

Mobile Digital Enhancement to Traditional Printed Advertisement

(from the consumer/reader's perspective)

A printed advertisement would be so much more interesting, effective and efficient if it can do the following when you look at it:

- talk to you
 - sing to you
 - dance for you
 - rise up to you
 - show you what you can make with it
 - fire up your imagination with illustration and demonstration of use
 - immerse you in its proposition – whatever that may be
 - update itself with new offers and new images from time to time
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(from the advertiser's perspective)

and if you are the advertiser of the printed advertisement, you would certainly like to be able to achieve all of the above-stated features and the following additional advantages without blowing your budget:

- add mobile digital enhancement to your traditional printed advertisement by AR (Augmented Reality) Production, VR (Virtual Reality) Production and MR (Mixed Reality) Production and, in so doing, introduce the consumer/ reader to mobile digital media advertisement
- transition your advertisement operation from traditional print media to mobile digital media at a measured pace from 0% to 75% over a period of 3 quarters (9 months)

- employ mobile digital advertising by AR/VR/MR Production to your readership to generate greater profits for you the advertiser due to cost savings that are derived from reduction in volume of paper and printing needed and the labor for delivery of the printed advertisement
- AR/VR/MR -enabled mobile digital advertising also affords the advertiser the ability to capture and produce useful data on the performance of the various advertisement/promotion campaigns through big data analytics

Based on the performance data, you, the advertiser, can make necessary changes to improve the efficacy of the advertising campaigns in a timely fashion

- AR/VR/MR-enabled mobile digital advertising operation that is implemented with location-aware functional capability has the added advantage of being able to do Push Advertising to deliver certain advertising messages to the consumer who is within the vicinity of the advertiser's shop location; such messages are ones designed to attract the consumer to make impulse purchases or to persuade the consumer to select to buy products or services of the advertiser instead of that of the competitions/competitors to the advertiser.

Good News

The good news is that all of the above can be realized with Ecocarrier's PizzzAR Digital Platform which is a cloud-based managed service platform for the operation of AR/VR/MR-enabled solutions and the relative apps and games.

Our proposition to the Traditional Print Media Company ("TPMC") and the Businesses/Advertisers ("B/A"), that use the TPMC services to print and distribute the flyers is the following:

- initially to introduce Mobile Digital Enhancement to the traditional print media operation in a non-disruptive and risk-free manner to achieve greater efficacy for their advertisement/promotion campaigns while exposing/educating the target consumers to/on the benefits of mobile digital advertising.
- gradually overtime to transition the traditional print media advertising/promotion operation to one that is largely a mobile digital operation and be current with a world that is rapidly becoming digital in all aspects of commerce and daily living

Here is what we propose you do:

- add a QR code at the top of your printed advertisement – a flyer, advertisement tabloid issue, etc. – that a Smartphone can easily detect/read and then be connected to a site where the user of the Smartphone can download the PizzzAR app.
- select a suitable image for use as a Marker to be read by the PizzzAR running in a Smartphone to trigger the playing of AR/VR/MR Production

the steps above-stated are illustrated in a video clip presented at https://youtu.be/Xrfs_n3Tynk

where you find various examples of traditional printed advertisement enhanced with AR/VR/MR Production.

About PizzzAR Service Platform

PizzzAR is a high efficacy and super cost efficient digital medium for advertisement and promotion campaigns, featuring AR/VR/MR Production, location-aware function, view data capture and big data analytics in a comprehensive cloud-based managed service provision. It is a disruptive technology in the media advertising space that does both pull and push operation for the advertisement.

The essential components of PizzzAR service provision are

- **PizzzAR cloud-based server**
- **PizzzAR app** – it is to be downloaded from app stores into a Smartphone/Tablet by the user
- **Project** – it is a distinct AR Production/ VR Production that runs within PizzzAR app; each Project is an advertisement or promotion campaign
- **Marker(s)** – it is usually a small printed image of size no smaller than 1.2" x 1.0" but it can also be a physical object of a distinct shape, a building or a structure, each one representing a Project

- **Trigger** – this is the reading of a Marker or the detection of certain location specific data such as a set of GPS coordinates; the trigger invokes the Project to play in the Smartphone or Tablet.
 - **Digital Contents** – this is contents for each advertisement or promotion to be played; these are all digital assets that are stored in the cloud-based server and are readily available to be transported, on demand, for use by PizzAR app when a Project is triggered to play.
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Definition of industry terms used

AR or Augmented Reality

Augmented Reality (AR) enables users to experience the world around them as is, but with the enhancement in the form of additional layers of digital content over and above Reality, such as images, sound, video and text; contents information that is available and relevant to the user's specific situation at the time.

VR or Virtual Reality

Virtual Reality is a three-dimensional, computer generated environment which can be explored and interacted with by a person. That person becomes part of this virtual world or is immersed within this environment and whilst there, is able to manipulate objects or perform a series of actions.

MR or Mixed Reality

Mixed Reality (MR) is the combination of operation and experience in an environment where one can avail oneself of the advantages of Augmented Reality (AR) and Virtual Reality (VR) and yet being able to interact with the AR presentation with actions/interactions in physical reality.

Cloud-based or Cloud Computing

Simply put, cloud computing is the delivery of computing services—servers, storage, databases, networking, software, analytics, and more—over the Internet (“the cloud”). Companies offering these computing services are called cloud providers and typically charge for cloud computing services based on usage, similar to how you’re billed for water or electricity at home. 3

Attributes of PizzAR managed service

All contents for the ad and promo campaigns are digital and cloud-based. The digital assets are readily available for transport from the Cloud to the play-station (Smartphone or Tablet) connected to the Internet anywhere in the world.

Contents are a one-time production of the digital assets for use relative to a Project. The digital assets of a Project reside in a cloud-based server and are available on-demand for transport from the cloud server to a Smartphone/Tablet running PizzAR app that is triggered to play the Project with the reading of a Marker or the detection of the location coordinates of the Smartphone/Tablet in a specific location anywhere when connected to the Internet.

The contents of the Project can be updated with ease simply by uploading the updated assets to the cloud-based server.

Advantage: There is no need to make any change to the Marker that is out there for public viewing and use when there is a need to update the contents of the ad/promo campaigns.

The ad and promo campaign play to an interested party anywhere in the world that is connected to the Internet.

Multiple sessions of playing of the Project can take place concurrently across time zones anywhere in the world as long as the user/viewer has Internet connection.

Please view the video presentation at

[Video 1: https://www.pizzar.com/index.html](https://www.pizzar.com/index.html)

[Video 2: https://www.pizzar.com/attributes-of-pizz-ar.html](https://www.pizzar.com/attributes-of-pizz-ar.html)

PizzzAR Ad Provision & Operation and Management Facility

PizzzAR Digital Platform is a full-functional-featured service platform complete with facility for

- service provision
- administration
- operation support
- management including
 - granular billing and
 - invoicing relative to the billing at each level of the distribution/value chain involving various entities including
 - Service Provider,
 - Distributor/Master Reseller,
 - Resellers,
 - Advertising Agencies and
 - Advertiser.

All entities get access to dashboards relative to their respective levels of access for performance data for timely visibility for good management.

Please ask our business development/sales personnel to give you a demo of these available facilities.

(from the Advertising Agency's perspective)