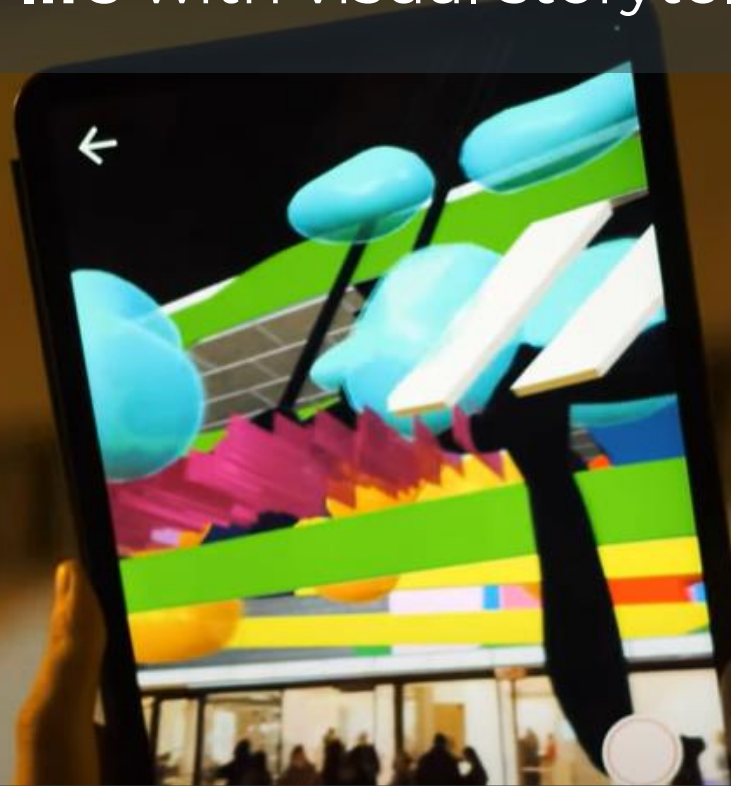


Telling the Stories of Places with Augmented Reality


Adele Keane | COO & Creative Director



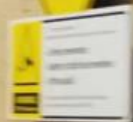
Bring locations to life with visual storytelling

