

# Magnetic Tags as Markers for AR production to be used in conjunction with PizzAR Service Platform



Magnetic tags are common features on most refrigerators of households. They are part of the décor in the kitchen.

They serve many purposes including jolting one's memory of a place(s), event, people or thing(s) to do etc.

**They remain to be seen prominently whenever you are in the kitchen. They are great reminders and prompters.**

**Many existing magnetic tags on refrigerators are company logos and brands that have been around for years and are still in production and distribution.**

**Existing magnetic tags and new ones, that are yet to designed and made for distribution, can all be great Markers for use to trigger off AR Production (Augmented Reality Production), VR Production (Virtual Reality Production) for advertisement and promotion campaigns.**

**PizzAR cloud-based service platform for digital medium for advertisement and promotion campaigns can work with both existing magnetic tags on refrigerators and new ones that can be designed to suit the campaigns.**

The issuers / brand-owners of the magnetic tags can take advantage of the thousands or millions of their magnetic tags that are already installed on the doors of refrigerators of households - a formidable installed base –

**as springboards to deliver ads and promo messages**

- for special of the week (as in the case of a grocery chain, consumer electronics chain, furniture store chain)
- new arrivals of fashion pieces (as in the case of fashion clothing or accessory store chains)
- season's greetings
- CSR (Corporate Social Responsibility) initiatives
- etc.

PizzAR team will undertake all design, development and production of the AR-enabled advertisement and promotion materials and make them available as managed services to run in any target markets in any country worldwide.

Please read the presentation document titled "Attributes and Advantages of PizzAR" for details of the service provision of PizzAR service platform and the PizzAR ecosystem.

We specialize in designing and producing services that bridge the traditional advertisement regime with the new mobile advertisement paradigm that address and cover all on-line and off-line audience for advertising and promoting your products, services and brands.

Representative of Ecocarrier's PizzAR Division would love to hear from you to learn about your requirement, challenges and work with you.

Please direct your inquiry to [projects@ecocarrier.com](mailto:projects@ecocarrier.com)