

facebook.com/pages/Total-Immersion

# GPU TECHNOLOGY CONFERENCE

## Total Immersion *Bridging the real and virtual world* Bruno Uzzan - Founder & CEO

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## Key Media changes

- A surge of new video technologies and social media innovations is altering the media landscape
- Convergence is everywhere. It is easy to reach an audience but hard to really connect with it
- These changes are affecting the way people behave



## Key Media challenges

- There are currently two worlds that don't interfere together



Physical/Traditional world



Virtual/Digital world

- How to link traditional advertising, games, toys, book with Digital?

## This convergence is Augmented Reality

- AR is a New Human Interface
- Computer and devices learn and response to their environment thanks to video camera
- Improve interaction between machine and user





## Company overview

- Total Immersion is the worldwide leader in Augmented Reality solutions. The company's proprietary software solution D'Fusion, a real time software platform, merges 3D synthetic objects into live videos.
- Check this out!
  - Total Immersion sizzle real



# Company Overview (Continued)

## Total Immersion's Global Leadership

- Vision: Transform passive consumers to interactive brand ambassador
- Propriety AR Software Platform: D'Fusion
- 11 Years of AR market expertise
- 17 Patents filed
- 70 Team Members
- 85 Certified partners in the World
- >700 Projects delivered since 2008
- Profitable

## Total Immersion's Proprietary Solution: D'Fusion

### D'Fusion Pro

Ideal for highest quality rendering and large scale exhibitions

Usage:

theme park attractions,  
digital signage, live  
events, trade shows

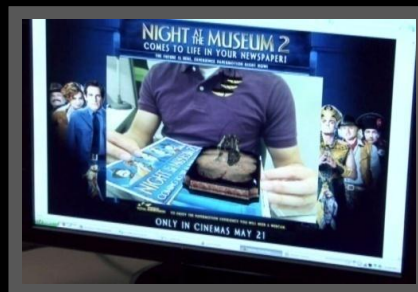


### D'Fusion@Home

Designed around typical consumer home computer systems

Usage:

toys, games, publishing,  
digital marketing



### D'Fusion Mobile

Developing for use of AR applications on the go with mobile internet devices

Usage:

location based applications,  
retail





# Standard AR Use Cases

- Digital / Online Marketing
- Event, Conferences, Exhibitions
- Digital Out of Home
- In-Store



# AR: Digital / Online Marketing

**Kraft Foods Lunchables, “Created By You” Campaign** Designed as an On-Pack digital gifting experience, Lunchables consumers are driven to Lunchables.com to enter into a an online contest.

- Information about the contest, brand and celebrity focused immersive interactive experiences are launched via AR utilizing the native on-pack **punch-out**.



# AR: Digital / Online Marketing

## Olympus PEN E-PL1, AR Demo

- Olympus and Total Immersion created a virtual product demo for the PEN E-PL1 hybrid camera.
- Potential buyers can experience its small size, digital SLR, video features and point-and-shoot simplicity as if holding it in their own hands, allowing them to make an informed purchase decision before entering the store.

## Case study: Olympus

**Industry:** Electronics, e-commerce

**Project:** Olympus Pen launch

**Region:** USA

**Campaign Launch:** May 2010

**Software used:** D'Fusion @home

### Target

Create a virtual product demo for the PEN E-PL1 hybrid camera that lets camera aficionados experience its small SLR and HD video features, and point-and-shoot simplicity, just as if they were holding the actual camera in their hands.

### Results

Around 100 000 unique visitors

15% repeat visitors on Augmented Reality experience

### Quote

“Augmented reality has been used by companies before, but more as a gimmick than as an actual, working, in-depth product demo. This is as close to having the camera in your hands as you can get without actually having it in your hands.”

-Stephen Mietelski, Mullen





# AR: Digital / Online Marketing

## Atol

- Total Immersion designed a interactive “dressing room” to try on new eyeglass designs.
- The Web application has been so successful that is now being ported to Mobile applications.