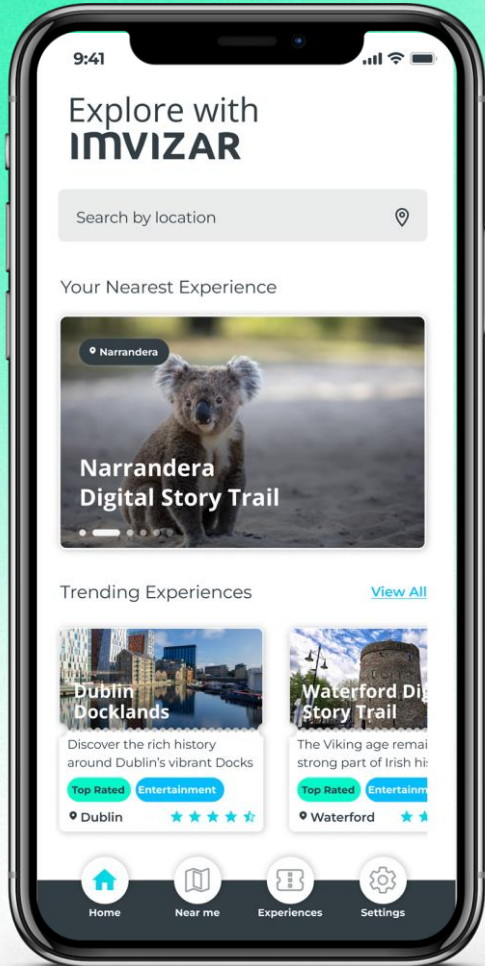


Help us to **feel more connected** to the places we visit



ROYAL HIBERNIAN ACADEMY





Global Experience Platform




Over 80 AR Storytelling experiences



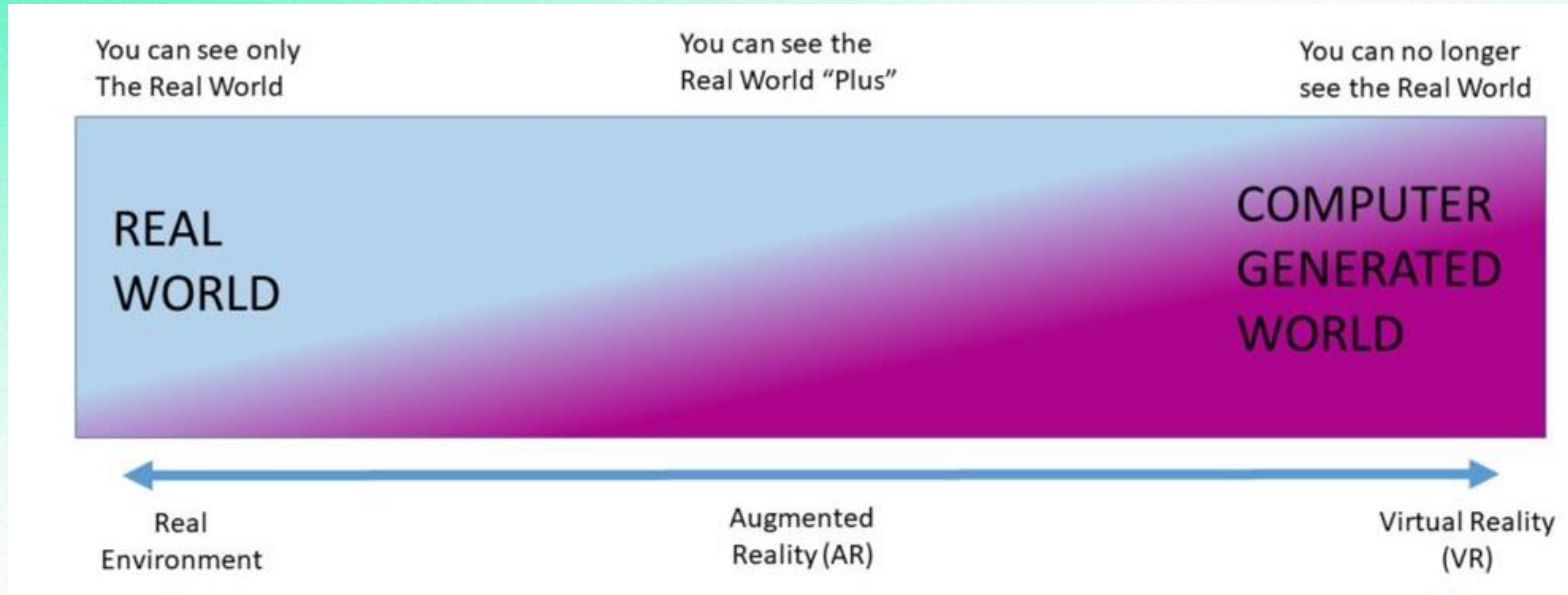
Grant Thornton



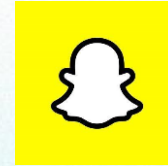


What is
Augmented Reality?

The Reality Spectrum

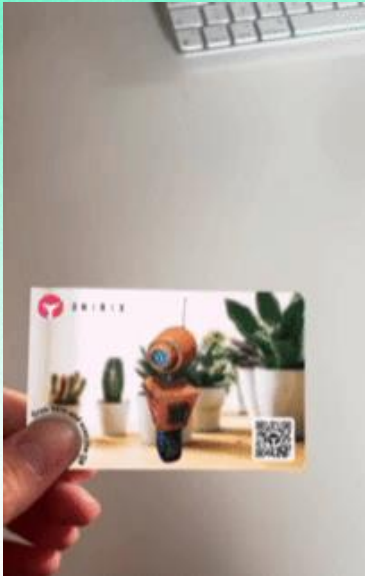


Augmented Reality (AR)



