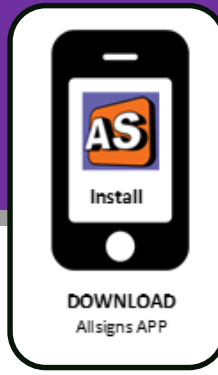


Curiat Augmented Reality - Case Study # 04

Using technology to engage more people, for longer



Interior design activates family engagement & builds brand trust

Case study summary

Based in the UK, this home interiors specialist has weaved a series of children's bedroom images into their carpet design. These images are used to trigger family friendly Board games. Controlled by a smartphone app *this concept* will allow families to play together at a room-size scale.

The challenge

Retail interior décor and design is a highly competitive, low-margin industry. Standing out requires a tangible point of difference that offers consumers an alternate value-added proposition to an unadventurous product. Using home carpet design as a trigger to initiate Augmented reality is an inspired idea that adds-value beyond the expected range of aesthetic choices.

The solution

In a bid build deeper B2C relationship with their brand, Hillary's imagined the magic and excitement of family times spent playing board games – using the vast expanse of the floor as a playing area. Families that play together, stay together; So by interacting with the board game concept, it brought families closer together, maximising family time and (in-turn) building deep brand trust at home, by using Hillary's interactive and fun carpets. The smartphone is used as a remote control, or as a second screen for a range of more complex titles. The initial roll out would include board game classics, such as Snakes & Ladders, Draughts and Chess.

The results

This interior design idea for home-based AR is still in its concept phase.

