

Letsee Augmented Reality SDK

WebAR Portfolio

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CASE The Last Supper



Customer

Education, Exhibitions

Challenge

Create interactive and engaging educational contents.

Solution

One of the most influential works of art hides many secret facts and details that explained and brought to users with the help of Letsee WebAR tech.

Click on any of 12 disciples to find out who is who. Learn about the painting's layout technique by finding the middle point.

The Last Supper is also a musical score that can be seen and played.

Contents Details

Introduction



The Last Supper - by Leonardo Da Vinci. General introduction, background and facts You might not know about the Masterpiece.

12 Disciples



Who is who? Learn about all 12 disciples.

12 Disciples Details



Click on every character separately for details.

1% Secret



Interactive interface lets users find the physical location of the center - middle point of the painting.

Contents Details

Divine proportions



Incredible sense of perspective the work displays is highlighted with AR.



Musical Score



Musical notes incorporated in the painting can be seen via AR overlay.



Contents Type

2D, Audio, Video, interactions buttons



Marker Type

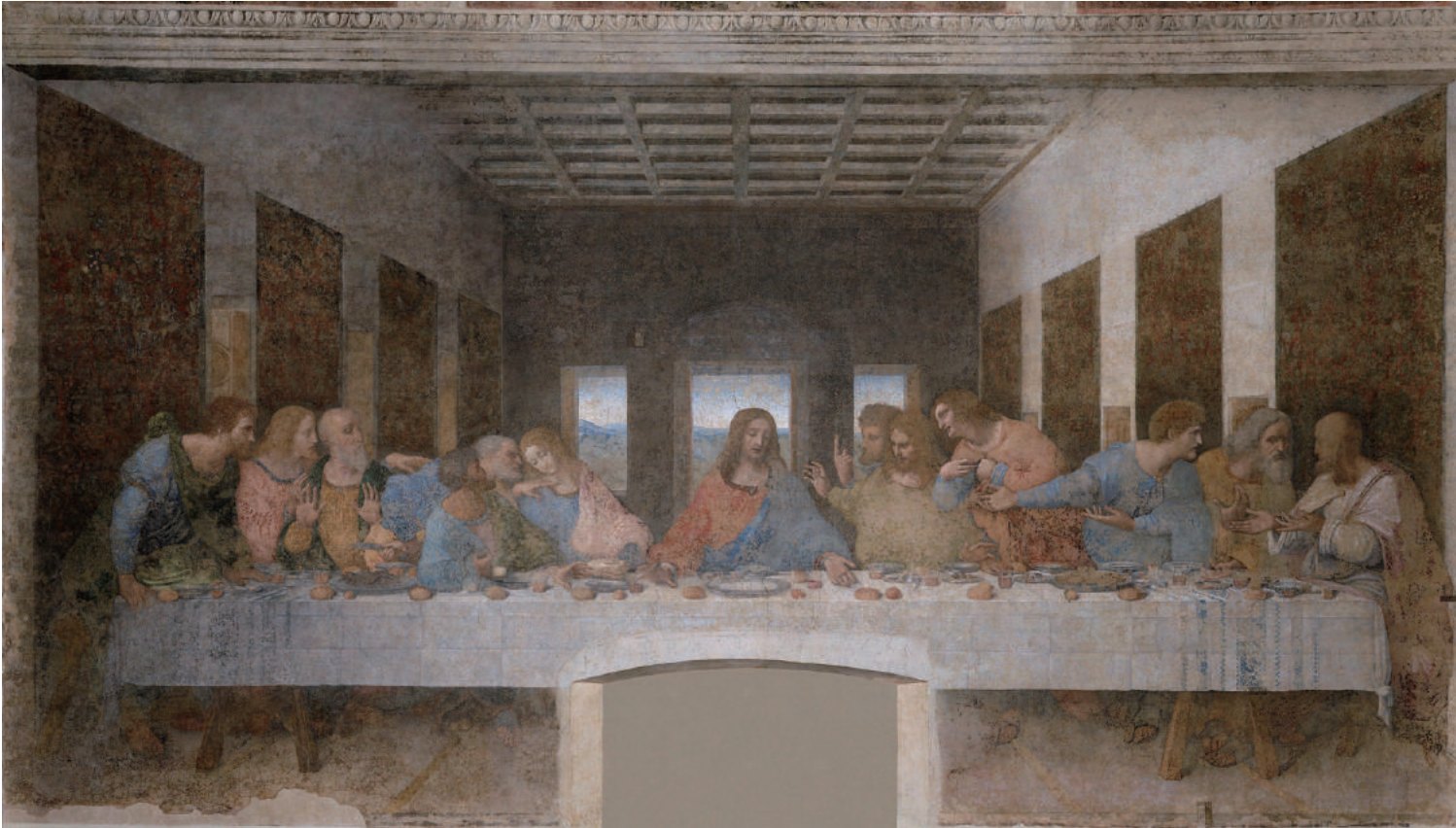
Image - the painting



Technologies

 Letsee  jQuery  HAMMER.JS

Web AR Demo Experience



Korean



English

Step01

Scan the QR code.

iPhone iOS : Take a photo of the QR code with your default camera app and it will be scanned automatically.

Step02

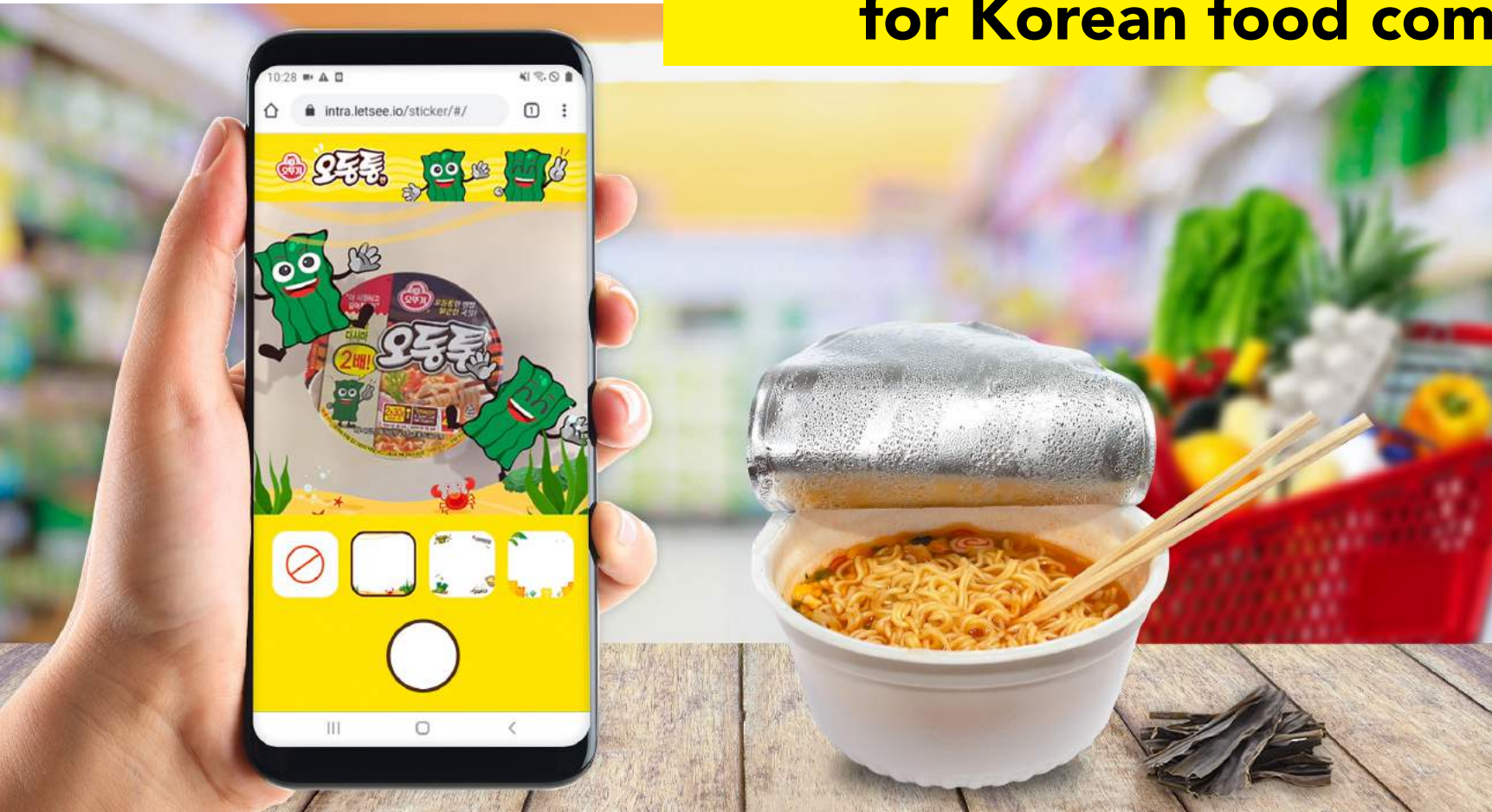
Point your phone camera at the painting image.

