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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





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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?



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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





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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





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Company Overview (Continued) Total Immersion's Global Leadership

- Vision: Transform passive consumers to interactive brand ambassador
- Proprietary 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





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Standard AR Use Cases

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



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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 online contest.

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





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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

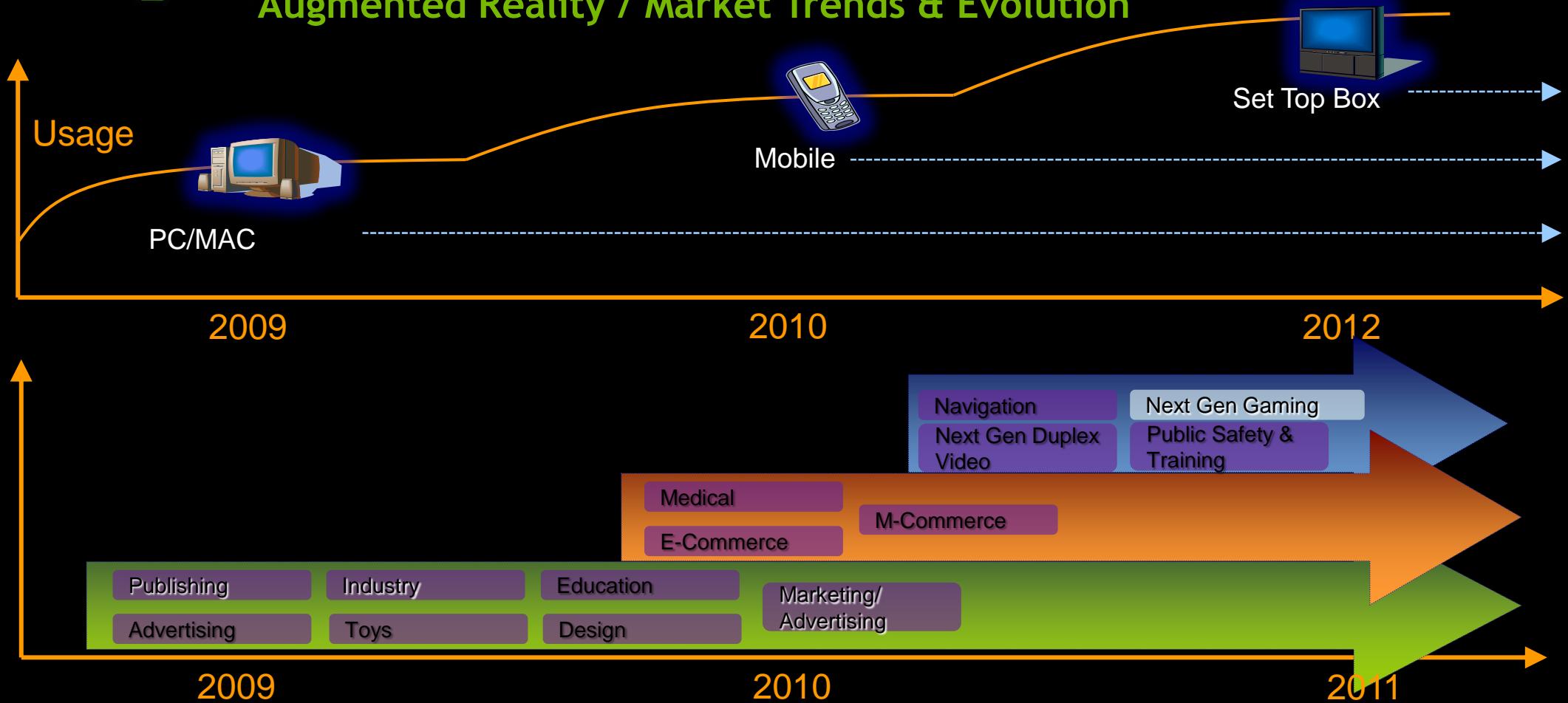
Results

50% additional traffic on website

30% unique visitors on Augmented Reality experience



Augmented Reality / Market Trends & Evolution





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Total Immersion focus and near term evolution

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





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Thank you



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