



Augmented Reality (AR)
Inspirations Library

RETAIL



INTRODUCTION

Hello! If you are browsing this library, you may be looking for inspirations of how to apply Augmented Reality (AR) to make your experiences more immersive for visitors.

The Augmented Reality (AR) Inspirations Library is contextualised to the Singapore tourism sector, focusing on Tours & Precincts, Attractions, Hotels and Retail. Use the ideas here to get started on how to build a real use case for your business.

The Singapore Tourism Board also provides free-to-use 3D models within the Tourism Information Hub (TIH) which tourism companies can download and use for your applications. Visit: <https://tih.stb.gov.sg>.

These are among the many resources provided by Tcube, a hybrid innovation space that brings STB's digital initiatives, resources and thought leadership content onto a single platform to support tourism sector's digital transformation.

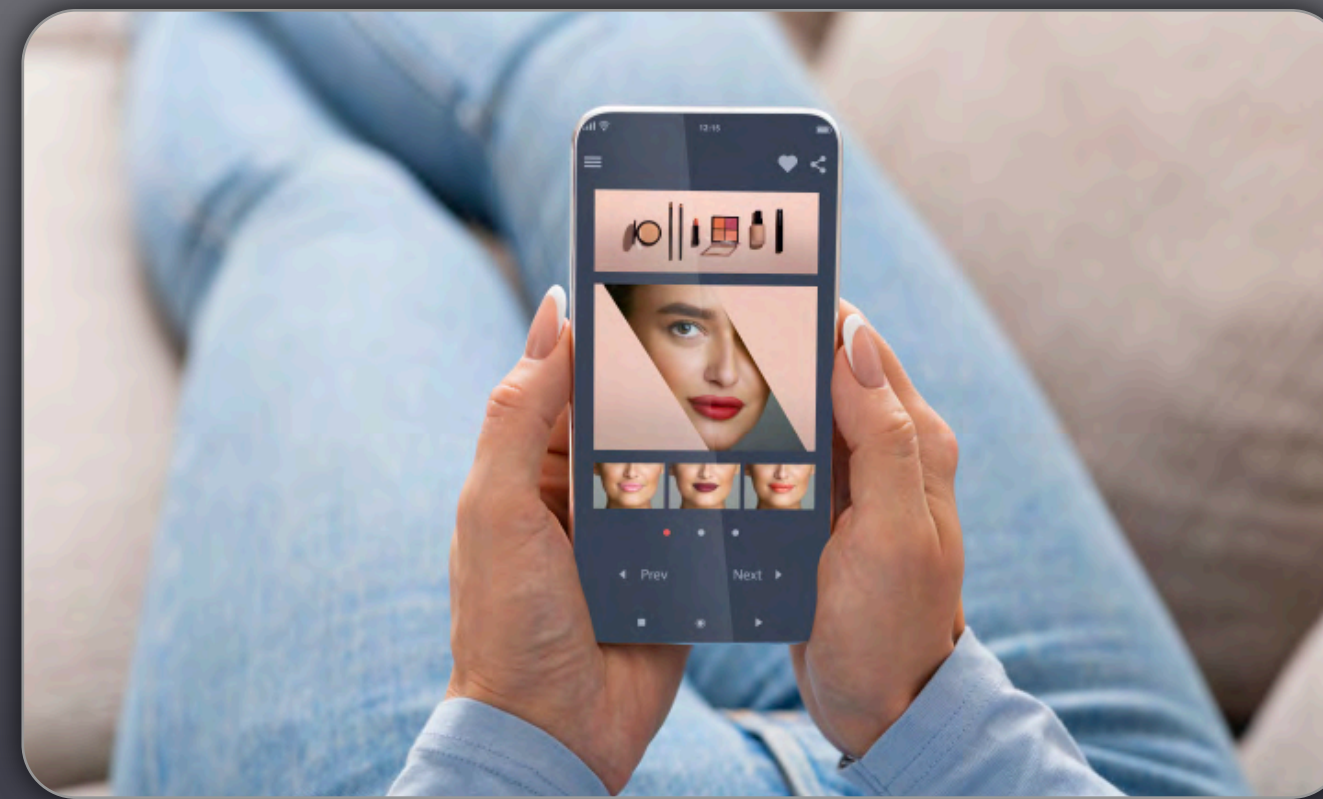
Check out more resources provided by Tcube at <https://go.gov.sg/tcube>.

