Proposal for Augmented Reality Software Development
Augmented Reality Opportunities

MARKETING

Augmented Reality can make your print materials interactive: product catalogs, magazine ads, brochures, and flyers can be enhanced with AR elements in them. By using mobile AR, marketers could track how many people engaged with a particular advertisement and how many then made a purchase of the product or service.

RETAIL

Augmented Reality is ideal for boosting sales of retailers and is a great way for retailers to capture a shopper’s attention. AR furniture visualisation helps customers visualize how elements of furniture and decor would look in their homes. Shoppers can check in AR mirror how the latest jewelry, accessories or other products will look on them.

SALES

Close more deals at lightning speed. Your sales reps can present your products in an ultra realistic way. Augmented Reality is ideal for boosting your presence in trade shows. The 3D models of the products you create while making prototypes can be used to offer customers a realistic product view.
Augmented Reality Opportunities

ARCHITECTURE
Create Augmented Reality interactive floor maps for winning architecture projects and bring your brochures to life. Promote new housing concepts through immersive marketing materials. You can use this technology to present your clients with a 3D 360 degree view of the building on the tablet. Users can view every detail of the proposed building in 3D, rotate, flip and even deconstruct the model for closer inspection.

INDUSTRIAL
Augmented Reality can be used to reduce the complexity of a manufacturing company’s maintenance and service operations. Technicians can be given AR apps on their smartphones to guide them during their maintenance tasks. Get quicker service and improved inspection processes. Reduce errors and enhance documentation of work processes. Train non-specialized technicians faster.

AUTOMOTIVE
Most of the car buyers research online before they actually purchase one, so companies leverage the benefit of AR and present them with all the variants that they wish to see. Also, through Augmented Reality, automobile companies allow their prospective customers to drive a vehicle without actually being in one.
Augmented Reality Opportunities

**HEALTHCARE**

Healthcare organizations are looking to AR for educational and telehealth purposes to give users a more interactive experience when learning new, complex skills. The main benefits of educational AR to include decreased amount of practice, reduced failure rate, improved performance accuracy and accelerated learning. Virtual Glasses technology allow fast access to real-time data and patient information faster than ever before.

**EDUCATION**

Engage students and capture their attention with interactive lessons. Using Augmented Reality you can create classroom applications. Teachers are using AR apps to explain hard – to – understand learning concepts. AR books provide deeper understanding of complex content and allows students to interact with 3D model. It also help make process of learning brighter and engaging.

**GOVERNMENT**

Museums and culturally significant buildings are perfect candidates for AR information and rich content around artwork, artefacts, publications, etc. Natural resources – including national parks, coastlines, forest and wetlands – combined with AR can provide a powerful educational experience while simultaneously encouraging and monitoring the appropriate use and preservation of natural resources.
Engaging Advertising
Augmented Reality has been proven to increase customer engagement with the brands that use them. Brands can incorporate AR elements in their advertisements and offer coupons to drive customer footfall into the store, cafe or restaurant.

Better Conversion at Point of Sale
Retailers are using AR apps as part of elaborate sales promotions and loyalty schemes to drive customer footfall and increase sales in their brick and mortar shops to compete with eCommerce sites.

Reduced Costs of Sales and Marketing Materials
Augmented Reality is a great opportunity for companies to cut down on their traditional print brochures and marketing materials. The interactive model of AR apps makes for more engaging user experience and also significant cost savings.

Increased use of AR in Events
Event organizers and exhibitors are turning to Augmented Reality to increase interactivity at their events which helps in attracting visitors. Companies have already started using AR in their kiosks to create an immersive brand experience and increase customer dwell time in their stands.
**Solutions**

**Product Demonstrations**

Using Augmented Reality apps can give your potential customers an accurate view about the product. Furniture stores, home decorators, fashion stores are ideally suited to take advantage of this technology.

**Virtual Tours**

Provide your potential customers an extensive tour using an AR, VR & 360 app. These solutions provide deeper engagement for your potential clients, visitors and employees, giving them the ability to truly immerse themselves in your environment, your products or your narrative.

**Educational materials**

You do not have to invest in physical materials. By viewing augmented models, the students can gain a better understanding of the concepts they are studying. This is a fun way to engage students and reinforce concepts they've seen during class lectures.

**Marketing materials**

By taking the interactivity of online marketing and applying it to the real world; AR can blur the lines of what an advertisement is. By having a brochure or flyer come to life, marketers could still use print adverts to showcase products or services with video demos, or showing 3D models.
We inspire, entertain, inform and educate using Augmented Reality, Computer Vision and Virtual Reality technologies.
Our Proposal for Business

WHAT DO WE DO:

Promo & marketing applications development
AR & VR are changing the way people shop and experience brands. We will move your inventive strategies and campaigns to a higher new level. Engage your audience in a signature brand application experience moment, embellish your exhibit, display, or presentation with Virtual and Augmented Reality. You can boost your Content Marketing strategy with Augmented Reality application or create highly personalized and interactive ads by combining traditional media with Augmented Reality. Track ad effectiveness and leverage personal data to deliver customized content with AR Enhanced Print Ads.