Step03

Rotate the screen to landscape and experience the AR Demo!

CASE

Marketing Campaign for Korean food company



Customer

Food & Beverages

Challenge

Engaging & Frictionless Marketing campaign.

Solution

We created AR Packaging campaign where users get engaged with animated contents by scanning the Noodles package.

Animated characters appear to introduce a new taste. Various frames can be applied.

Outcome

170% over expected Engagement rate.



Contents Details

2 types of product packages
 Animated characters appear over/behind the product
 4 various backgrounds / themes
 Image SCREENSHOT button, TRY AGAIN button.



Contents Type

2D, Animation, Interactions buttons, Screenshot



Marker Type

Image - Product (the noodles) package



Technologies

 Letsee

GIF Animation

html2canvas

Web AR Demo Experience

Scan the QR code, allow browser camera access,
point your phone camera to the image. (Noodle package)



Cup



Package



Big Pack



CASE

Providing Real — time Data with WebAR

Customer

Governmental agency, NGO

Challenge

To raise environmental awareness.

Solution

Traditional posters struggle to grab people's attention and can only deliver limited amount of information.

We used Letsee WebAR technology in order to provide Seoul citizens with real time visually engaging data on the Air quality.

Outcome

Instant access to the real time Air quality data with WebAR.



Contents Details

Poster provides data on the air quality in the real time. Including Fine Dust level and recommendation to avoid or proceed the outdoor activities.