Types of AR

Image Tracking



Face Tracking



Plane Detection



Spatial Tracking



The Power of Spatial Storytelling



Transformative
Experience

Enhanced
Engagement

Emotional
Impact



Recreate

Historical Buildings









DUBLIN
Then and Now



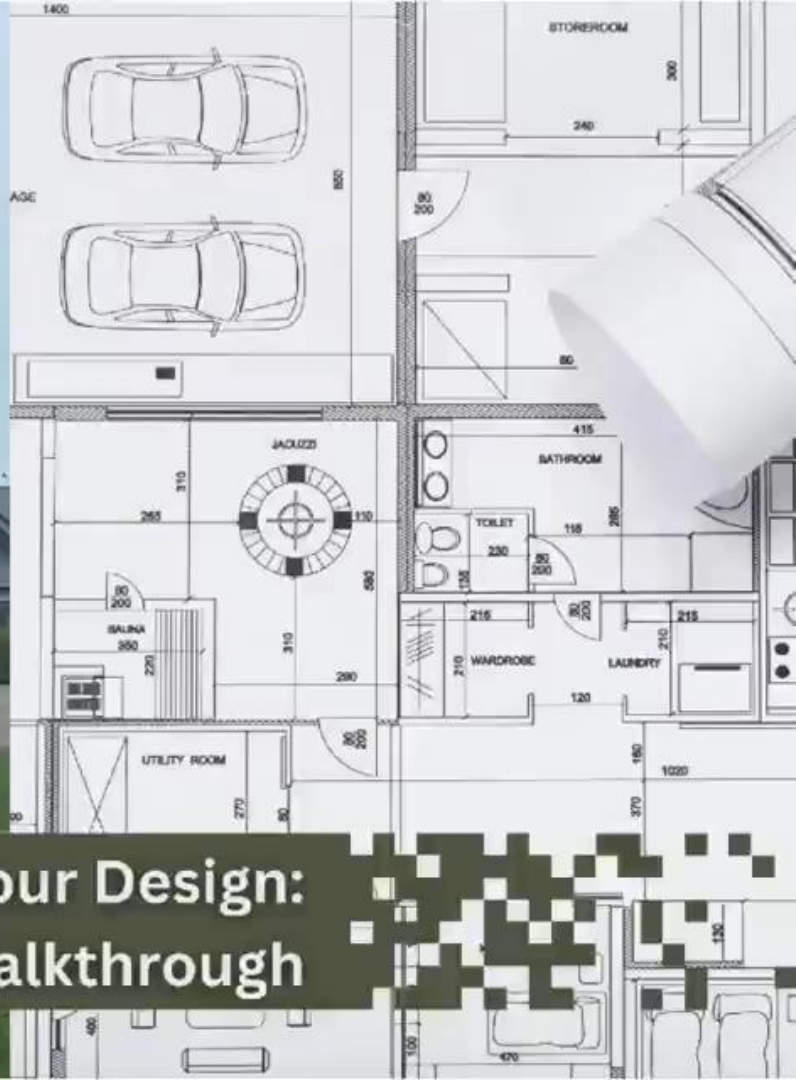




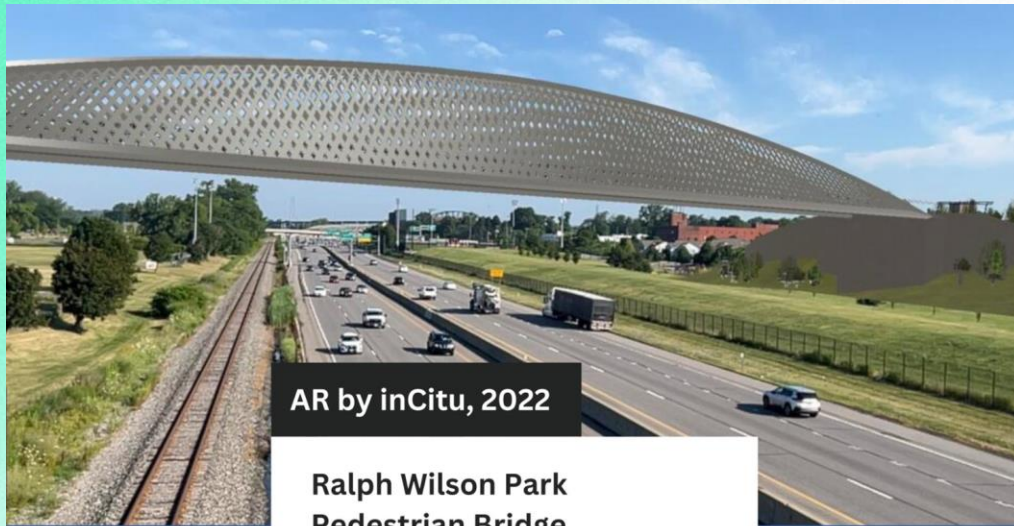




Visualise
City Planning



**Step Inside Your Design:
Immersive MR Architectural Walkthrough**