Full-cycle product development and support
Encourage consumers to visualize products anywhere by creating Virtual Product Catalog or Enable customers to try your product from the comfort of their own home by creating Virtual Sampling Augmented Reality application. With Virtual and Augmented Reality come new opportunities for corporate communication. Employee training, customer support, and quality control is rapidly changing and becoming more efficient with these emerging technologies. The Training and Communications Suite is designed to optimize corporate communication methods, both internally and externally.
Survey data from Statista shows that of 1,013 individuals aged 19-49, 44% were “very interested” in VR, while 26% were “quite interested.”

Virtual and Augmented Reality become realistic revenue generators

Augmented Reality is a perfect addition to the existing marketing strategy and technology booster for implementation of your company mission using new marketing opportunities.

Great Alignment with company mission and strategy

ABI research predicted that early AR adopters will move towards the beginning of their deployment. ABI report authors hypothesized that in 2018, the AR market will grow at a CAGR of 227 percent by 2021 as enterprises gain a better understanding of how the technology can benefit business.

A quick growth of AR powered by enterprise uptake
Execution Strategy for Business

1. Discovery phase

This phase designed to produce the right AR/MR/VR technology solution framework for your business. We make envisioning of your idea and estimate high level project scoping.

2. Concept

We identify top features, generate user stories, establish UX foundations. A production plan comprehensively documents the concept, details budget parameters, and outlines high level execution.

3. Prototyping

We apply our experience in project development to the core concept in a rapid prototyping process that sketches potential directions and allows clients to visualize options before finalizing a blueprint.

4. Blueprint

The blueprint solidifies and communicates the specifics of what will be built. An accompanying backlog prioritizes features and a release plan establishes the framework for production.

5. Production

This phase designed to produce the right AR/MR/VR technology solution framework for your business. We envisioning encompasses VR and AR tech exploration, business.

6. Optimization

Production is completed through final user testing and platform-specific optimization.

7. Delivery

Each project we deliver is a whole package of software and services: analytics, support, intro-demo, descriptions, screenshots. In addition we help to pass the validation of the marketplace and provide with comprehensive training.

8. Analytics

We offer options for embedded analytics that measure the efficacy of the delivered solution, and provide insights into opportunity for next phase development.
We use Agile Project Lifecycle Management as the optimal method for process management during software development. That means you’re a part of the process: it’s easier to keep an eye on the project and evaluate output. We use Time & Material pricing model in combination with fixed price project. No hidden costs, no surprises.

We provide you with a personal manager who is available for you to track all processes and services we deliver in addition to project management tools you have access to that help you be aware of development process. UX-driven development at every stage, starting with initial mock-ups and right up to admin dashboards. Every interface, screen, button, and the whole user flow is carried out with circumspection.

Accompanying to NDA we have working procedures and policies that protects access to the Customer’ sensitive data. We do work with major Cloud service providers that allows us ensuring safety procedures. We do create Customer specific credentials for every project we are working in and pass it to our Customers at the end of project.

Our Developers are certified in the most of modern technologies, including Unity3D. We have partnership with major vendors that proves our compliance to their Quality requirements. Our Testers run Manual and Automated tests, together with performance loading stress tests.
We are serious company and we want to confirm our commitment to every project we are participating in. Therefore we could offer businesses to split the project costs by sharing the revenue generated from our product.

We charge a mixture of equity and cash. This allows us to maintain an ongoing interest in the project’s success while also keeping the cost of the MVP down. Typically we will work 40 hours per week in 2 weeks’ sprints. On average you can expect implementing your project for about $32,000 plus 5% equity.

**Pricing Estimation**

Our MVP rate is **$100 per hour** for the entire **project team**: developers, designers, writers, testers and management staff together.

**Discount for Startups**

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**Discount for Business**

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**Regular Pricing**

We’re happy to start your project development at our **standard rate which ranges from $140 - $200/hr per entire team**, depending on the scope of the project and resources required. For most projects we have a $44,800 minimum.
Why choose us

**Stellar** Project Management
Organized, efficient and minimal, we communicate the way you like. We use cutting edge tools to map your project and offer transparency into how your project is being built.

**Certified** Developers
We understand your needs for a way to reliably assess developers knowledge and skills against a benchmark of proficiency. That is why we are offering you Certified Unity Developers team.

**Cross Platform** Development Tools
You invest your time and money only in one development team. We use cross platform tools such as Unity to deliver Augmented, Virtual and Mixed Reality applications for iOS, Android and Windows.

**Highly Scalable** Platforms
We build carefully to ensure you won’t be hopping platforms tomorrow. We know platform is an investment so we build in a way that promotes maintainability and sustainability.

**Great** Stack of Technologies

**Augmented Reality Platforms**
- ARkit by Apple
- ARcore by Google
- Google Tango
- Vuforia

**Virtual Reality Platforms**
- Oculus
- Google DayDream
- Samsung GearVR
- Sony Playstation

**Mixed Reality Platforms**
- Microsoft Hololens
- Microsoft Kinect
- Intel RealSense
- The Meta 2

**Computer Vision Platforms**
- OpenCV
- EmguCV
Let’s start a great journey today!

Convert Augmented Reality into revenue, mail us today and get your quote.

mail@arvare.com

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