

AUGMENTED REALITY

REIMAGINING
THE **FUTURE OF EXPERIENCES**

MANTRA LABS



CASE STUDY

Project Spotlight

Our German client is an aggregator of luxury in-home/corporate lights. They wanted to create a better **online customer experience** in an otherwise offline and network-based lighting market.





Problem Statement

Creating an **experiential online Catalogue** for a completely offline and experience-based sector was a major challenge.

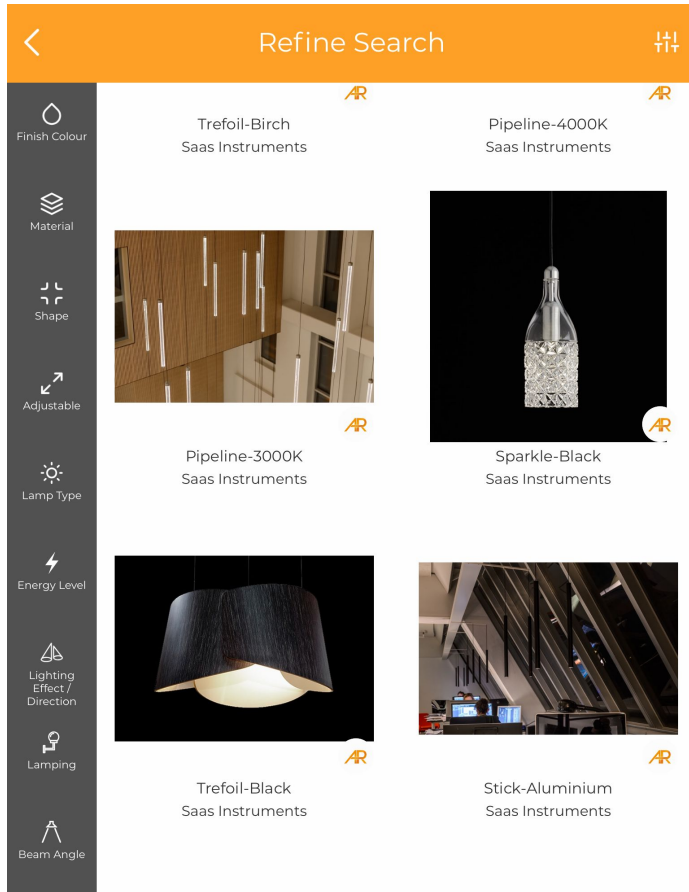
The interface should be capable of providing **better Lighting experiences** than traditional in-store visits and paper catalogues.





To showcase the interaction of light with its surroundings, we explored Augmented Reality based experiences. Most existing AR tools are rudimentary, so we built our own custom IP, resulting in a world-class 3D Augmented Reality solution.

- **AR modeling** through paper catalogues, hand sketches, and/or technical/2D drawings
- Indexing several **illumination parameters** viz. IES, ULD, DLx
- Seamlessly creating AR model on **any surface**, without requiring 'markers'.
- Recessed lighting in different **beam angles**.
- **Interactive product database** for products with electrical, luminous, & mechanical specifications.

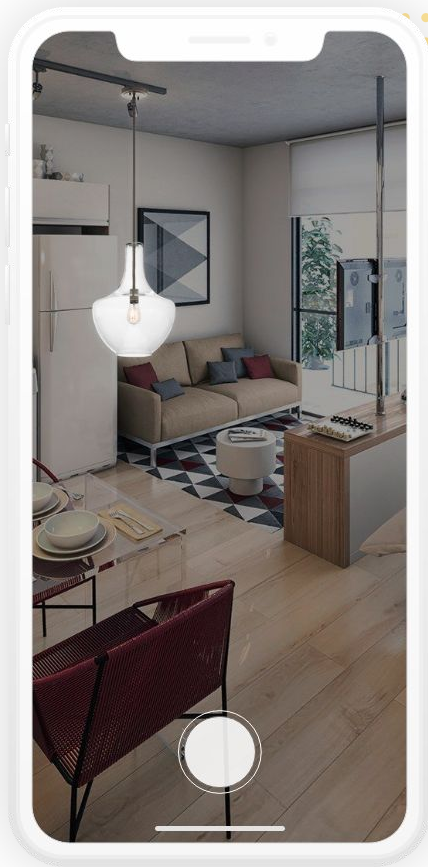


HIGHLIGHTS

Interactive Catalogue with Search Filters

Users can **'filter'** and view specific products according to their requirements.

