



5 TOP TIPS

TO GETTING STARTED WITH

genARate

Your practical guide to making print
relevant in the digital age

A NEW ERA FOR PRINT

Despite what some people may think, print is still very much an evolving medium. The digital age is creating new possibilities for printed media to become a better version of itself.

Print is still a very powerful tool. Done correctly, it has the power to engage and educate audiences in a wide range of forms and environments. With a new lease of life, it has the power to evolve. All it takes is a new perspective. Something made possible by Augmented Reality (AR) technology.

When used in conjunction with print, AR presents an opportunity to design richer, deeper experiences for audiences. Traditional printed assets like flyers, newsletters and billboards can become talking points again, while also providing additional engaging content that customers are demanding.

It's time to meet genARate. The AR for print solution that offers a powerful, yet easy to use entry to the world of AR. Design, deploy and track your new augmented assets and bring new life to your printed media.

Ready to embrace this new future for print? We're here to help you do just that. Here are our top five tips to getting started with genARate – Print. In motion.

genARate HIGHLIGHTS



DRAG-AND-DROP INTERACTIVE CONTENT

No coding
or previous
experience needed



BUILT-IN ANALYTICS

Measure app
usage and user
engagement with
your content



HOSTED SERVICE

Get started
within minutes

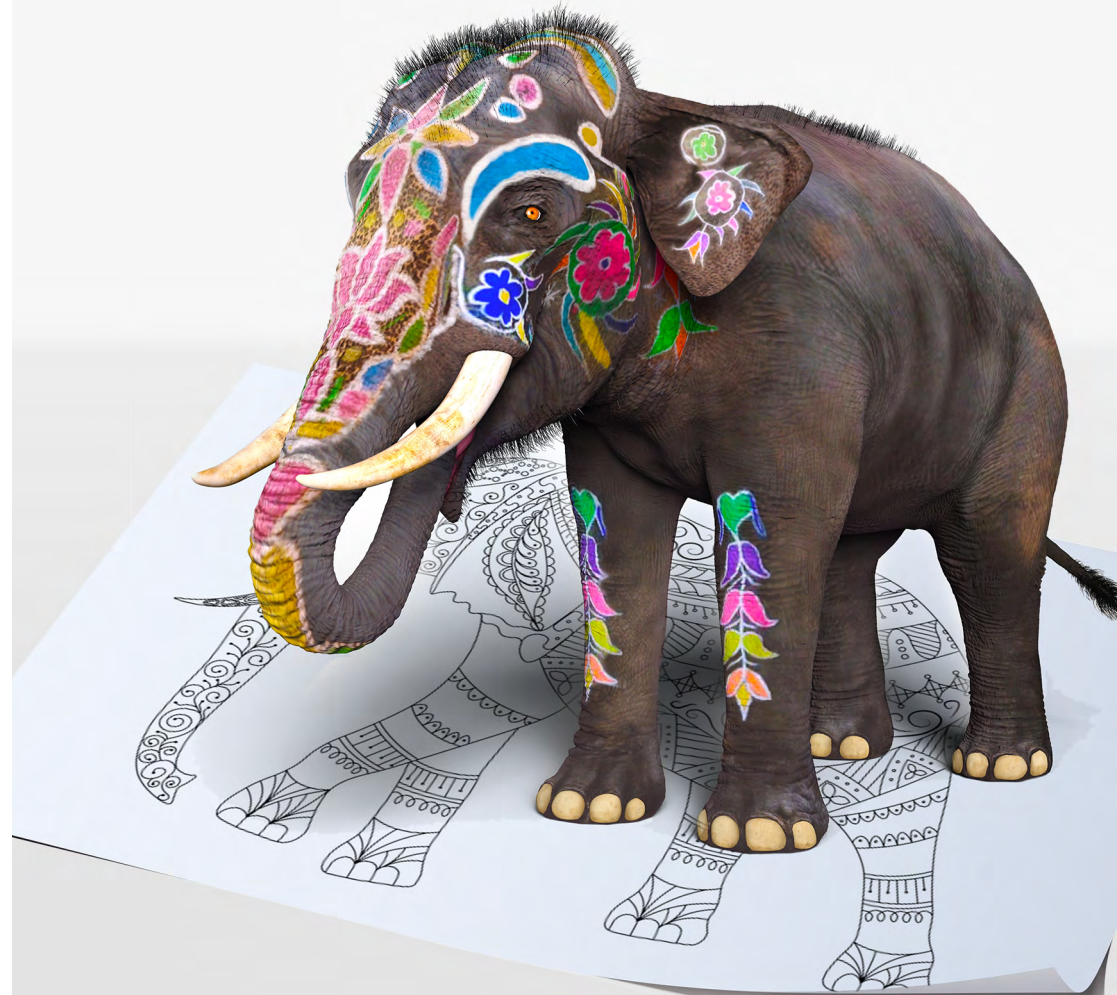


BRANDED OFFERING

Make it your own

By 2020, there will be 1 billion users of AR technology.¹

KONICA MINOLTA



TIP 1: GET COMFORTABLE WITH AR

In a world filled with information and instant-gratification, capturing and holding someone's attention is more difficult than ever. When it comes to printed assets, they really need to be both dynamic and eye-catching.