Contents Type
2D, Animation



Tracker Type
Image - poster



Technologies



GIF Animation

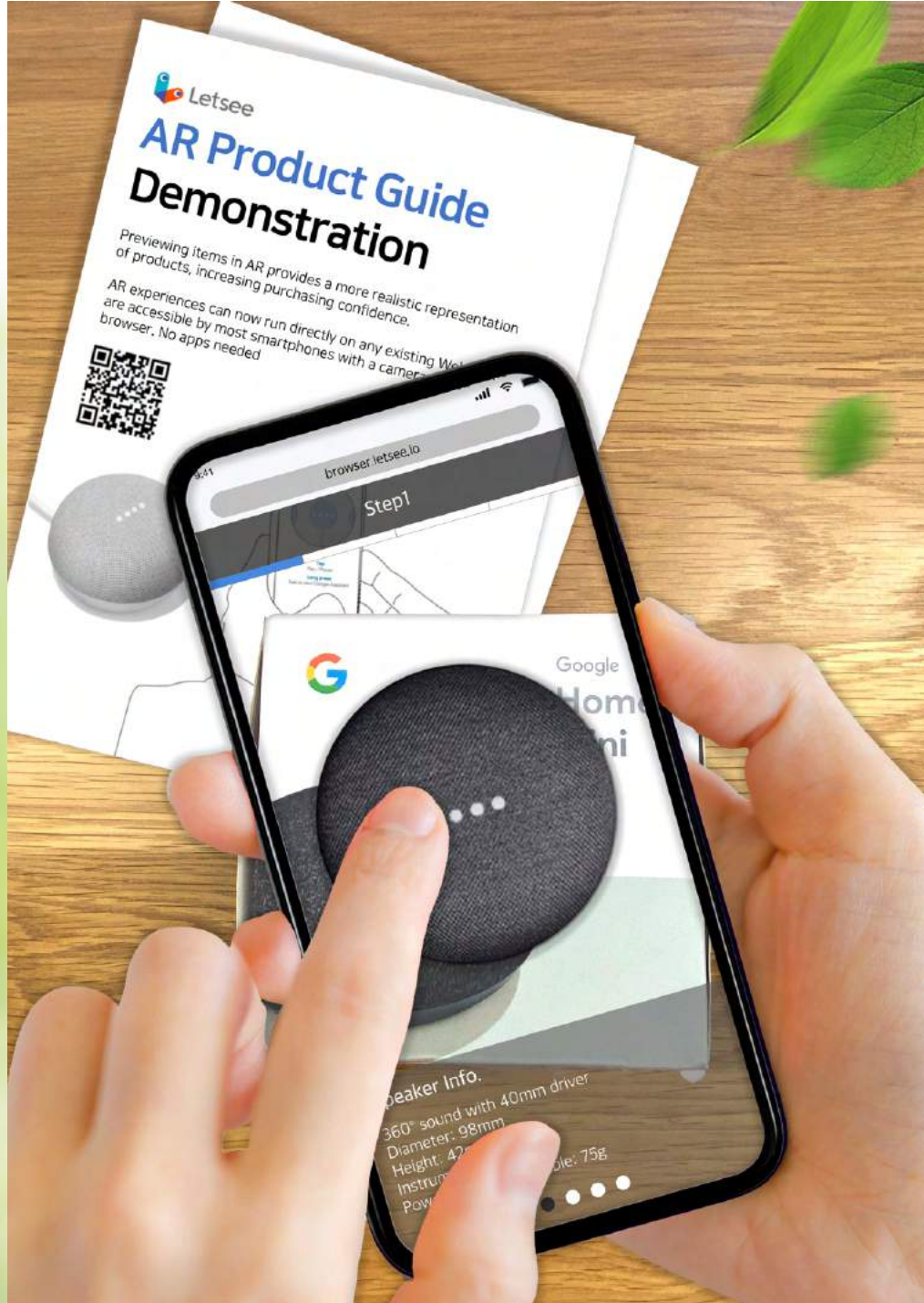


Web AR Demo Experience



Scan the QR code
Allow browser camera access
Point phone camera to the Poster image.





DEMO

User Manual

Customer

Electronics company, Manufacturer, AS center.

Challenge

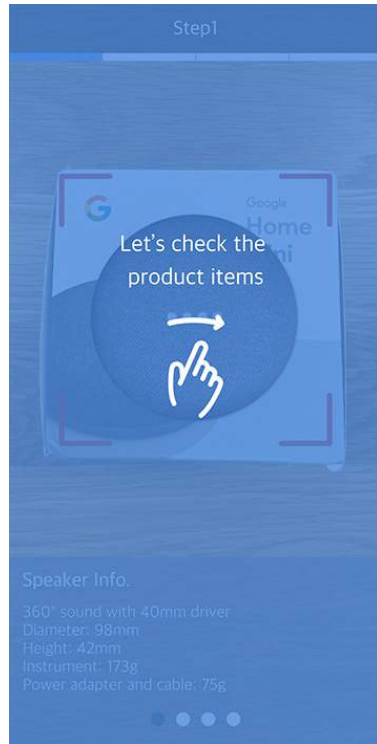
To reduce CS workload and help customers setting electronic devices.

