

Augmented Reality (AR)



AR is the ability to view the real world enhanced by the overlay of digital data through an assistive device such as a smartphone or goggles.

AR can be used in any context where proximity-based information would be useful at the physical point of performance or learning.



Showrooms: Provide up-to-date product/pricing information.



Classrooms: Provide learners with enhanced activities.



Retail: Provide staff with equipment maintenance procedures.



Museums: Provide visitors with exhibit information.



Company HQ: Provide new hires with onboarding information.



Factory Floor: Provide equipment startup or safety procedures.

GP Strategies created an award-winning, in-dealer sales training program that included AR-enabled magnetic stickers.

The magnets are used by product trainers who deliver in-dealership training as part of an activity. Sales consultants select a customer scenario, then use a smartphone or tablet with a preloaded AR app to point at a target and tap their screens to access the associated digital media. The sales consultants are then tasked with delivering a feature/benefit explanation addressing the customer concern or question based on the information accessed. Sales consultants take turns presenting their customer scenarios to the group and sharing their feature/benefit pitches. This results in a high level of engagement and discussion that facilitates peer-to-peer learning.



EXAMPLE: Use the iPhone provided to see AR in action!

1. Zappar app selected.
2. Promo code scanned.
3. Tap the screen and follow the video instructions.