ABOUT

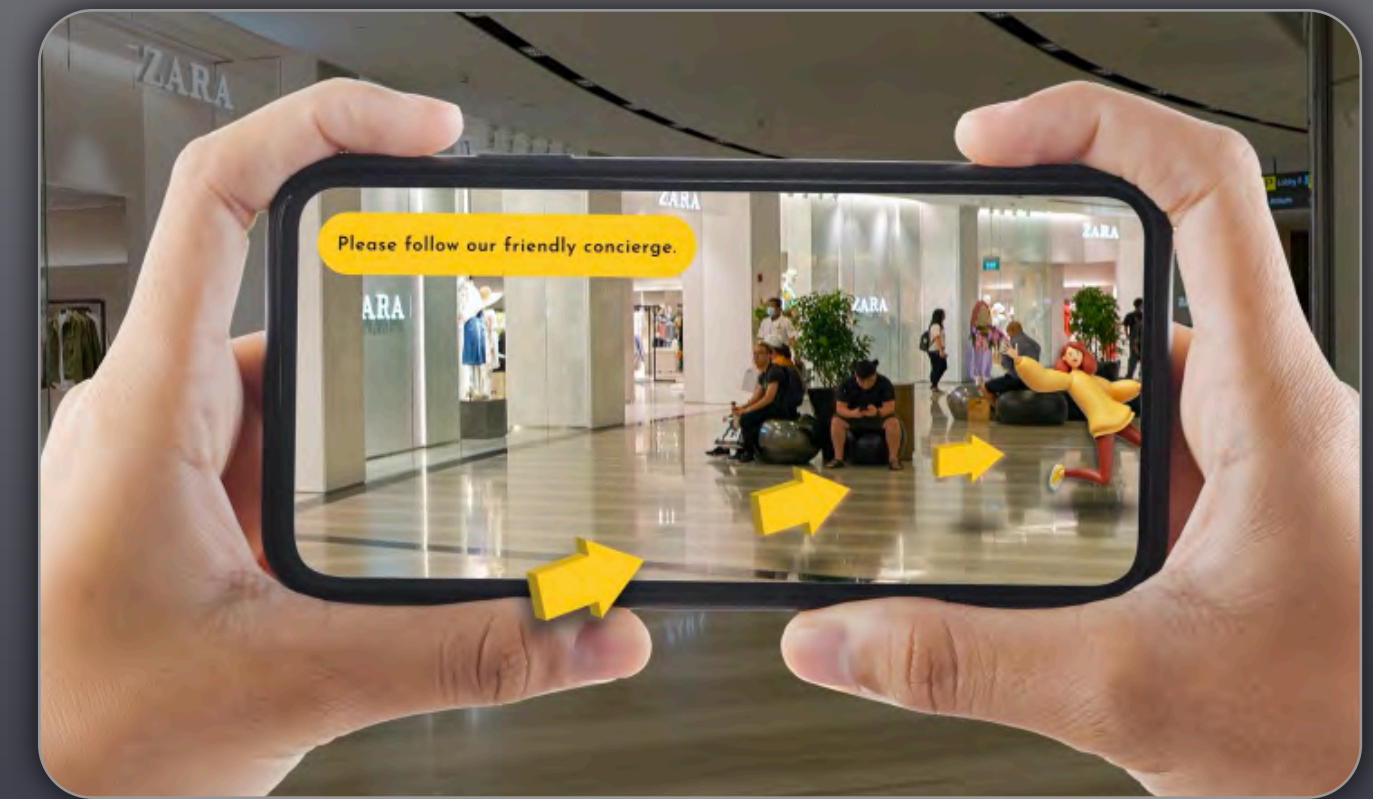
These are various Augmented Reality (AR) Experience ideas that retail stores can tap on to better engage customers. Each of these categories can be implemented together or separately.



