



# Revolutionize the In-Store Experience with Our Poplar Studio AR Partnership

Augmented reality (AR) is revolutionizing the retail experience. For brick-and-mortar retailers, this means reaching customers in new and exciting ways. We've partnered with augmented reality platform Poplar Studio to bring AR to the Raydiant platform. Now available from the Raydiant dashboard, the Poplar Studio app allows retailers to offer virtual "try-on" technology, interactive treasure hunts, mini games, and more, for a uniquely immersive in-store experience.



 **CATEGORY**  
AR Technology

 **FEATURES**  
In-location AR technology

 **SUBSCRIPTION REQUIREMENTS**  
Raydiant Subscription;  
Poplar Studio subscription

## INCREASE SALES AND REDUCE RETURNS WITH AR

The main reason customers prefer the brick-and-mortar experience over online shopping is the ability to interact with products—to see, touch, and try them on. Augmented reality mimics this shopping experience by letting customers virtually visualize products in their space. Not only is it a convenient way to shop, but it's fun for customers—and good for your business. Research shows that retailers who use AR in their stores enjoy a 90% improved sales conversion rate over those that don't—and see less returns too.

## BOOST FOOT TRAFFIC WITH A VIRTUAL TREASURE HUNT

Bring more customers to your brick and mortars by gamifying their shopping experience. Our new AR app lets you create fun treasure hunts, taking customers through your stores to discover virtual "easter eggs." With strategically placed Raydiant screens, customers can scan each screen's unique QR code to open a unique AR experience. They can enter a contest, unlock savings, solve interactive puzzles, and interact with your brand in other fun ways while they shop.

## OFFER A CONTACTLESS WAY TO "TRY BEFORE YOU BUY"

The Poplar Studio app lets retailers create virtual dressing rooms for their customers so they can "try on" their products in a safe, contact-free environment. Customers use their smartphone to scan a QR code on your Raydiant screen with their mobile phone. This opens a camera view of themselves, with an AR overlay (like a Snapchat filter) showing them wearing your product. From there, they simply swipe to try on different styles and colors.

## ENTERTAIN SHOPPERS WITH INTERACTIVE MINI GAMES

Delight customers with AR-based mini games that they can access from their smartphones. Entertain customers with these unique interactive games as they wait in line, keep their kids busy while they shop, or simply wish to take a break. Scanning a QR code with their mobile phone opens their camera, turning it into a short game they can play using facial expressions, gestures, and phone taps.