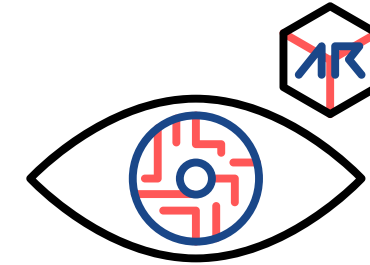


VIMA
TECHNOLOGY

TAKING YOUR DIGITAL MARKETING
STRATEGY TO THE **NEXT LEVEL**

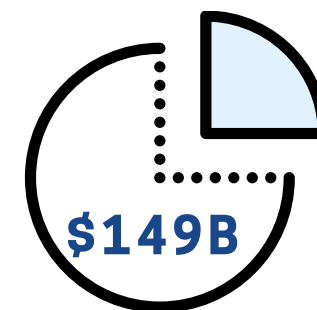
AUGMENTED REALITY

IN THIS **EVER-EVOLVING** WORLD, THE BOUNDARIES BETWEEN SCIENCE FICTION AND SCIENCE FACT IS **RAPIDLY BLURRING**.



63% OF CUSTOMERS BELIEVE THAT AUGMENTED REALITY IN MARKETING WILL **ADD GREAT VALUE** TO THEIR SHOPPING EXPERIENCE.

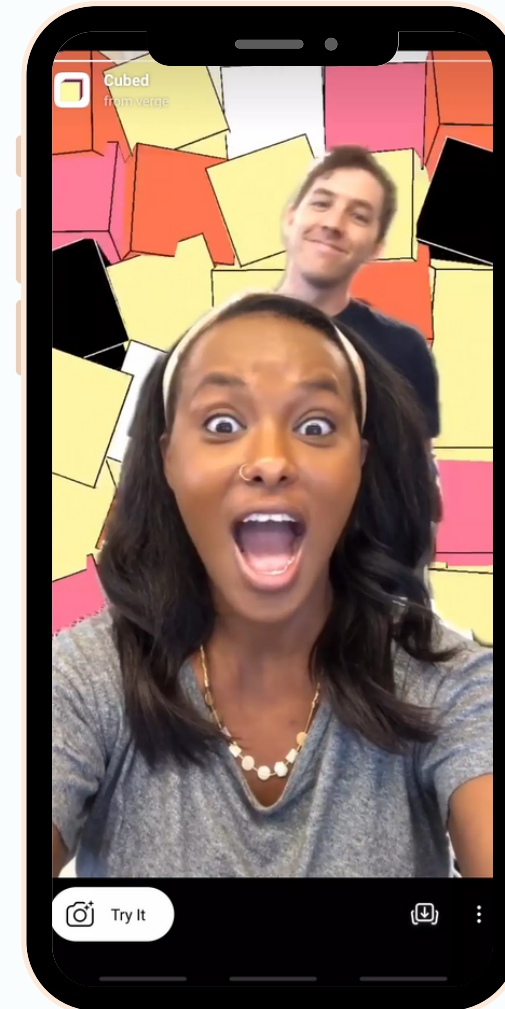
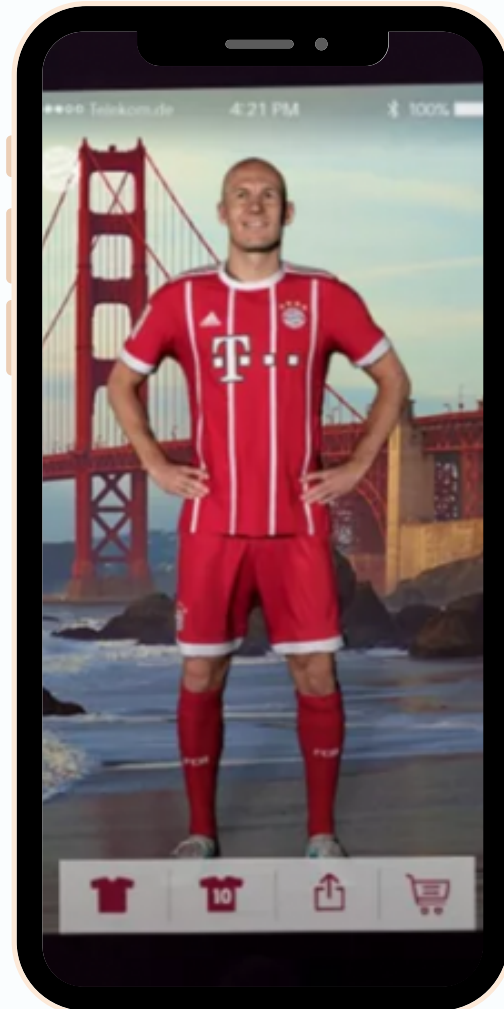
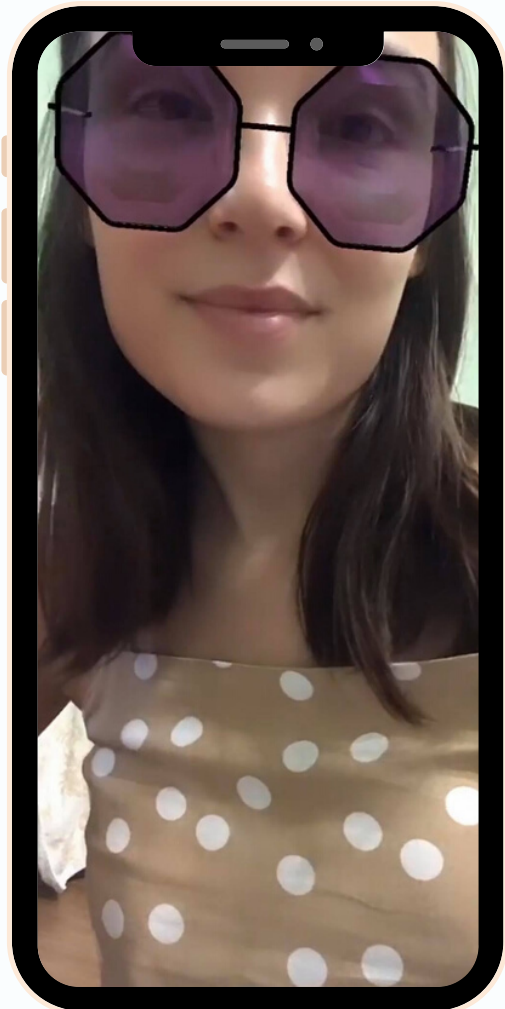
AUGMENTED REALITY MARKET IS PROJECTED TO BE WORTH **\$149 BILLION** BY 2025 WITH A CAGR OF **152%** OVER THE 2019-2025 PERIOD.²