Solution

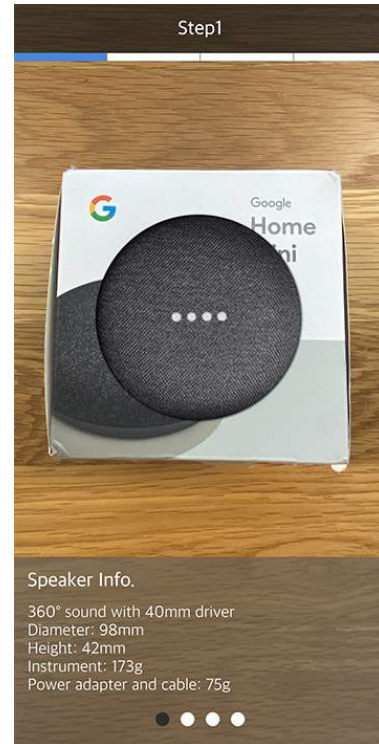
AR User manual built with Letsee WebAR SDK that guides customers through product settings, lets them to preview the product components and learn how to use it.

Outcome

Users could get an assistance to set newly purchased device by scanning the package without need to download a separate App or read endless paper manuals.



Product “unpacking” in AR.



Main product is displayed as it is in 3D.



Accessory components included in the kit displayed too.



User Manual providing detailed instructions and pointing to the buttons to press.



AR User Manual explains functionality of every button.



Contents Type

2D, Audio, Video



Tracker Type

Image - Product package.



Technologies

Letsee jQuery slick arUco marker

CASE

K-pop idol Subway Poster



Customer

Entertainment & Advertisement Agency.

Challenge

Engage customers to purchase digital content via offline marketing campaign.

Solution

Poster in Seoul Subway station can only announce that K-pop band releasing a new album, limited to display some images and text.

With WebAR by-passers get engaged with interactive contents unlimited images, music videos and even receive call for action and redirect customers straight to the purchase page.

Interactive AR menu offers access to unlimited contents including the direct link to purchase page.



Unlimited number of images from the New Album's photoshoot.



Band's new music video can be played straight from the screen.

Contents Details



Contents Type
2D, Audio, Video



Tracker Type
QR Code - Poster in Subway station



Technologies



Web AR Demo Experience



Scan the QR code
Allow browser camera access
Rotate your screen to landscape
Point phone camera to the Poster image.

CASE AR Brochure

Customer

Electronics Company, Home Appliance manufacturer, Publishers.

Challenge

Virtually showcase all features of the new product as customer was consulted in person by the staff.