IN-STORE DISPLAYS



BEAUTY FILTERS



WAYFINDING

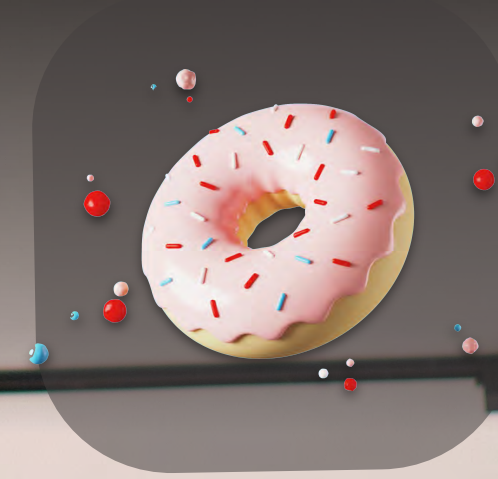
IN-STORE DISPLAYS

Mirrors allow customers to pose with 3D props e.g. hearts and balloons during Valentines Day



MIRRORS IN RETAIL STORES

Visitors may personalise content using AR mirrors and design their own unique photos and videos using 3D assets.



IN-STORE DISPLAYS



Hello, Monica!
Nice to have you back :)

PERFECT CHOICE!

Camisole Flowy Mini Dress
SGD\$94.60



Customer reviews:
★★★★★

Available in

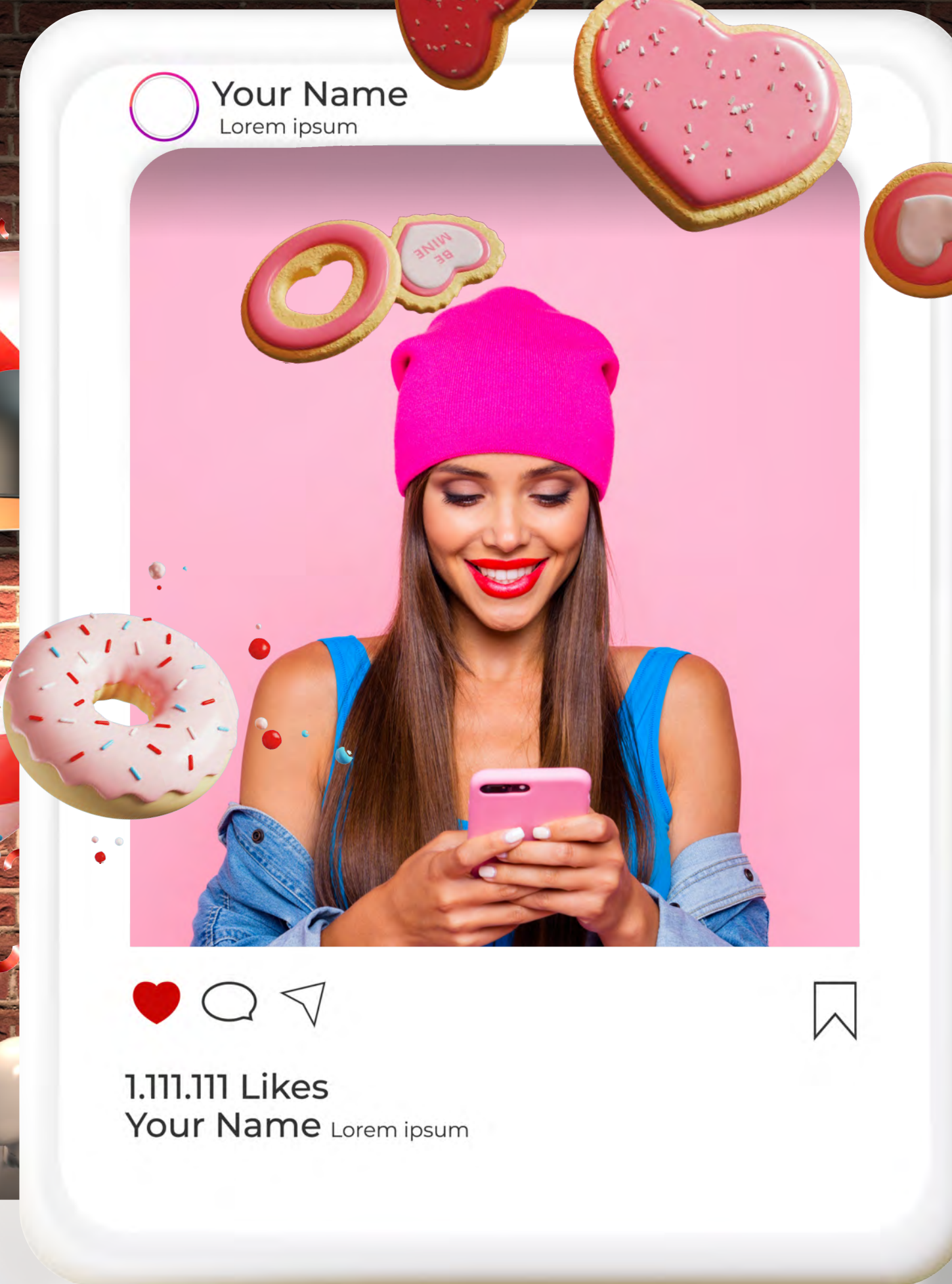
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Filters enable customers to mix and match various pieces of clothing, allowing for customers to nail their sartorial choice.