1.Survey by thinkmobiles.
2.Study by marketwatch.com

AUGMENTED REALITY FILTERS

Overlay digital 3D content and other effects either onto users or into their physical environment within stories.



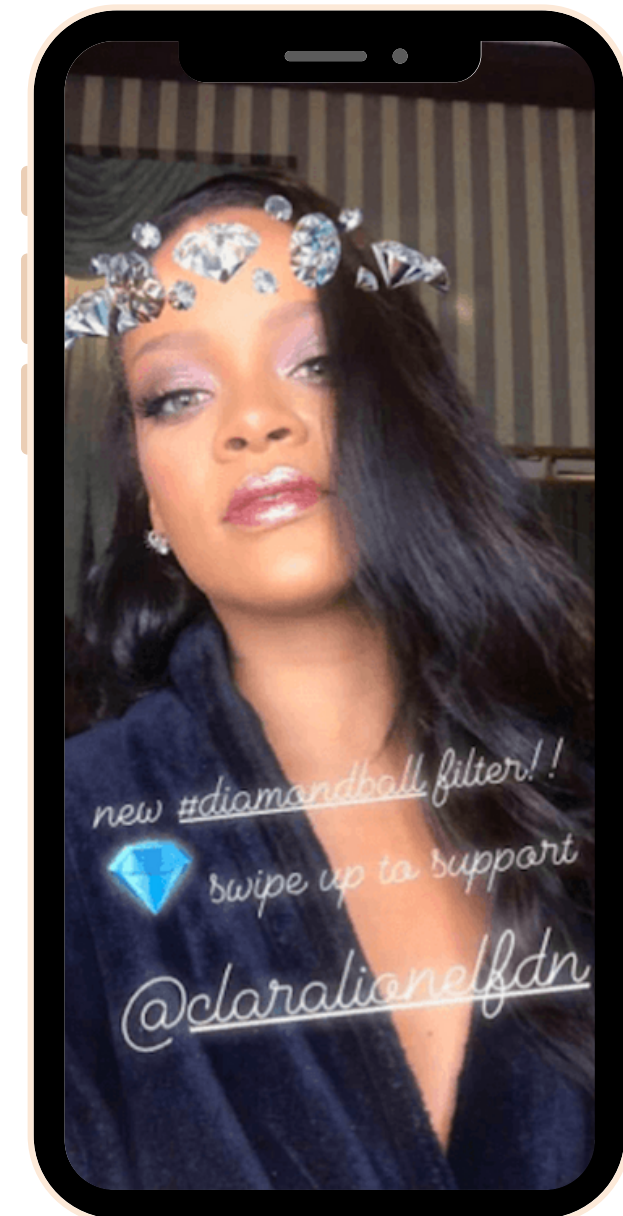
- Filters are accessible via a 'tray' at the bottom of the user's screen when they open 'stories' in their feed.
- We build your unique filter experience using SparkAR, and we can publish the same filter experience on both Instagram and Facebook.