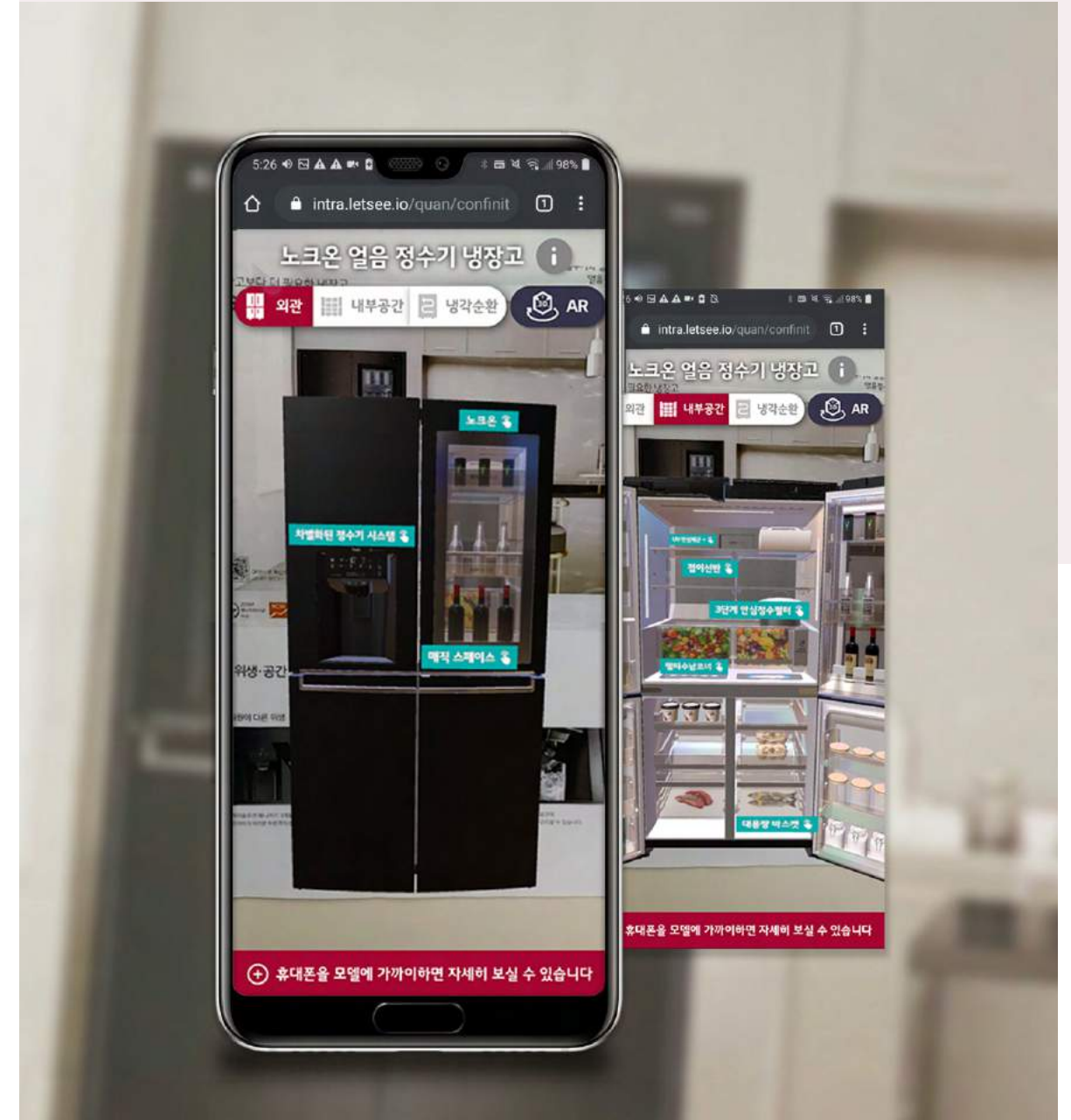
Solution

With pandemic stopping customers from visiting offline stores, Letsee technology delivers a solution that lets you showcase your product as it is in 3D.

Interactive buttons, 360° rotation displaying from outside and inside, narration to explain the product features and even smart technology description.

Outcome

Company is negotiating to open an AR Marketplace.



Contents Detavils



New fridge model appears as it is in 3D, includes interactive buttons and audio narration explaining the new product.



Zoom in to check every detail by clicking on the interactive buttons: built-in water dispenser dropping the ice cubes accompanied with the relevant sounds.

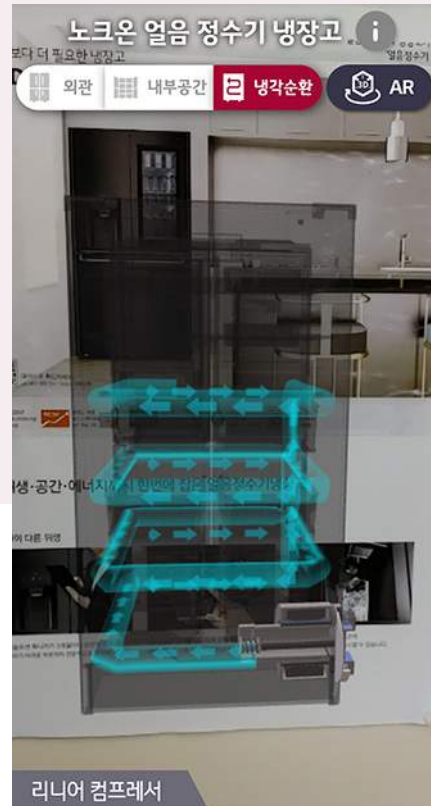


Tap to the fridge door to open it and see what's inside.