MIRRORS IN RETAIL STORES

Mirrors may eventually replace the need for in-store fitting rooms. Moreover, by adding an e-commerce feature to the mirror, the entire shopping experience can be delivered from end-to-end.

IN-STORE DISPLAYS

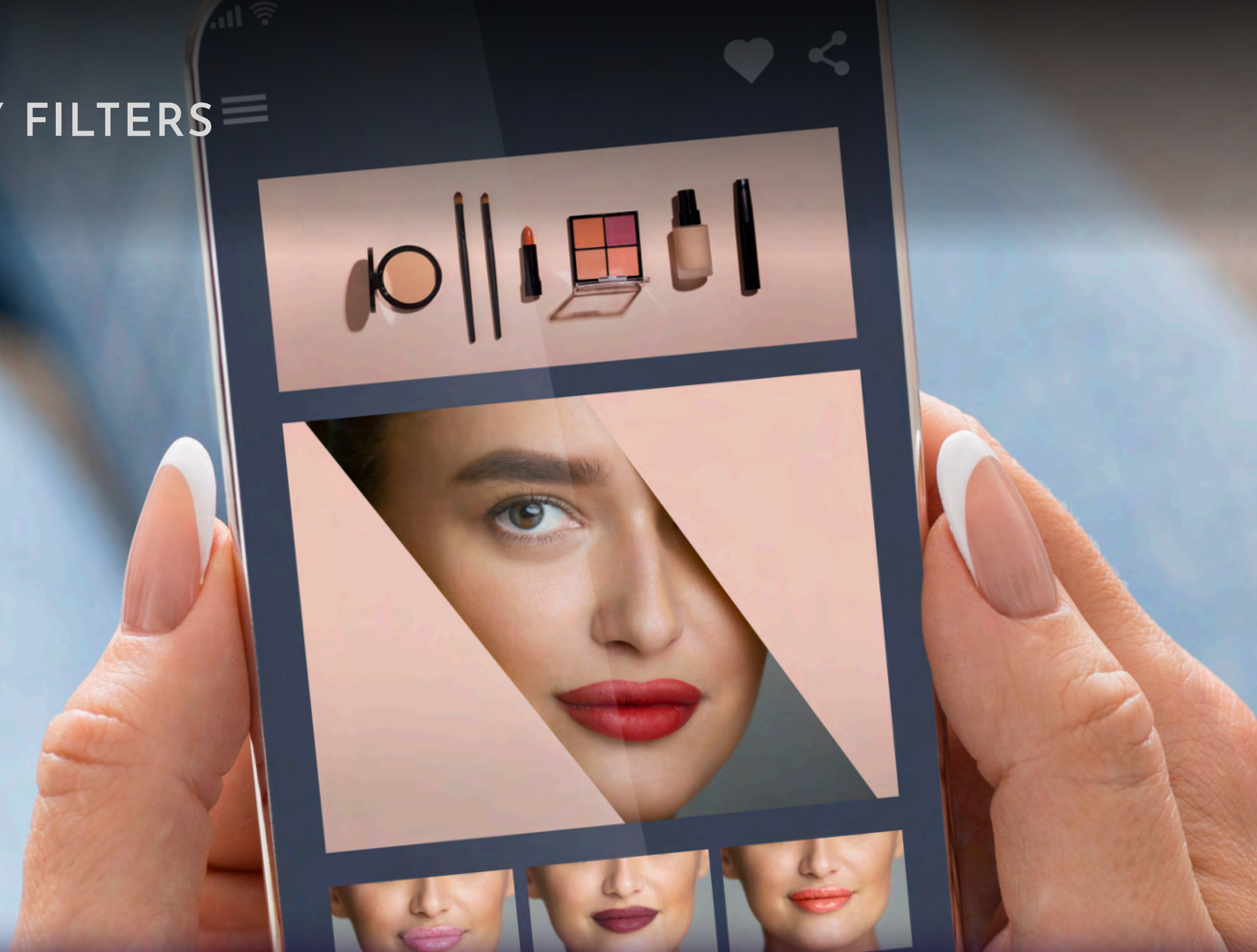


AR can be combined with other marketing efforts such as offering a discount when customers share a picture of the AR mirror on social media.

VIRTUAL DISPLAYS

The use of AR trackers can turn any wall into a virtual display which can be updated for different occasions, or included as part of marketing campaigns.

BEAUTY FILTERS



Draw along the dotted lines

HAIR AND MAKEUP

Customers can try out latest products using AR beauty filters, while taking pictures to share with their friends, within the comfort of their homes.

BEAUTY FILTERS



AR filters can also be applied to contact lenses, hair products, and more.

HAIR AND MAKEUP

Customers can attempt different hairstyle options, before deciding on a final look.

