

# AR (Augmented Reality) for toys.

Add fun to your toys, coolness to your packaging, and stimulate purchases!



Do you want to:



Create a series of toys that gets more & more interesting, as the consumer buys more?

Create new gameplays and experiences?



**WHAT** is it?

Joy Aether provides AR technology to toy companies. We provide standard and customized AR solutions, including mobile apps & 3D designs for your toy products.

**WHY** it is beneficial?

To **manufacturers**:

- More innovative product design, higher competitiveness
- Entice the consumer to collect more of your toys
- Establish a direct sales & marketing channel to your customers, via a mobile app
- Generate extra revenue via in-app purchases, virtual goods and cross-selling

To **consumers**:

- Easy setup
- Bring more interactive and fun user experience
- Social play - exchange virtual trading cards, compete with your friends via the smartphone

## What can I do using AR with Toys?



### Enhance the packaging

Scan the packaging with a smartphone, and see:

- video trailer
- a 3D model, 360° view of what's inside
- 3D effects that jump out of the box
- music or sound effects



### Enrich the play

- Let kids view your toys using AR app on a smartphone or tablet to see 3D: e.g. a dinosaur pop up & roar, or santa dancing etc.
- Kids can also see videos or extra info (e.g. educational tidbits about a tiger) via text, images or video on the app



### Purchase

Capture emotional buying by providing a buy button when the consumer is exploring via the app



### Interact

- Kids can buy more toys and watch them interact (e.g. a 3D lion eating a 3D cow)
- Unlock extra gameplays on the toys, or use the toys to unlock extra gameplay on their smartphones
- Use the app as a remote control for the toys.

We have gained the trust of many companies, including:



## ACT NOW!

**Start adding AR to your toys, and stand out from the rest of the crowd!**

To get a **FREE** consultation, please contact:

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