AR is a smart way of providing this additional level of dynamics. Using a mobile phone or tablet, users can simply point their camera at specially designed print collateral and watch it come to life. Images, videos or 3D animations can be viewed, bringing a sense of wonder to printed media.

AR is simply an enhancement tool that can generate additional interest or add extra information, while combining the real world with the virtual world, without diminishing the impact or value of either medium. Instead, the two realities mould together to create a much more immersive experience than would otherwise be possible. The beauty here is there is a very low barrier for entry. If you don't have a phone, you still see the majority of the information.

BRINGING AR TO PRINT

By embracing AR in print, a whole new world of possibilities opens up, limited only by your imagination. Brands can use printed collateral as a starting point for a much wider world of experiences and convey their messages in a much more advanced way.

It's also the perfect opportunity for print focused service providers to keep one step ahead of the competition. By embracing the expertise and skills needed to take advantage of the multimedia world and produce smart AR campaigns, printers can set themselves apart from their rivals and become more than just a supplier for their clients, they can also be a trusted partner.





TIP 2: PROVIDE NEW MARKETING APPROACHES

Differentiation and unique selling points are crucial for modern marketing agencies and printing services. By doing something the competition doesn't, you become a much more attractive proposition for a client in need of your services, as it allows you to upsell a regular print campaign to an augmented print campaign.

Your clients will see the results too. Customer conversions rates, overall engagement levels and general buzz will rise, boosting a campaign's efficiency and value for money while creating new revenue opportunities. Also, unlike regular print, AR activity can be monitored using in-built analytics software, so businesses can see in real time what's working and what isn't.

AR can simplify the route to purchase, as it is possible to scan the page and jump straight to the checkout, or perhaps see more options first.

You also have the option to adapt your content whenever it is deemed necessary if something isn't working, or if something new comes up. You can even target selected demographics automatically, making print much more focused and personalised than ever before.

WHY NOT... USE AUGMENTED PRINT TO PROMOTE YOUR OWN BUSINESS?

Help prospects and customers discover your new services by using augmented print to showcase your portfolio and call to action.

TIP 3: INCREASE YOUR ROI

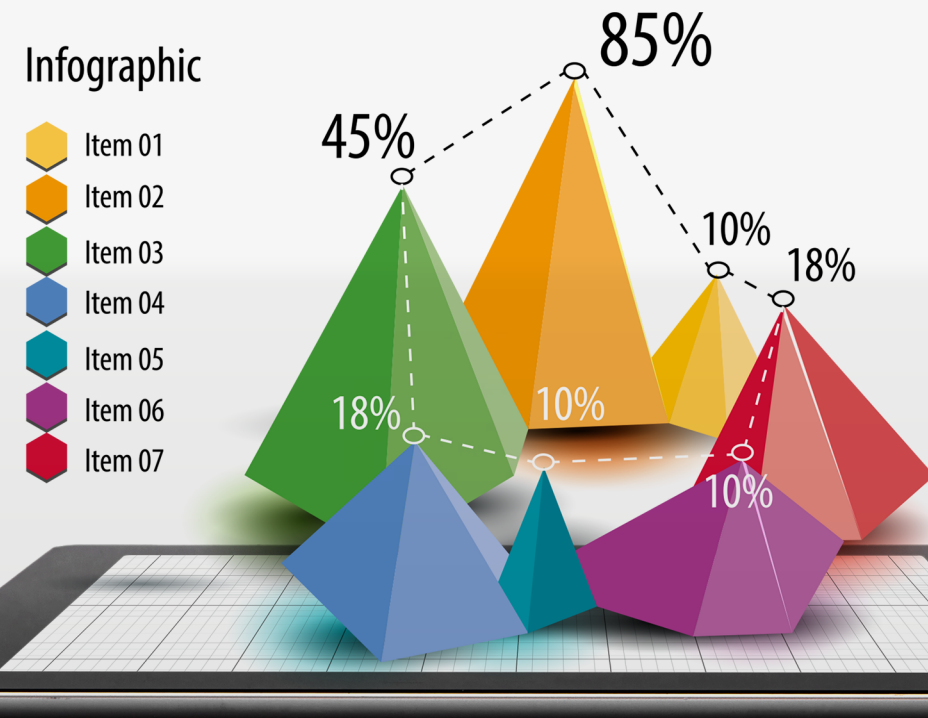
In the modern age, print alone is not enough to truly lift your ROI, however, neither is purely digital marketing. Something new and different is a chance to seize some space in a market that is not yet saturated, while reducing the traditional weak points of printed media like untraceability and low conversion rates.

