



StraxAR

A Statement About Augmented Reality from AdWeek:

"AR ads will fare well for two reasons. The first is that they are non-interruptive. Think of AR advertising as akin to product placement. *They are part of and live inside the content, contributing to the overall quality and stickiness of the experience itself.*"

What we remember is incredibly 70 percent higher for AR experiences!

Secondly, AR ads are profoundly under the user's control. All other ad types are forced upon us without negotiation. AR ads are curiosities. They're invitations, not intrusions. They're artful, fun tools that consumers use to play and connect with brands they love. The early returns are outstanding. The camera is the biggest opportunity for marketers in a decade, and maybe more."

Source: AdWeek



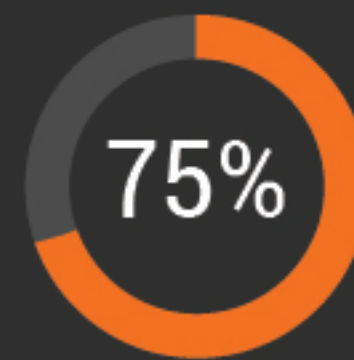
What is stored into human memory is **70% higher** for AR experiences.



AR ad conversion rates are in the 20–80 percent range. A number of major brands are already growing their audience base and building brand loyalty with AR ads.



An AR campaign proves a brand relevant and forward-thinking.



75% of consumers now expect retailers to offer an augmented reality experience.



60%+ of shoppers look up product information and prices while using their mobile phones in stores. Augmented reality provides a critical solution to meeting those shoppers' needs by answering questions a sales associate can not.



Augmented reality helps bridge the gap between offline and online shopping, creating a more cohesive experience and helps customers find what they need more effortlessly.



Retail stores that use AR set themselves apart as especially innovative and modern.



StraxAR™ is the only SaaS cloud based platform that enables rapid creation of AR experiences to drive multiple campaigns.



StraxAR™ embraces powerful analytics via Firebase™ and BigQuery™ and exports seamlessly to BigQuery™.



StraxAR™ distributes its AR experiences worldwide in seconds via a cloud based content delivery network on both iOS and Android.