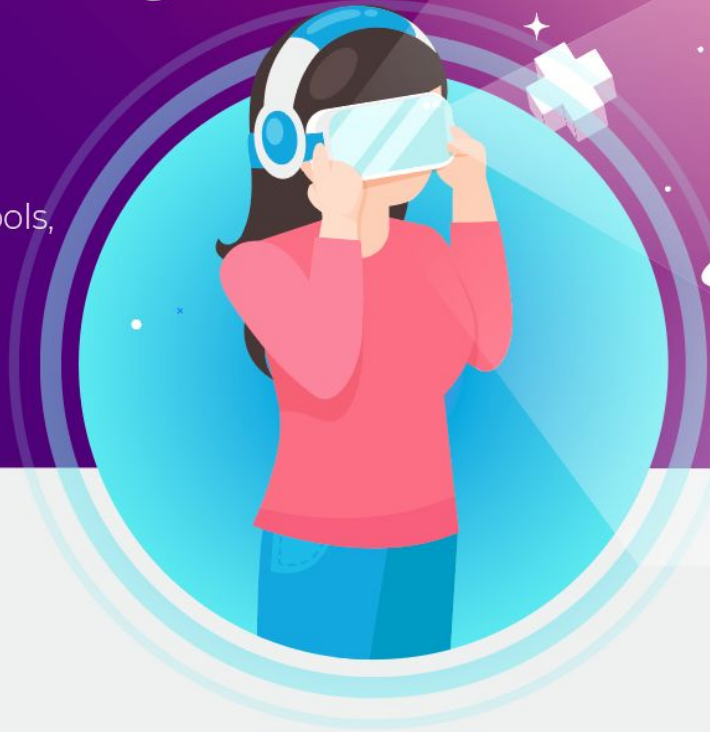


# VIRTUAL & AUGMENTED **REALITY**

As both marketing and customer service tools,  
Virtual and Augmented Reality open new  
possibilities for showcasing  
products and services



**ColorTheMinds**

Build To Share

(+358)41 317 2109  
[colortheminds.com](http://colortheminds.com)

# Augmented Reality and Virtual Reality ?



**Augmented Reality (AR)** and **Virtual Reality (VR)** blend the lines between the physical and digital world. They offer new ways of interacting with customers, colleagues, and the world around us.



AR and VR are presented via 3D high definition video and audio. Both technologies stem from the same idea of immersing users into a digital environment. But while VR is completely immersive, AR only partly overlays virtual objects over the real world. It uses everyday devices, a smartphone or a tablet, and sensors and market to detect the position of physical objects and then determine where to put virtual ones.



# We offer both services

Click buttons to explore more

**Augmented Reality (AR)**

**Virtual Reality (VR)**

**Book a Demo**



# Augmented Reality(AR) application

AR is the easiest way to create and share interactive, 3D product presentations.



It's simple, powerful and built to be shared.

Touch controlled product presentation.

## **Where to use? Wherever you are**

Showcase your products in 3D at home, events, fairs or webinars, online meetings, or invite customers on a multi-user session and present your product in real time with AR.

# Benefits

The reason why Augmented Reality in business is much more successful is because of its ubiquity.

- Attracts a broader audience as there's no need for additional devices
- A noticeable technology
- Creates personalized content to improve engagement
- Makes the user experience memorable and enjoyable
- Makes customer fully understand the product
- Makes a faster buyer decision
- Save time and money for sales & marketing

## Hardware support

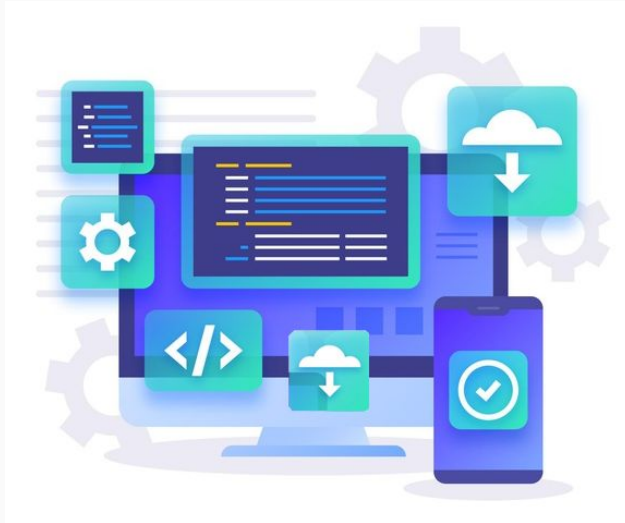
- PC & MAC computer
- Android & iOS mobile devices



# How to use?

AR in business can address the market of smartphones and tablets as they both use and grow it.