## Case study: Atol

**Industry:** Fashion, e-commerce

**Project:** Adriana Karembeu

**Region:** France

**Campaign Launch:** Feb 2010

**Software used:** D'Fusion @home



### Target

Create an at-home, interactive dressing room to promote presales of new eyeglass designs

Generate interest in the designer sunglasses that drives visitors to ATOL boutiques

Using the digital dressing room and a webcam, visitors could try on a variety of different frames and colors and pick the design that most enhanced their personal beauty and style, just like in a real optical fitting

### Results

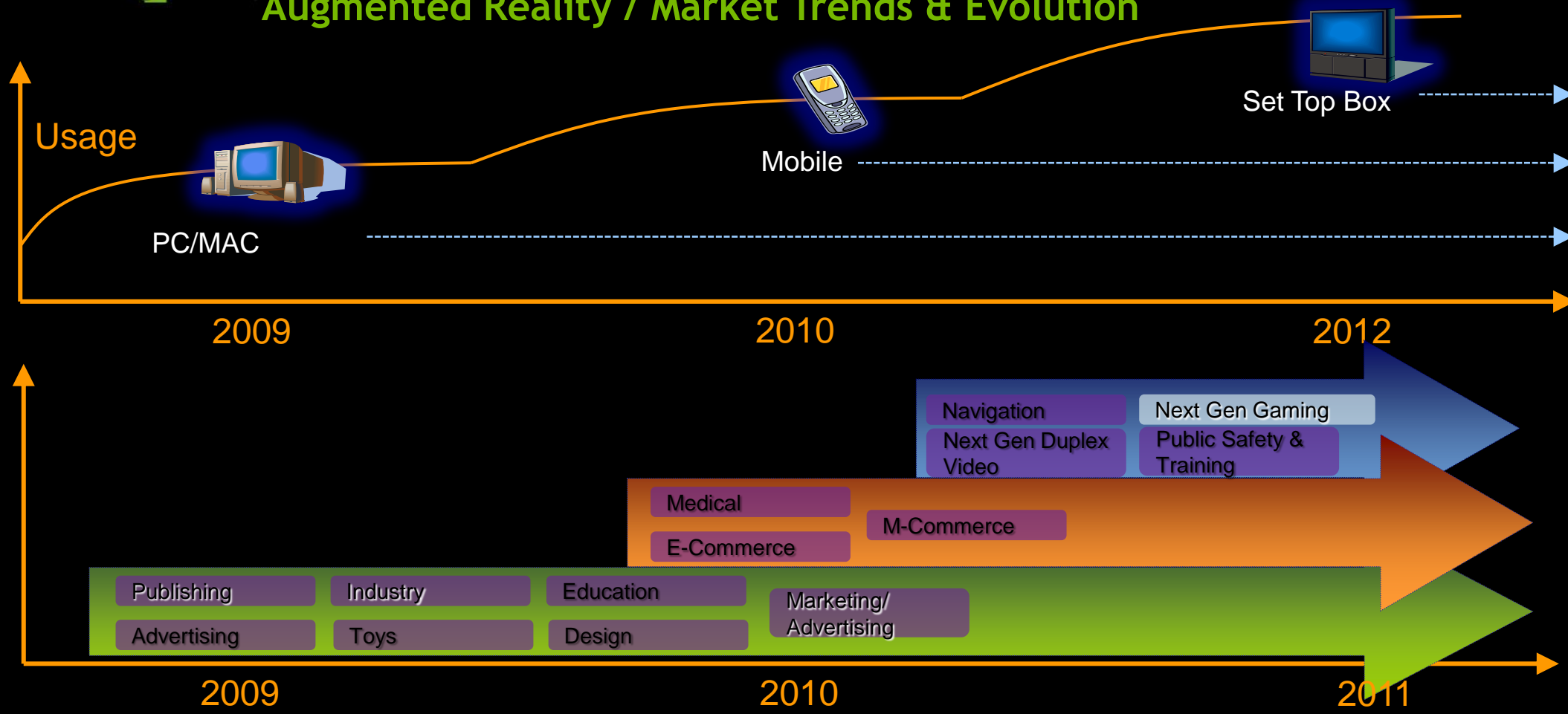
50% additional traffic on website

30% unique visitors on Augmented Reality experience



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## Augmented Reality / Market Trends & Evolution





## Total Immersion focus and near term evolution

- Growth and Globalization efforts
- Flash and Mobile
- Industrial and Utility applications
- Strategic alliances



## Thank you



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