More interactive buttons to introduce product features .

Contents Details



Learn about the technology that makes new fridge smart, innovative and energy efficient.



Rotate the model to view from every angle in 360.



Next to physical store visit experience - full access to every product detail.



Contents Type
3D, Audio, Video



Tracker Type
Doesn't require tracker



Technologies
  **HAMMER.JS**

Web AR Demo Experience



Scan the QR code
Allow browser camera access.



DEMO

EarPhone 3D

Customer

Electronics company, Manufacturer.

Challenge

Virtually showcase the product to improve digital and offline sales.

Solution

AR packaging allowing to show the product in 3D in real size, including supporting video contents, product details and technology explanation, main features.

Being able to virtually experience and view the product as it is brings customer buying experience to a completely new level.





Review

Product video and users feedback included into AR packaging contents.



3D Model

Product showcased in 3D including the case, earphones itself and even detailed elements in the disassembled form.



Feature

Main features highlighted to show off advantages and product differentiations.

Contents Details




Contents Type
3D, Audio, Video



Tracker Type
Image - Product package.



Technologies
 Letsee

Web AR Demo Experience



Scan the QR code
Allow browser camera access
Point phone camera to the Package image.



EN Sony-designed HD Noise Canceling Processor QN1e for high-performance noise-cancellation and high-quality audio / Dual Noise Sensor technology captures ambient noise precisely with two microphones / Stable wireless connection

CT Sony 設計的 HD 防噪處理器 QN1e，可獲得高效能的防噪效果與高品質的音效 / 雙噪音傳感器技術，利用兩個麥克風精確獲取環境噪音 / 穩定的無線連接

KR Sony가 설계한 고성능 잡음 제거 및 고급 오디오용 HD 잡음 제거 프로세서 QN1e / 듀얼 노이즈 센서 기술은 2개의 마이크로 주변 잡음을 정확하게 포착합니다 / 안정된 무선 연결

HD Hands-free calling with HD Voice^{*1}
進行與HD Voice^{*1}功能之免持通話
HD Voice^{*1}로 핸즈프리 통화

Quick 10 min charge, play up to 90 min
充電 10 分鐘，播放時間長達 90 分鐘
10 분 충전으로 최대 90 분 동안 재생할 수 있습니다

6hr Music playback time (NC ON): Max. 6 hours
(Up to 24 hours playback time with charging case)
音樂播放時間 (NC ON): 最長 6 小時
(帶充電盒的播放時間可達 24 小時)

8-24h Music playback time (NC OFF): Max. 8 hours
(Up to 32 hours playback time with charging case)
音樂播放時間 (NC OFF): 最長 8 小時
(帶充電盒的播放時間可達 32 小時)

USB-C USB Type-C™ cable
USB Type-C™ 連接線
USB Type-C™ 케이블

Web AR Enabled
www.letsee.io

POWERED BY Letsee

Headphones Connect Sony Headphones

Please visit the URL to check the compatibility and the release schedule of the application. / 請訪問網址以檢查應用程式的相容性和發行排程。 / 애플리케이션의 호환성 및 출시 일정을 확인하려면 이 URL을 방문하십시오

WF-1000XM3

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DEMO

IoT Device Control

Challenge

With the growing number of IoT devices, there's an increase in the number of applications required to interact with them. Using Letsee WebAR SDK will help to overcome the challenge of handling many applications and to enhance the user experience.

Contents Details

Control IoT device via your smartphone using WebAPI:

- regulate brightness of the lights
- set the saturation level,
- change the lights colours with colours panel.



Contents Type
2D, Audio, Video



Tracker Type
arUco marker



Technologies

