GENARATE

KONICA MINOLTA

PRINT. IN MOTION.
Key selling points and useful tips

genARate is an intuitive and powerful development solution which allows you to include everything you need to be able to create, publish, use and measure the effectiveness of your augmented print content.

OVERVIEW

genARate is a solution for enhancing printed media with Augmented Reality elements. Add videos to posters, 3D graphs to fliers, or animated images to ebooks.

genARate is the easiest way to upgrade your printed media with AR elements.

Already producing video or animated content? genARate gives you another platform to deliver this content.

It can be used by a range of businesses. From printers to design agencies and anything in-between.

Professional packages are affordable and scalable. You can get started with AR without significant financial commitments.

> **genARate is backed by Konica Minolta, one of the largest and most experienced print experts on the planet.**

KEY FEATURES

Simply drag and drop interactive content onto your printed media files. No coding experience is required.

Get a better ROI on every print. Remotely update AR elements on any print collateral, without the need to re-print the entire campaign.

Analytics tools allow the success of print campaigns to be effectively tracked and measured, something which is notoriously difficult to do in print.

COMPETITIVE ADVANTAGE

All of the web studio tools from our competitors contain the key features:

- Web platform for project and 2D AR scenario creation
- Back end to host, manage and publish scenarios
- Publish to mobile apps so users can experience scenarios

Blippar offers the most advanced overall platform for complex, high quality AR scenarios.

ZappAR offers a sophisticated AR creation platform, but uses proprietary tracking technology, which can be seen as a disadvantage.

genARate is one of the very few tools available which allows users to create, publish and analyse professional and commercial AR print experiences without the need for advanced technical knowledge or programming skills.

The platform combines:

- State of the art 2D image recognition technology
- An advanced and easy to use graphical user interface
- Streamlined server hosting
- Multi-platform publishing to iOS and Android
- Ability to brand the app with your own identity and details

This focus on easy access, as well as highly efficient and productive work streams combined, make genARate a unique platform for everyone who wants to become an AR professional and differentiates genARate from the competition.

Download the app for free.

Download on the **App Store**

GET IT ON **Google Play**

AR IS GROWING
There will be 1 billion global users by 2020. Don't miss out on this opportunity.

ATTENTION SPANS ARE DROPPING
AR helps to keep and hold customer attention for longer.

DESIGNED TO WORK WITH SMARTPHONES
Something 90% of people have with them 22 hours a day.

genARate IS NEW TECHNOLOGY
Taking advantage of it will give companies a head start on the competition.

DESIGNED WITH THE BACKING OF KONICA MINOLTA
This isn't an untested start up, it's supported by a global print house.

How to use genARate
CREATE. EXPERIENCE. EXPLORE.

Develop your own AR experiences, limited only by your imagination. Use a genARate enabled app to witness your creation. See what other people have created and gain inspiration.

Supporting content

WEBSITE – The base for any extra information you or your customers may need. Visit **genarate.konicaminolta.eu**

TOP TIPS GUIDE – A detailed guide for businesses looking to get started with AR.

INFOGRAPHIC – A visual tool that introduces the advantages of AR and genARate.

FAQS

HOW MUCH DOES IT COST?

genARate offers three different standard licensing opportunities; 'Campaign', 'Basic' and 'Pro'. Please get in touch with your Konica Minolta account manager to get the detailed price list.

ARE THERE ANY "HIDDEN" FEES?

No, there are no hidden fees, or volume-based costs appearing during your work with genARate.

HOW DO I TRACK THE ROI?

Using the in-built analytics tool, you will have a full overview of your individual genARate projects and can measure the success of the campaigns.

HOW DOES THE USER KNOW WHICH IMAGE/PAGE TO SCAN?

The provider of the AR experience should mark the AR image/page with the 'Scan with genARate' icon which can be downloaded on the genARate website for free.

CAN IT REALLY BE USED WITHOUT ANY PROGRAMMING (EVEN PUBLISHING?!)

Yes, genARate offers the entire pipeline to create, publish and analyse your own AR scenario fully based on a graphical user interface without a single line of code or any complex configuration. Though it does offer an optional HTML interface for scenario creation, for users who feel more comfortable using standard web programming platforms such as HTML, JavaScript or CSS.

CAN I PUBLISH MY AR CONTENT(S) INTO A WHITE LABEL APP IF NEEDED?

Yes, the creation and seamless integration of your white labelled app is included in the genARate PRO License, additional white labelled apps (e.g. for client projects) can be purchased on demand.

WHERE WILL MY CONTENT BE HOSTED?

The genARate platform offers streamlined server hosting for your AR experience including all used contents and assets. The genARate backend is hosted on Amazon Web Services (AWS), one of the most sophisticated cloud infrastructures available today.