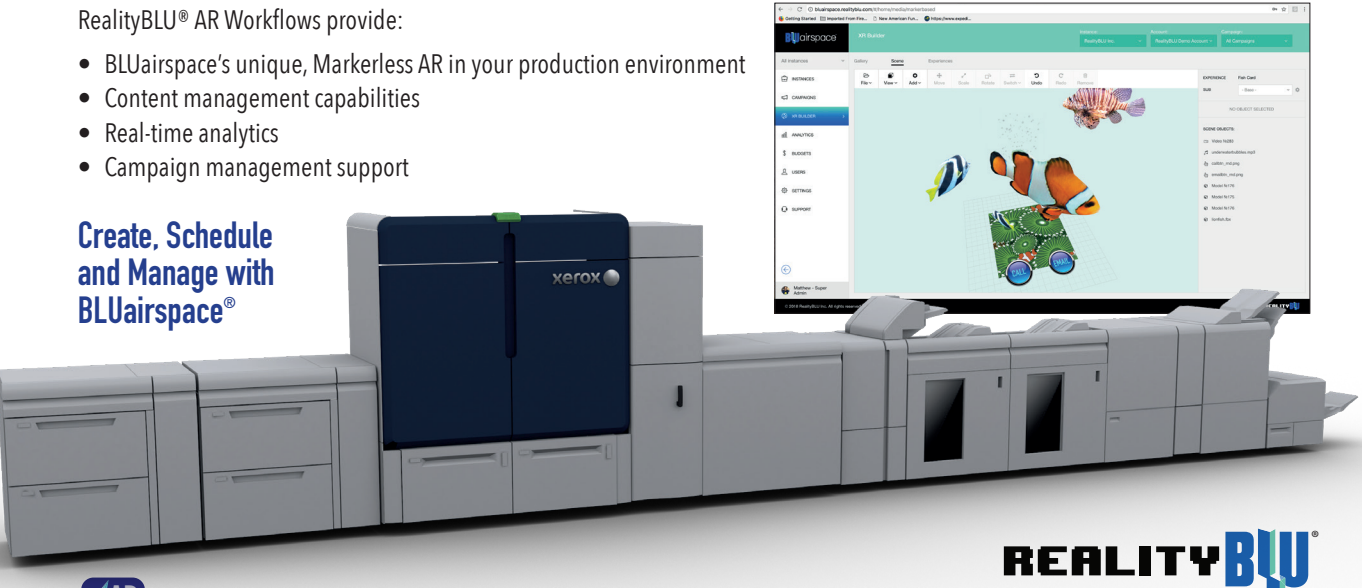
All AR Workflows in a Single Platform

Why limit your creativity to a certain type of AR? BLUairspace® gives you the flexibility to create Marker based AND Markerless campaigns. Our BLUairspace SDK handles Marker based as well as Markerless for both, Android and iOS even in our Crawl (base) model.

RealityBLU® AR Workflows provide:

- BLUairspace's unique, Markerless AR in your production environment
- Content management capabilities
- Real-time analytics
- Campaign management support



Create, Schedule and Manage with BLUairspace®

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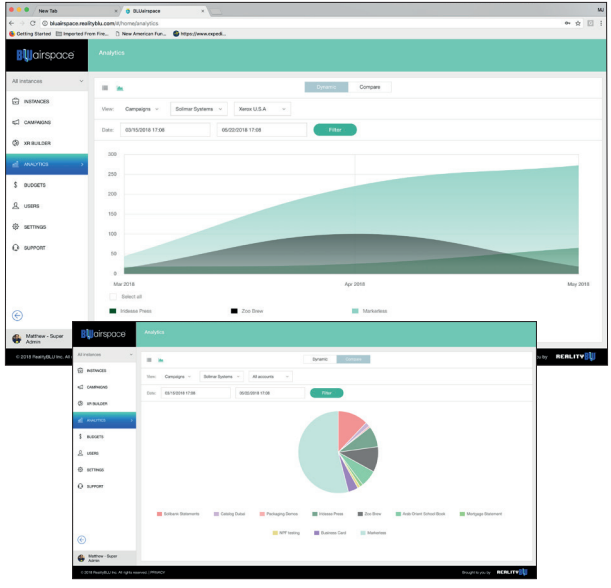
Measuring campaign performance is critical for effective marketing. You need the ability to update program parameters quickly and efficiently. How can we help? Let's use the new car brochure example. Update the Markers in a brochure to promote holiday-specific clearance events for local dealers. Then, at-a-glance, on BLUairspace® dashboard you will have all the data points you need to track your campaign.



RealityBLU® Campaign Management allows:

- Dashboard visibility
- Web-based reporting – dynamically generate usage reports
- Scheduling – deploy, hold and stop campaigns at your convenience
- Track and analyze specific data points relevant for your measures metrics
- Reporting down to the experience level – location, campaign, which OS, time, day, etc.

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Use Location to Trigger AR Experiences

Location based AR allows you to deliver location relevant content. How does this work? Imagine the efficiencies of creating one, new car brochure that, when viewed in Detroit, San Francisco or New York City, will contain the local dealer, promotion and availability information. Include regional imagery, benefits, videos, websites and a button to call the local dealer.

RealityBLU® Location Based AR allows:

- Micro targeting
- Content localization
- Marketing budget efficiencies
- Environmentally friendly
- Fast updates for changes in the market, weather or quarter end

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