

# i4 AUGMENTED CATALOG

Augmented Reality App for your product catalog

[cad-schroer.com/i4ac](http://cad-schroer.com/i4ac)



# i4 AUGMENTED CATALOG

Bring your marketing materials to life



Augmented Reality (AR) offers your company new possibilities to bring data sheets, brochures or catalogs to life. With the help of AR, your marketing documents can not only contain simple photos or images, but also three-dimensional models that are displayed above the images to match the content.

The i4 AUGMENTED CATALOG App and our corresponding Cloud Service offer you an easy entry into the world of Augmented Reality. Here your product models are stored in the cloud, so they can be accessed worldwide via the Internet. Each model is linked to an image in your marketing materials. Now anyone looking at your catalogue can also view models of your products and appreciate their features and benefits like never before.



## Marketing digitalization

Digitalisation is progressing steadily and the Industry 4.0 initiative is showing businesses the way ahead. Using augmented reality to market and distribute your products is one of the innovative steps that will drive your business forward. i4 AUGMENTED CATALOG offers you the easiest way to take this step.

# APP-DOWNLOAD & EXAMPLES

i4 AUGMENTED CATALOG free download

The i4 AUGMENTED CATALOG App can be downloaded free of charge from the App Stores. After downloading, you can try out the App with our brochure or the sample catalogs.

Supported devices:  
Adroid and iOS Smartphones  
or Tablets

APP-Download



To view an AR catalog, you need the i4 AUGMENTED CATALOG App.

You can download it directly from your App-Store. This allows common smartphones or tablets to access your AR catalog. Make sure that the device you are using supports the AR functionality first. You can also check this directly with your provider.



AR catalogue examples to try out for yourself

Have you downloaded and installed the app? Then either put our brochure or a sample catalog on the table in front of you. Then download either our brochure or sample catalogs and print them out. Now simply scan the i4 QR code in the catalog or the brochure with the i4 AUGMENTED CATALOG App and open a page with a picture with our AR symbol on it.

The corresponding 3D model will appear above the picture.



# Experience products with Augmented Reality



Augmented Reality enables you to display your products digitally in the real world. With the help of an AR catalogue, products can not only be displayed in miniature form, they can also be displayed full size. Simply select the required size when scaling the model in the catalogue. This allows your customer to simply place your products in the desired location to check the space requirements.

## This is how AR catalogues work

Using an AR catalog is very simple. A QR code is placed in your catalogue or data sheet together with a note mentioning the AR experience. When the user scans the QR code with their mobile device, a website is presented where the i4 AUGMENTED CATALOG App can be downloaded.

With this free AR app, the user then scans the same QR code on your data sheet to access the AR experience. The App recognises product images in your catalog or data sheet and automatically displays the corresponding models above them.



