



The Five Best Augmented Reality Digital Signage Campaigns

Augmented reality (AR) adoption in brand marketing and advertising continues to grow: the industry is already using AR in incredibly creative and innovative ways. While the use of AR in apps and headsets is quite common, it still requires the user to take an extra step to engage with it, for example, to put on a headset or goggles.

In contrast, using AR on a big screen—on indoor and outdoor signage, video walls, and even transparent displays—will help increase the campaign's impact not only because of its large scale, but also because the user can be captivated by the experience without taking a deliberate action to engage.

To give you a taste of possibilities that AR-enabled digital signage presents, we've collated our favorite campaigns, which we find both inspirational and forward-looking.

1. General Motors Facial Recognition (2016)

First, we introduce the General Motors (GM) interactive billboard—the world's first responsive facial recognition digital out-of-home (DOOH) campaign.

This campaign was an original and inventive way of marketing GM's Chevy Malibu. To reach potential buyers, the car manufacturer used over 325,000 displays, 2,400 of which were large digital billboards.

Located in [Santa Monica Place](#), these displays recognized when people were looking at the screens and responded uniquely to each audience. Cameras would detect the audience profile, which consisted of age, gender, expression, composition, and engagement. Based on that profile, one of the thirty videos would play to engage the prospect.

To enable audience profiling, GM teamed up with Quividi, the global leader in DOOH and audience and attention analytics.

2. Samsung Display PID: Smart Signage

To showcase the powerful signage applications, Samsung Display PID collaborated with Annapass and GCT develop its new generation smart digital signage platform. The solution presented at IFA 2017 in Berlin takes advantage of both artificial intelligence (AI) and the Internet of Things (IoT) applications. The new smart signage connects with Xbox cameras and Google Assistant to create an immersive experience for the users.

The end goal was to help signage customers imagine the possibilities with today's technology—both hardware and software. The solution runs on the hardware Samsung Display created in partnership with Annapass and CGT semiconductors, based on the Android system. This smart software platform integrates with any app, which opens up the potential for custom-built solutions to delight any audience and suit a wide application.



The inspiration to create this solution stems from SDC's vision to simplify the fragmented AI and IoT ecosystem, which presents many challenges to signage builders and customers. By building a strong, future-proof foundation, Samsung Display enables partners and clients to focus on the value-adding activities rather than the integration of multiple technologies.

3. Nike Makers' Experience at Nike By You Studio (2017)

In a futuristic-looking studio in Soho, New York incredible things are happening: a pair of custom shoes are designed and made in 90 minutes.

You first enter the dark studio and put on a pair of plain Nike sneakers. Then through voice activation you select your pattern, colors, and text that are displayed on a video wall. Working with [W+K Lodge](#)—a company that specializes in AI, VR, and other emerging technologies—Nike's Makers' Experience uses object tracking and projection technology to get the designs to appear on the sneakers, whether you're moving or static.

Once you're happy with your design, you can come back just over an hour later and find your custom shoes made and ready to wear.

Unfortunately, this experience is invite-only at the moment, but who knows, soon this could be the new way of shopping.



[Image source](#)

4. Timberland's Virtual Fitting Room

Smart signage offers an easy and fun solution to many shopper's least favorite part of shopping: the fitting room. Working on behalf of Timberland, [FC Manschaft used this to full advantage in their virtual fitting room campaign](#).

With smart signage units in their shopfronts, passers-by could try on the whole collection simply by using hand gestures. Enabled by Kinect technology, static shopfronts became interactive events as people tried new looks, shared them with friends on social media, and, most importantly, bought items from the range.

For shoppers who couldn't get to a store, FC Manschaft created apps for Facebook and web using AR in the devices' cameras.

5. Pepsi Max's Unbelievable Bus Shelter (2014)



As part of their #LiveForNow campaign, Pepsi Max wanted to bring the 'unbelievable' nature of the drink to life through unexpected experiences. They did this through a London bus stop.

With digital signage and some augmented reality, passers-by were shocked to see flying saucers, serpents and etc looking like they were appearing on the street.

This is a great example of how digital signage and augmented reality can be used together in a DOOH campaign.

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