

# UP!SELFIE

The animation application  
for your shopping mall



## Retain

customers thanks to a unique  
and innovative concept

## Build

your community

## Offer

a striking gaming experience for  
young and old

## AN AUGMENTED REALITY APPLICATION



### Selfie

Photo shoot with a virtual character



### Inserting 3D items

to customize the selfie



### Broadcasting of the photo

on the shopping mall screens



### Sending by email



### Creating

a prospect database



### Content update tool

## USE CASE

During Christmas time, your customers will enjoy a **selfie with Santa Claus**.

The capture photo can be customized by **adding accessories**.

The photo will be projected on the **shopping mall screens**.

Offer a **game**: the children have to search for their portraits on the shopping mall screens.

Your customers will bring home a souvenir photo that can be **posted on the social networks**.



I installed this application in the central place of the shopping mall. Both children and parents love it!

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