1.  App download

2.  Identify catalog

3.  Scan catalog pictures

## Features for all your requirements



Your own AR catalogues



Offline viewing mode



Available everywhere



Specify model size



Service & support



Easy to use



Show models in AR



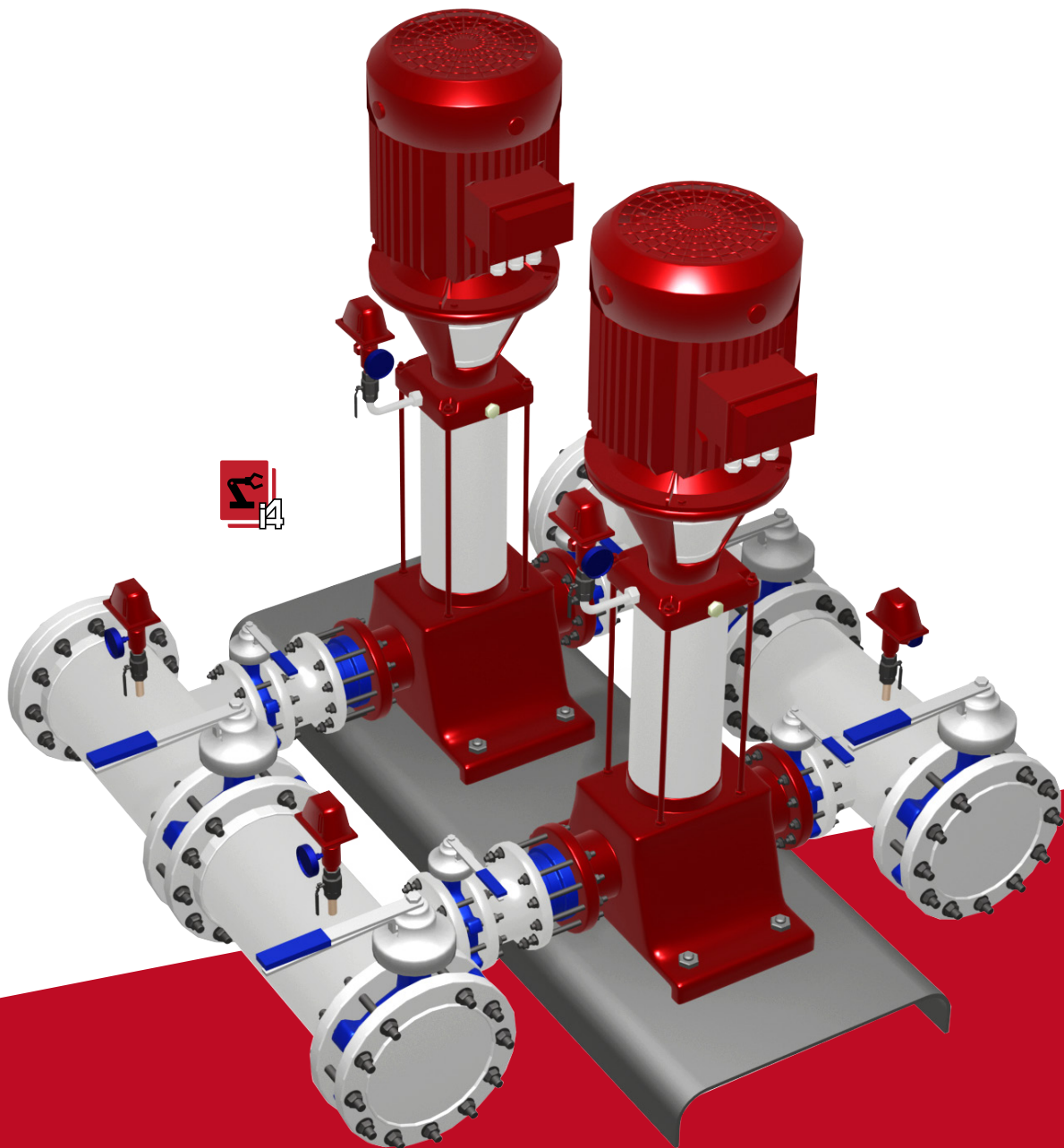
Rotate & scale

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Sample catalog

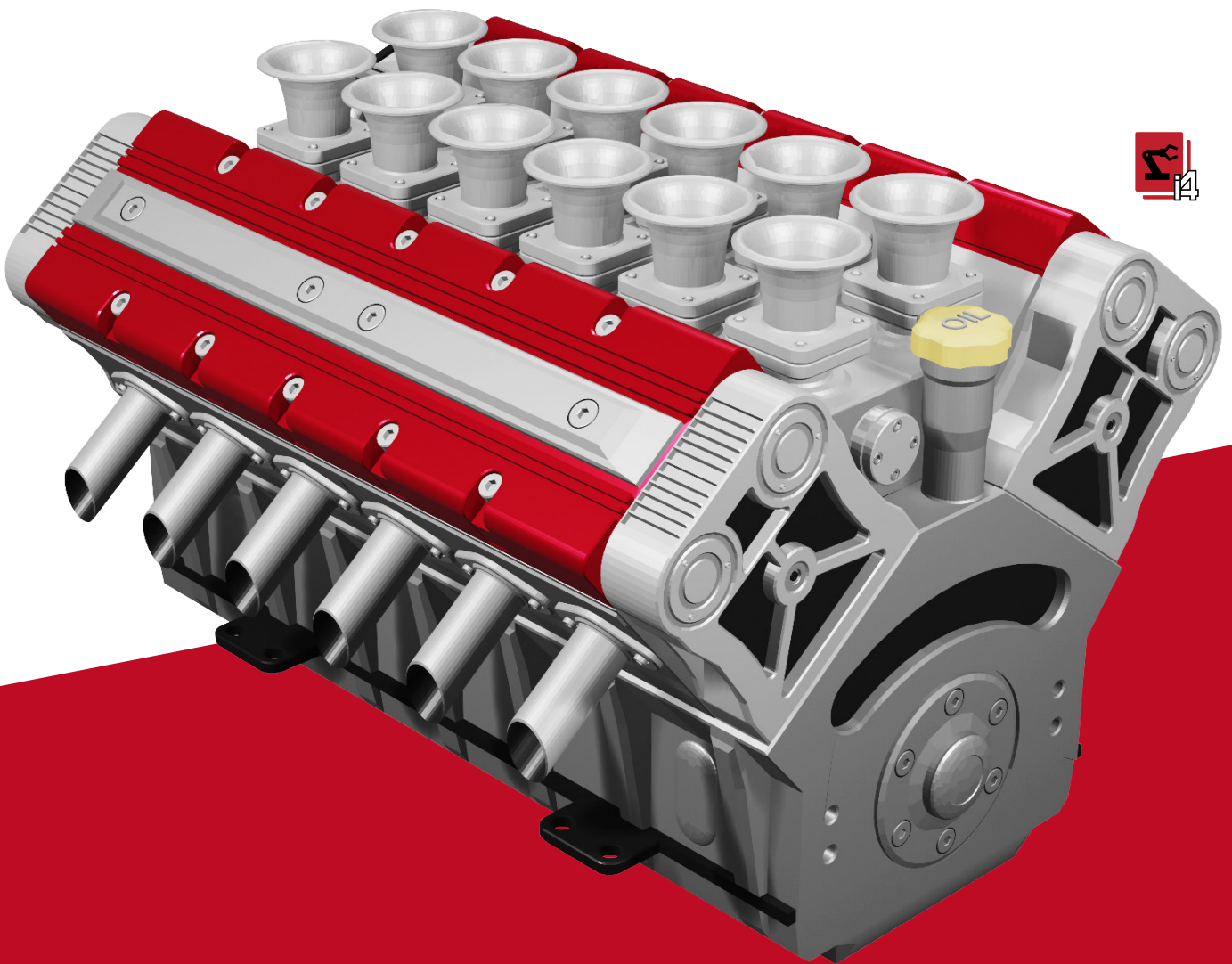
## Impress customers

- Present products to customers in augmented reality
- Use at events and trade fairs