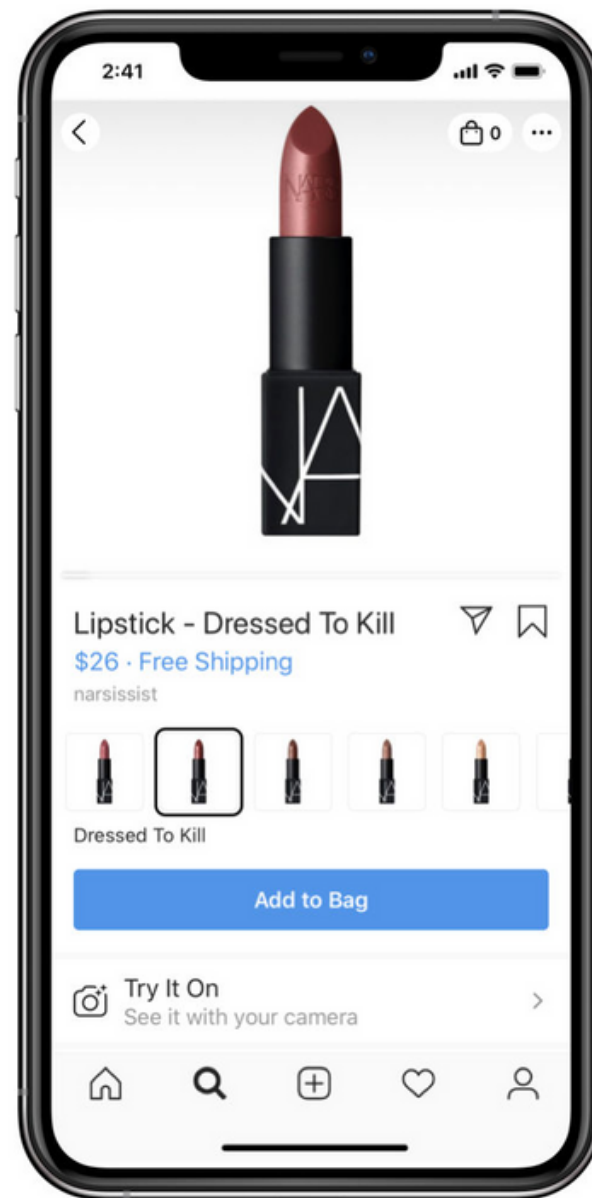
WHY AR FILTERS?

AR Filters are the newest content marketing tools for digital marketers, social media managers and content strategists to play with!

- Create branded custom experiences to **efficiently increase** your **brand awareness**.
- Generate **Excitement** about new partnerships or products
- Empower your brand's digital experience and take its **interactivity** with customers to the NEXT LEVEL.
- Halloween, Christmas, NYE,.. Open an endless creative window for your **newsjacking** strategy.



INCREASE YOUR MARKETING ROI



e-Shop with Instagram

"Beginning today, a handful of brands that sell their products directly on Instagram will be able to add a new augmented reality try-on feature to product pages. Initially, the new AR feature will be limited to cosmetics (Mac and Nars are early partners) and eyewear brands (Warby Parker and Ray-Ban), but Instagram plans to make it available for more products over time." - [Mashable](#)

You can **already** redirect customers to your website with a **much higher conversion rate** using Instagram stories that feature **your branded filter!**

Face Filters - Features

Transform users faces using the front facing camera

FACE - BASIC FEATURES

- 2D and 3D Props
- Add Audio
- Eyewear
- Beauty Makeover
- Gesture Triggers (Tap, open mouth, raise eyebrows)
- Face or Body Tracking
- Colour Filter overlay
- Simple face particles
- Simple Interactive triggers (Tap, open mouth blinking eyes, kiss, raise eyebrows)
- Voice change

FACE - PREMIUM FEATURES

- Animate 2D or 3D objects
- Custom Audio effects
- Green Screen Background
- Multiple Face Tracking
- Face distortion (stretch)
- Complex Face particles
- Complex interactive triggers (custom scripting)
- Editable text (user can edit in real time while using the filter)
- Incorporating user info
- Multiple Interactive triggers (ie tap through multiple background)
- Superimposed face