Analytics tools can be used to track views, interactions and exactly where a user has focused their attention, which makes measuring ROI significantly easier than it otherwise would be for a printed campaign. This information is incredibly valuable for marketing campaigns, as it is one of the only ways of fully proving the significance of your efforts, as well as validating genARate's impact as a platform.

However, like any other marketing tool, campaigns need to be carefully planned out and executed effectively to succeed. Make sure the campaign approach is agreed upon, the project meets its potential and exceeds the end-user's expectations.

The global market for AR products will surge by around 80% to \$165 billion by 2024.²

GLOBAL MARKET INSIGHTS





TIP 4: REFRESH EXISTING CONTENT

Did you know that you don't need to create new campaigns to take advantage of AR? With genARate, you can take existing campaigns and update them with new AR content, all without ever printing another version. This means campaigns can have increased longevity, making them more cost-effective for the client, while also giving printers the chance to earn repeat business by updating the AR assets periodically, or as new information is made available.

This new-found versatility is one of the biggest benefits of augmenting your prints. The possibilities really are endless, as you can extend your content and make it interactive, in new and more interesting ways.

As opposed to the existing method of digitising print, QR codes, AR can add a layer of interactivity without having to scan something precisely. Just point your phone at the print and watch it come to life. Movie posters can show the trailer in full, 3D models can jump out and interact with the scene, photographs can be enhanced to speak to the user and simple games can be programmed in. Rather than just linking through to a web page, everything is right there in the user's hand, in a new and innovative way.

WHY NOT... UPCYCLE YOUR CONTENT

Refresh campaign communications that could benefit from additional information or interactivity.

TIP 5: CHOOSE A SPECIALIST PRINT SUPPLIER

Picking the right partner is important for any business. You need someone you can trust to provide the quality results you expect on time and on budget. With AR, this is absolutely true.

A print partner that uses genARate can help an agency to set up their own AR productions by providing the training and support needed. This way, the creative minds of the design agency are working to exactly the same rules and specifications as the printer, reducing the risk of technical difficulties down the line.

Of course, you don't necessarily need a partner for AR. Thanks to the easy-to-use nature of genARate, it's perfectly feasible to go it alone, from design through to tracking. You can even develop your own branded app to complete the experience, entirely in-house, or with a trusted partner. The choice is yours.

WHY NOT... TRY BEFORE YOU BUY

Ask for a demo to experiment with the capabilities of augmented print before you make your decision.



THE TRUE POTENTIAL OF genARate

genARate offers simple and effective content integration, inspiring people to step into your world. It's a cost-effective way to get started with AR print capabilities, track ROI and grab your audience like never before.

PUTTING IT ALL TOGETHER



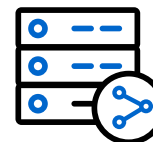
DRAG-AND-DROP INTERACTIVE CONTENT

No coding knowledge or previous experience required. Quickly create immersive experiences using intuitive tools and drag-and-drop functionality.



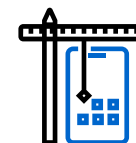
BUILT-IN ANALYTICS

See what your users see. Track the success of your campaigns in real time, from conversion rates to views, to click-through rates and more. All this from one powerful yet simple suite of tools.



HOSTED SERVICE

Get started within minutes. Work quickly and efficiently with no desktop software required. Simply log in to the genARate studio in your web browser and let your creativity flourish.



BRANDED OFFERING

Get your own branded app, add genARate functionality to your own app or publish content for the public genARate app, whichever you prefer.



REIMAGINE PRINT. IN MOTION

Discover endless print possibilities with genARate. Our tool gives you everything you need to create compelling, timely and relevant augmented print experiences and keep them up to date for longer.

It's not just about making print better; it's also about enhancing your existing digital portfolio and bringing it and your print work closer together. With genARate, you can seamlessly integrate digital into print and further support your wider digital transformation initiatives.

Not only that, you can develop branded apps and digital solutions that integrate with genARate to further advance your marketing needs.

And because genARate comes from Konica Minolta, you can rely on a company that has a long history at the forefront of printed media, and one who knows exactly how to help you with the transition to augmented print.



GET IN TOUCH

For more information visit
generate.konicaminolta.eu

Or email us on info@genARate.com

Sources

1. https://www.konicaminolta.co.uk/fileadmin/content/uk/Business_Solutions/PDF/Facts_Figures_Augmented_Reality__AR__KonicaMinolta.pdf
2. <https://www.linkedin.com/pulse/how-augmented-reality-builds-better-customer-monteverde/>