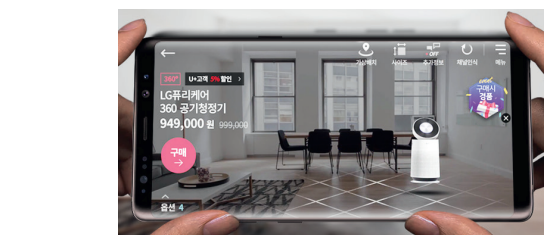


Enable your viewers to engage in and take action on what they are watching.

1. Scan the broadcast or video through the smartphone camera



2. Get tailor-made AR information, e.g. 3D models

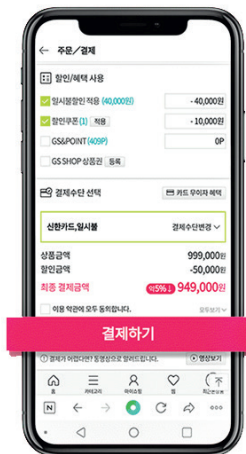


3. Try it on or place it anywhere – interact with the product

“eyecandylab’s technology is a perfect differentiator to extend our leadership position.”

Keeman Seoh, Vice President
Strategic Alliance & Global Partnership, LG U+

4. Purchase with a single transaction – frictionless conversion



31%

of U.S. consumers would like to receive product information in AR

23%

can imagine purchasing the product through AR immediately



“U+ AR Shopping” is the world’s first AR-enabled immersive home shopping experience, developed by LG U+ and eyecandylab.

It is available for a growing number of major home shopping channels in South Korea.



Download the full report “The Power of Video-Triggered AR. U.S. Market Study 2019” at www.augmen.tv or scan the QR code.