

Truly interactive marketing

Many companies have been struggling with the challenge of how to leverage the capabilities in a modern smartphone to create a compelling brand experience. HIT Lab NZ Ltd. has developed technology to enable a very interactive 3D experience on mobile phones and desktop computers, using augmented reality as a marketing tool, allowing its partners to develop bespoke campaigns with major corporations around the world using this very innovative technology.

Companies using HIT Lab's technology are able to engage the consumer in a branded experience, where the user has a unique experience of the target brand in a fun and compelling way, creating a 'buzz' and taking the brand directly to entirely new places.

HIT Lab NZ Ltd. is a Christchurch, New Zealand based company with advanced software developers and creative talent, who develops bespoke interactive marketing applications for creative agency and mobile marketing partners globally.



Instructions:

1. Print out this page.
2. Visit <http://www.hitlab.co.nz/demo>
3. Follow the instructions online.
4. Hold the black and white marker in front of your webcam.