- Trigger a sense of innovation with augmented reality



## Highlight benefits

- Highlight the benefits of your products with detailed 3D models.
- Present exploded models and animations.



# i4 AUGMENTED CATALOG

Sample catalog

Get started immediately

- Use your existing CAD models
- Use our model simplification service
- Intuitive operation
- High performance



## Increase sales opportunities

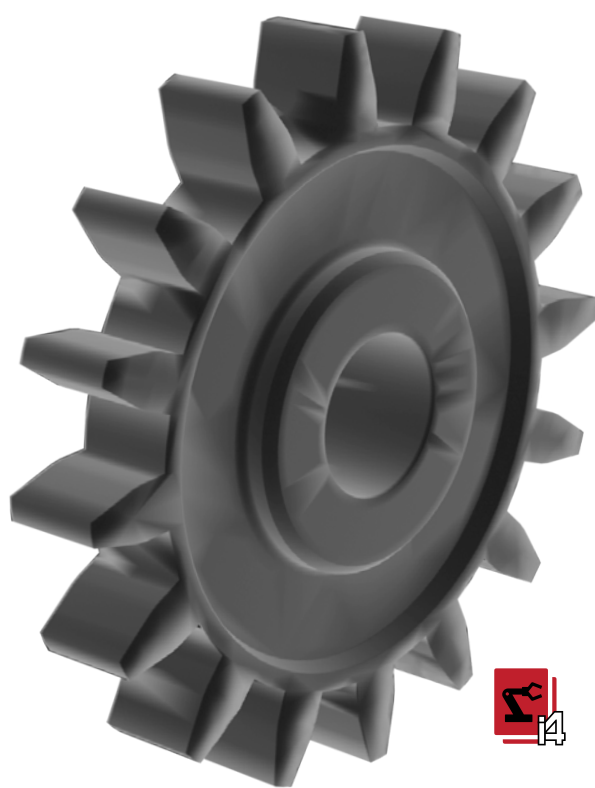
- Increase enthusiasm for your products
- Support sales and marketing communications
- Present products on site at their true size