World Filters - Features

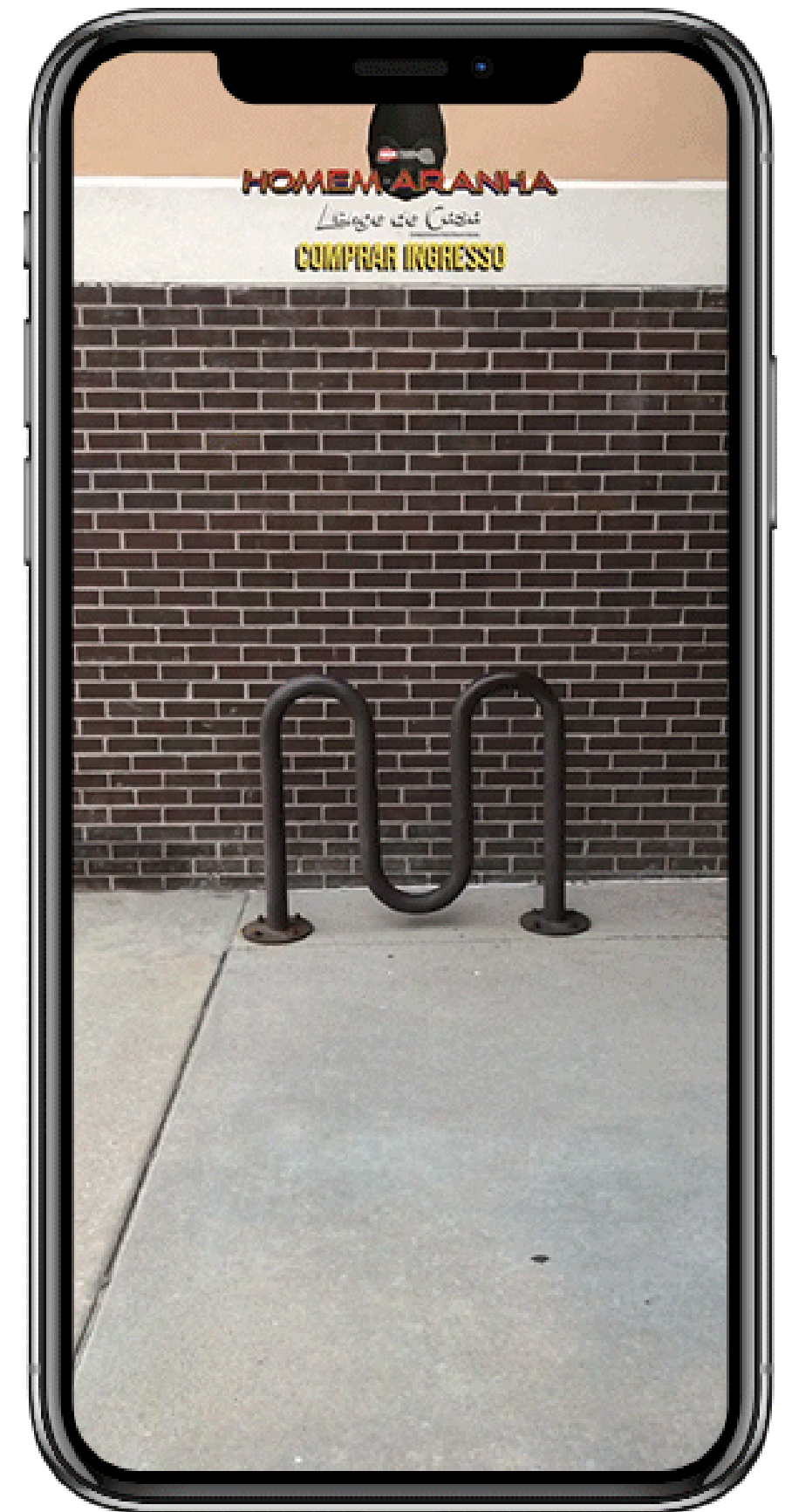
Transform the users' surroundings, transport them to a new world or bring characters & objects to life using the rear-facing camera.

WORLD - BASIC FEATURES

- 2D and 3D props
- Audio (supplied by client)
- Interactive tap/drag
- Lookaround
- Marker technology (scan)
- Pet tracker
- Simple particle effect (ie 2D confetti)

WORLD - PREMIUM FEATURES

- 3D scene
- Animate 2D or 3D objects
- Custom audio effects
- Complex particles
- Incorporating user info
- Interactive approach
- Interactive path
- Landmarkers (Snapchat only)
- Portal



How Can You Get One ?

STEP 1 : BRIEFING

We will guide you through our easy filter creation process. Tell us about your:

- Campaign goals
- Objectives
- Creative inspiration and assets

STEP 2 : STORYBOARD

We send you your custom storyboard for approval

STEP 3 : BUILD FILTER

We build your custom filter experience!

- Send us any branded assets we will need to integrate into your lens (ie. logo, font,...)
- We can build your unique experience within 7 business days

STEP 4 : FINAL APPROVAL

- We send your filter proof to review via a preview link.
- Review your Proof and give us the go-ahead to upload it not your instagram account

STEP 5 : PUBLISH YOUR FILTER

- Instagram has 1 approval checkpoint.

Please allow up to 5 days for platform approval of your filter.

Thank you!



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