

Augmented reality

Augmented reality (AR) is a live direct or indirect view of a physical, real-world environment whose elements are augmented (or supplemented) by computer-generated sensory input such as sound, video, graphics or GPS data.

Prism Technologies' solutions, integrate the physical kiosk and native App applications with Augmented Reality by enabling users to browse screens on the kiosk which enable the experience or scan objects through the camera to enable the enhanced experience. Further, users are able to start with the AR experience, but walk away while interacting with the relevant subject matters to continue the experience and exploration. Promotional material and merchandising opportunities are presented as part of the exploration materials.