Install Apps



Select and Present



# Use cases

Support sales and marketing teams a powerful tool to reach out to customers and increase buying journeys

## How to use it in business





# Use cases

Augmented reality can be applied to various industries



## We offer industries:

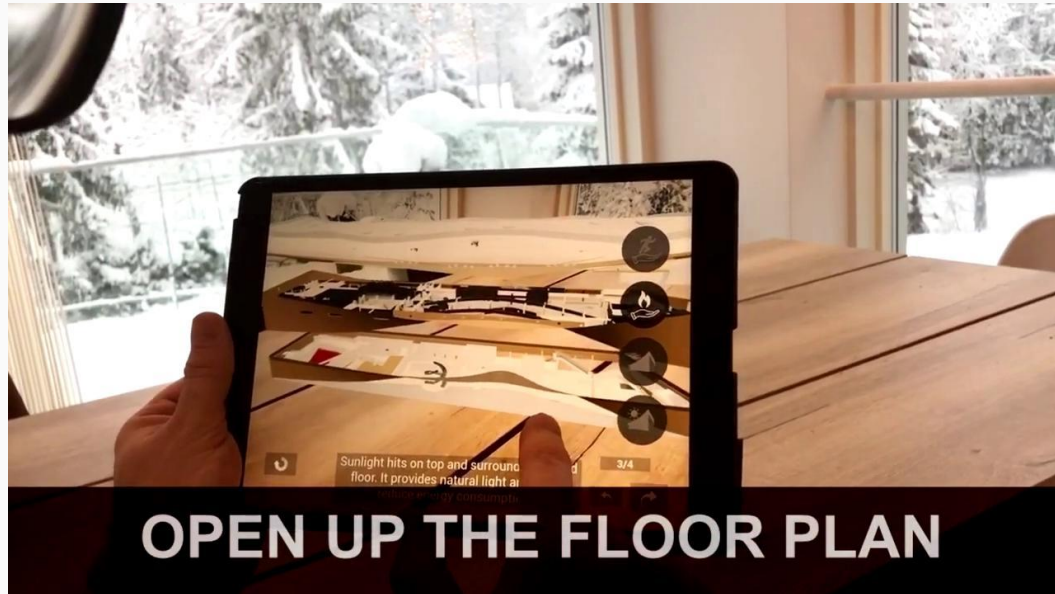
1. Retail
2. Real Estate
3. Interior Design
4. Training and Education

The possibilities and fields of AR apps for business are great.



# Video Demo

CLICK ON THE IMAGE TO SEE FULL VIDEO



**OPEN UP THE FLOOR PLAN**

# Virtual Reality(VR) application

Being immersed in what you're learning motivates you to fully understand it.



VR offers every business the chance to rethink how they present to and engage with, their customers. As both marketing and customer service tools, VR opens new possibilities for showcasing products and services.

## Where to use?

Explorer products in 3D at home, events, fairs or invite customers on a multi-user session and present your product in Virtual world.

# Why VR ?

Virtual Reality hit the mainstream recently with the arrival of affordable, consumer-friendly headsets

People are getting familiar with online working, studying and playing due to the pandemic.

The VR industry as a whole is growing at a fast pace, with the market size of consumer virtual reality hardware and content applications are increasing as well.

Increasingly, VR headset prices are getting cheaper and better, easier to approach and engage everyone.





# Benefits

VR provides a unique experience for customers who want to experience a product in real-time.

Best tool for Education and Training

- Enhance teaching, learning and training methods
- Build a happier, safer learning and teaching method
- Experienced learning immensely more effective than read or heard
- Increasing Creativity And Minimizing Pressure
- Raising product awareness

## Hardware support

- PC + VR headset
- Standalone Headset





# Use cases

VR is a cutting-edge technology that has increasingly gained marketing popularity in recent times.

