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REALITY OF ENHANCED REALITY

SCHUYLER SIMPSON
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CHALLENGES

Funding (organization)

- Usually an innovation budget or slush fund
- Premium cost

Larger Strategy (organization)

- Rarely integrated into corporate DNA, not a one-off activation
- Lack of a single vision holder

Adoption (consumer)

- New or unfamiliar technology has a more difficult barrier to entry
- Accessing an experience can sometimes take effort

Timing (organization)

- Underestimation of resources/time needed to develop and deploy these experiences

Value (consumer)

- Convincing customers of the utility behind an experience



TECHNOLOGY LANDSCAPE

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THE ENHANCED REALITY ENGINE

Enhanced Reality blends visual, audio, haptic, and intelligent components to create highly personalized, immersive, and most importantly, *valuable* experiences for organizations and their audiences.

SUCCESSFUL EXPERIENCES

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Brief



Scalable



Immediate



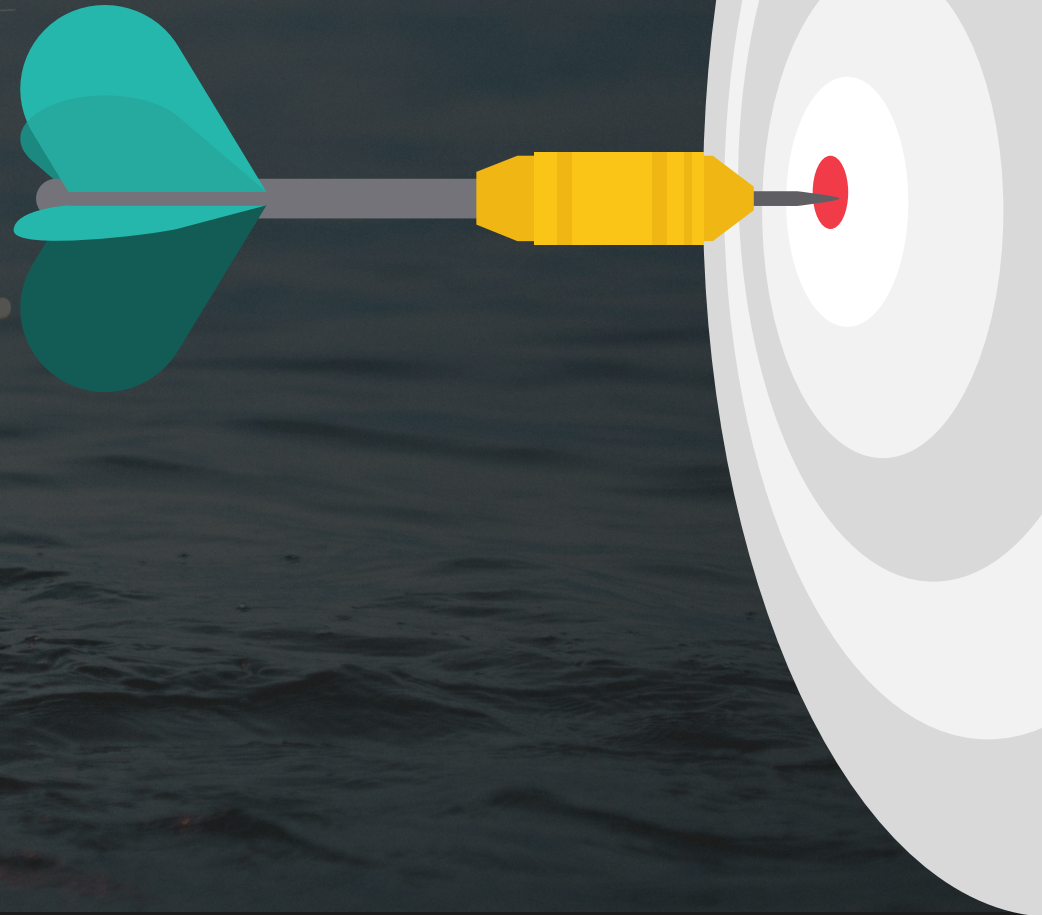
Provide Utility



Leverage the Familiar



Immersive



THE FUTURE

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1 Tech: "More than just Vision"

Impacting audience's perception of reality will need to activate more than just what someone 'sees'

2 Developers: "K.I.S.S."

Keep it simple and leverage existing behavior to ensure audiences 'experience' what's created

3 Organizations: "The water is cold, but..."

Those who jump in head first will thrive and win consumer loyalty

4 Users: "All about ME!"

Any and all information must seem personalized to each consumer

ANY QUESTIONS??

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I have several questions.