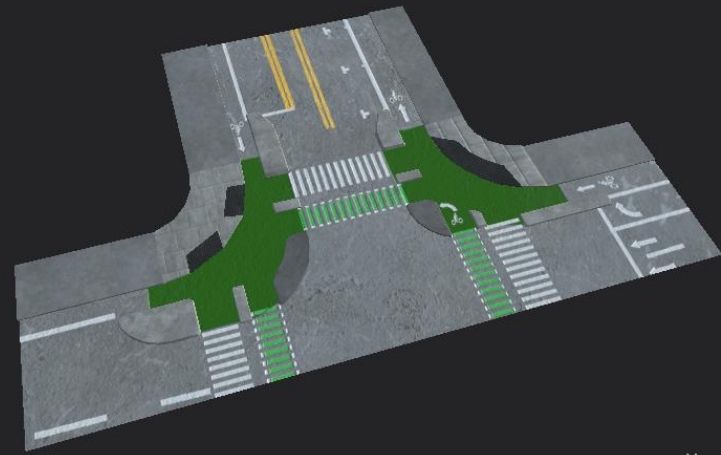
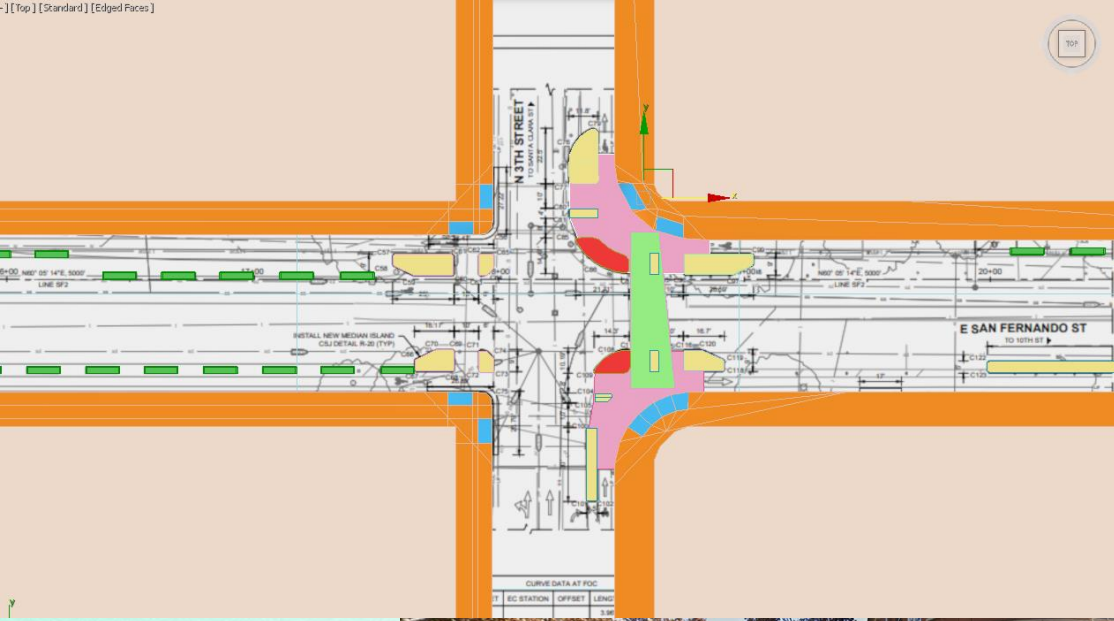


AR by inCitu, 2022

Ralph Wilson Park
Pedestrian Bridge,
Buffalo NY

Completed, 2024











bikesiliconvalley

laurencim · Dancing in the moonlight - Darcy Stokes



0:08

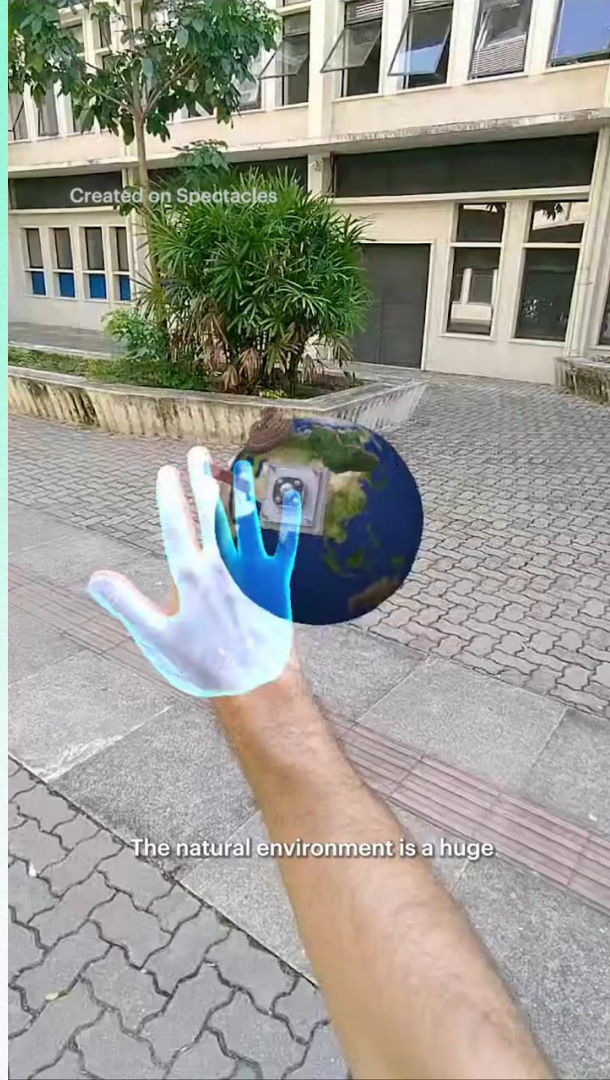






Highlight
Sustainability





Created on Spectacles

The natural environment is a huge

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