## Best VR use cases that we offer:

- **Training And Development**

Practice Makes Perfect – Without worrying about the real-world consequences, workers can sharpen the skills

- **Education**

Being immersed in what you're learning motivates you to fully understand it.

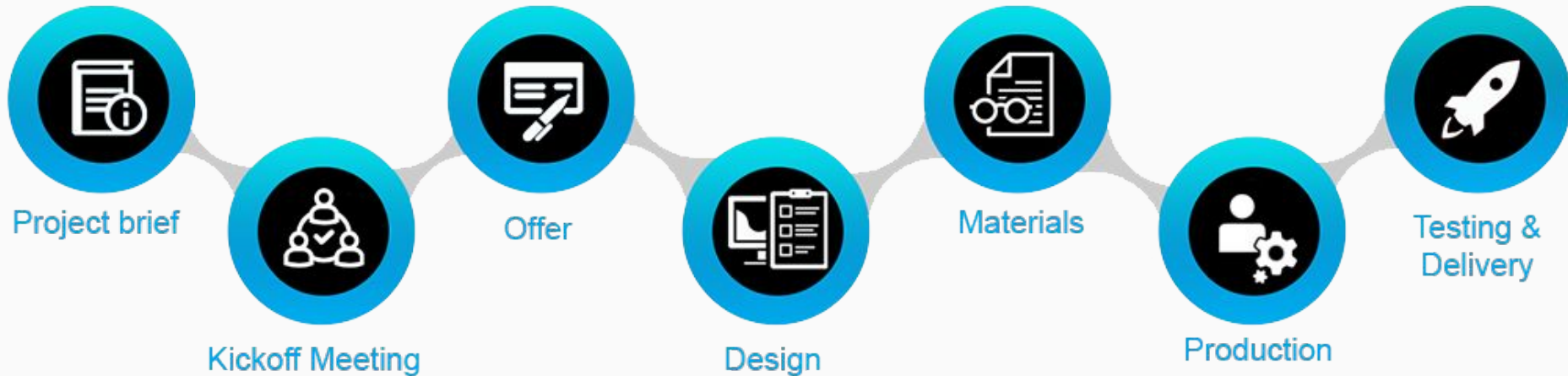
- **Gaming**

VR offers you the chance to get into an immersive gaming experience the likes of which you won't find anywhere else.



# How we work

Our solutions grow with your demands. We can start from a basic version and add new content or features later on – or start from an extensive version.



# Pricing

We offer interactive solutions from simple implementations to massive productions



## **AUGMENTED REALITY**

Starting from 45 hours  
€70/hour



## **VIRTUAL REALITY**

Starting from 90 hours  
€70/hour

Prices are officially quotes after kickoff meeting stage  
Prices do not include VAT or possible travel costs

# Pricing example

Pricing example based on Oodi Helsinki Center Library AR app

[Watch Oodi video demo](#)

Step-by-step 3D technical training

A powerful 3D presentation tool to help customers fully understand your products.

One item*	1-5 items	6-11 items	Over 11 items
€3000	€2,400/item	€2,200/item	€2,000/item

## APP FEATURES

- Move & Scale 3D object
- Illustrate components and assemblies
- Demonstrate functions and operations
- Embedded commercial videos
- Explore Details' Items
- Open up the floorplan



**Bonus:** Free Of Charge a promo video captured from interactive application, 30 second, full HD. Bonus does not include video footages or music

Item: public, residential building, Housing estate, Complex House, etc.

Prices are officially quotes after kickoff meeting stage

Prices do not include or possible travel costs



# Key Features and Benefits

Our solutions grow with your demands. We can start from a basic version and add new content or features later on – or start from an extensive version.



Reasonable service price



Extensible and updatable apps



Modular solutions



Build to Inspire, engage & sharing



Familiar touch control



[Book a Free Demo](#)



# Thank you!

Please contact us for more information

**Contact us now**

Email: [contact@colortheminds.com](mailto:contact@colortheminds.com)

Tel: (+358)41 317 2109

Website: [colortheminds.com](http://colortheminds.com)