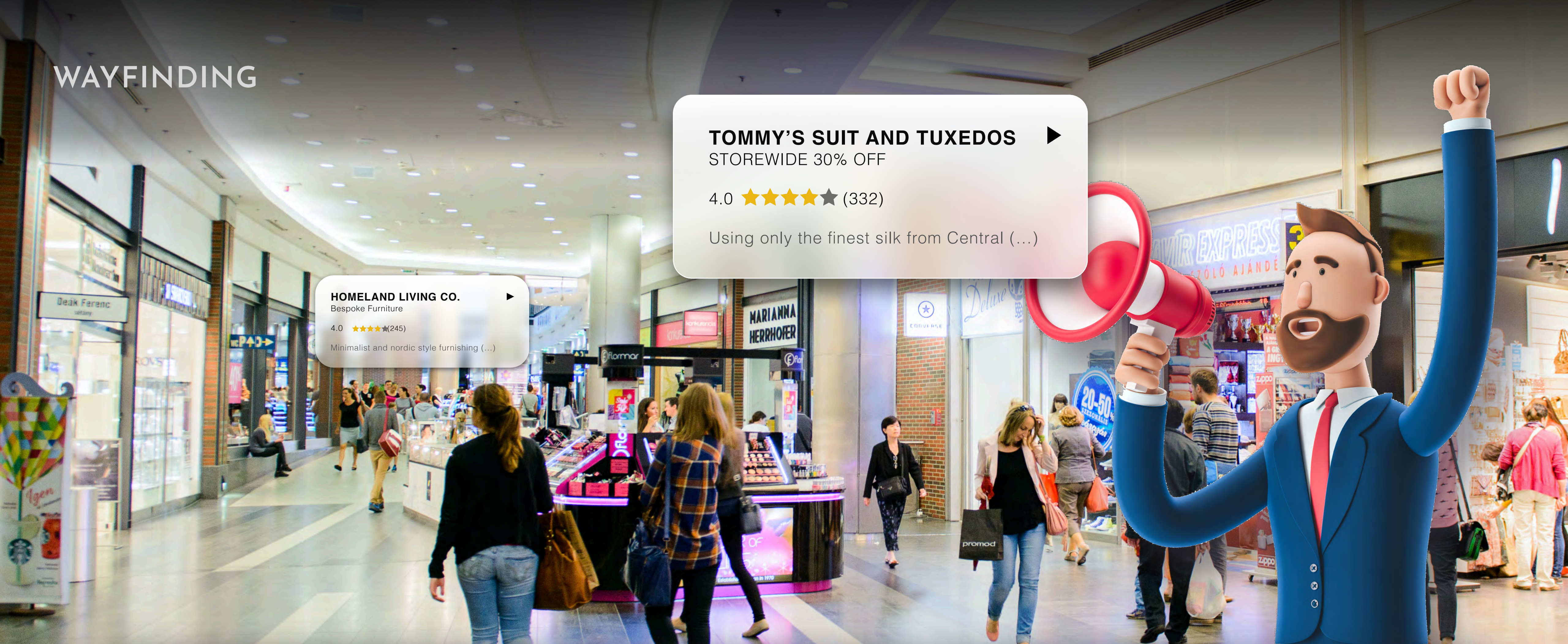
WAYFINDING



WAYFINDING IN MALLS

Digital concierges, enhanced through AR features, can guide customers to the doorstep of their desired shop fronts.

WAYFINDING



HOMELAND LIVING CO. ▶
Bespoke Furniture
4.0 ★★★★★ (245)
Minimalist and nordic style furnishing (...)

TOMMY'S SUIT AND TUXEDOS ▶
STOREWIDE 30% OFF
4.0 ★★★★★ (332)
Using only the finest silk from Central (...)

WAYFINDING IN MALLS
Information can be layered onto wayfinding AR apps to provide store-related details, enabling additional advertising avenues.

TECH CONSIDERATIONS

We would like to share some quick tips to take note of.

Web for Simple, App for Complex

While it is getting easier and easier to view AR through web, it can be advantageous to deliver your AR experience through an app for more engaging AR and to retain your customer.

Use Good Lighting & Non-Reflective Surfaces

Lighting of the environment will affect the AR tracking stability. Lighting conditions cannot be too dark. Reflective floor or environment will affect AR tracking stability.

Check for Device Dependency

AR experiences can be launched by scanning a QR code, scanning a flat plane (e.g. floor, tabletop), scanning an image, or even scanning the environment in front of you. As these range in complexity, you should always check with your AR provider whether older phone models are able to launch the experience you desire.

3D Asset Weight

3D Object and animation need to be lightweight, optimised so that users will not have to wait a long time for the AR experience to load.



We hope that helped you with AR ideations for Retail!

We welcome you to share your story, feedback and content topics you would like us to cover.

Please fill in the Tcube form for us to better understand your needs: <https://go.gov.sg/tcubecommunity>