Refined Product Discovery using an interactive back-end database filled with detailed product specifications.



Our custom built AR solution helps in rendering the lighting equipment on any surface without the help of any marker, thus enhancing the customer's experience at the site.

Options to resize and re-orient.

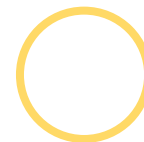
3D Object rotation

Environments captured through the device can have animated 3D virtual text, objects and characters added to them.



HIGHLIGHTS

AR 'Beyond' Real-Experiences

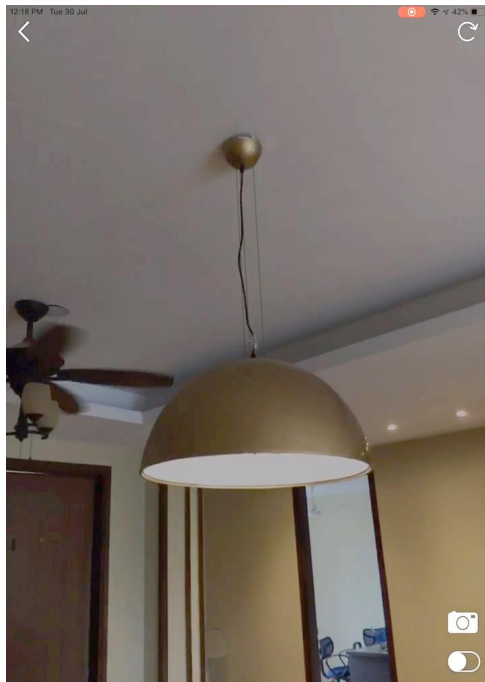


The **ON** and **OFF** feature helps customer to see the '**day**' and '**night**' effect of lighting.

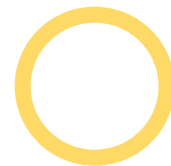


HIGHLIGHTS

Seamless Integration with the 'Real'



AR can seamlessly merge and position virtual objects into the real world.



For instance, can you spot the augmented lighting from the two images?



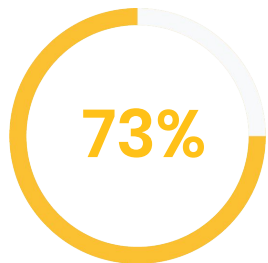
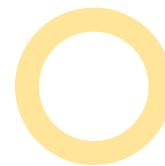
Benefits Served

- Experiential & Immersive ‘store-like’ experiences delivered for offline users.
- **Customer can choose from a broader catalogue of lighting products.**
- A **handy, easy-to-use tool** for Interior Designers and resellers in the lighting industry.
- **Reduces on-site visiting** effort, time, and costs.





The Augmented Reality Spectrum 2020



Millennials and Gen-Z are the prime end-users of AR.



of potential customers are AR enthusiastic



of customers are more likely to shop at a retailer that utilizes AR.



About Mantra Labs

- ◆ We specialize in developing industry-specific interactive products and solutions.
- ◆ Customer Experience Consulting using Artificial Intelligence & Real World Problem Solving.



100+
PROJECTS

150+
GEEKS

03
OFFICES

Key Partnerships



Key Clients



Let's build what you need, together.

Get in touch with us.



+91 80 4099 2941



hello@mantralabsglobal.com



www.mantralabsglobal.com



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