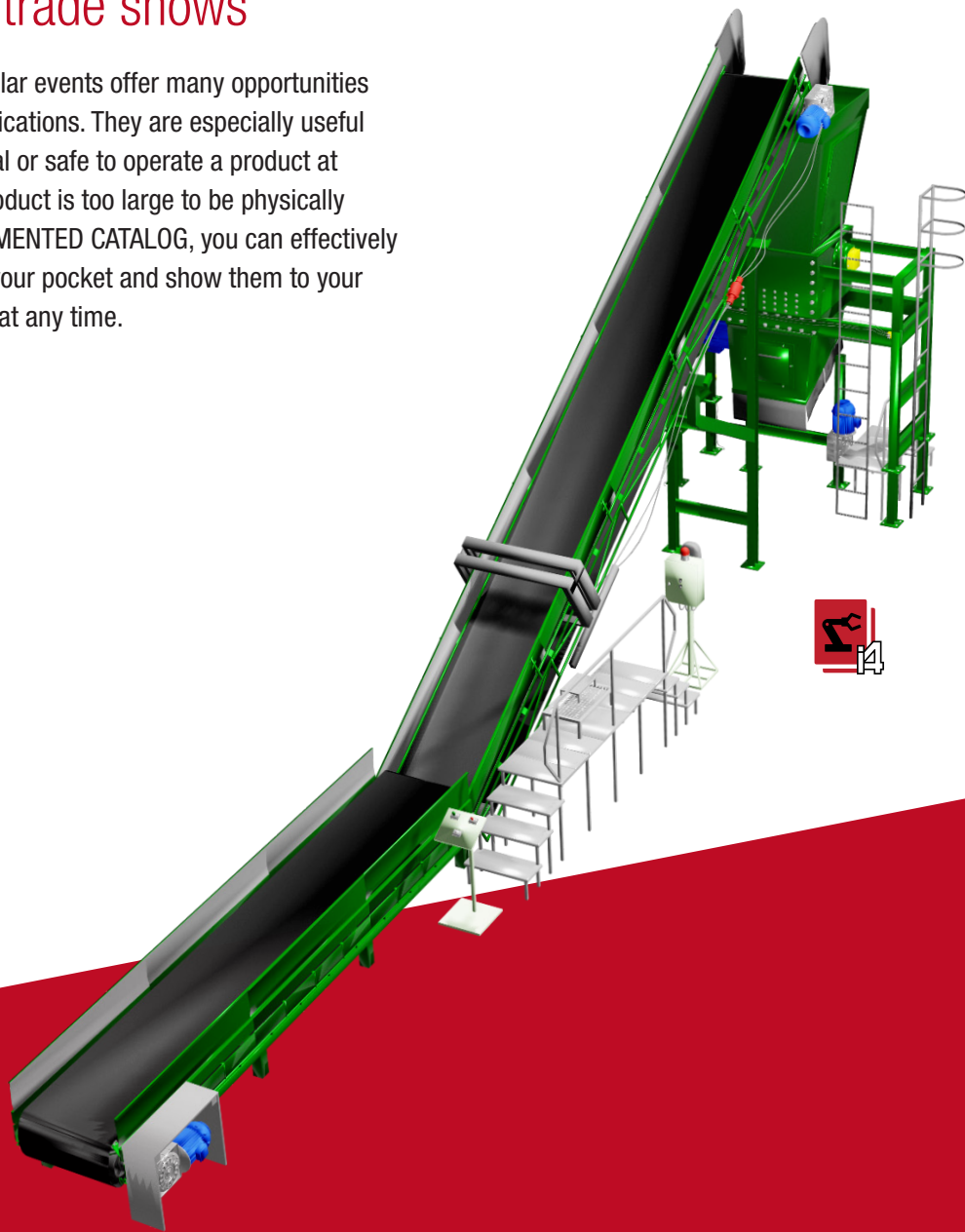
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Sample catalog



## Successful trade shows

Trade shows and similar events offer many opportunities for the use of AR applications. They are especially useful when it is not practical or safe to operate a product at a show, or when a product is too large to be physically present. With i4 AUGMENTED CATALOG, you can effectively put your products in your pocket and show them to your customers anywhere at any time.





## Start now with your first AR catalog

Contact us and we will provide you with all the information you need on AR catalog. We will also be happy to make you an individual quotation for your first AR catalog. You have further questions about the AR catalog, need an quotation, or would like to know more about our additional services? Our consultants will also be happy to answer all your questions by telephone.

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