

Augmented Reality Enhances Human Connection

Technology Should Enhance, Not Replace Human Connection



In our digital era it can be perceived that we are connected with each other in more ways than ever before. Social media allows us to share our thoughts, pictures, and videos with anyone, anytime, anywhere in the world through a simple post, tweet, snap, pin, gram, vine, link or tube. It sounds like we are connected, right?



With all of this instant access to our friends and family, why is it that in year 2016, the [Harris Poll](#) showed that out of 2,000 Americans, 72% of them experienced frequent loneliness, with 1/3 of them experiencing chronic loneliness.

[Amy Slater](#) of [AmySlaterConsulting.com](#) wrote a very good article discussing the needs of human connection through personal relationships. [Click here to read more from Amy...](#)

How Does Augmented Reality Technology Enhance Human Connection?

There are a few new technologies that are working to bridge the gap between digital and physical connection, and augmented reality is at the top of the list. Augmented reality technology overlays virtual content on top of real world objects. The ability to bridge the two worlds offers humans a whole new way to connect, engage, and influence one another. Here are some examples.

Augmented Reality Greeting Cards

People have historically used greeting cards to convey an array of emotions for a number of life's occasions. For a while, people stopped sending physical greeting cards and began sending electronic greeting

cards via the internet. It was cute at first, but then it began to feel sterile, and lack luster. I believe the reason for this disconnect is because there was a missing component - the physical, tangible, memorabilia. People connect better when there is something physical to hold on to. An object such as a greeting card can remind them of a special person, or a special feeling.

Now, with augmented reality, we are able to add a whole new level of messaging and authenticity to the mix; enhancing relationships and connection through a magical portal of technology.

Let me tell you a story about a U.S. soldier who's relationship with his girlfriend was highly enhanced through an augmented reality experience. Gabby, a young lady was missing her boyfriend Josh, who was deployed overseas. She wanted to send him a card that he could look at and think of her often. She heard about augmented reality and created a video-enhanced greeting card called a REVEALiO. When Josh received the [REVEALiO](#) greeting card he was very touched that she would create and send him such a beautiful (printed) card with her smiling face on it. But, when he watched the physical card "come alive" with video (overlay), and she began talking to him on the card, it rocked him to his core. When asked how it made him feel to receive such an interactive physical card he wrote:

"This technology takes cards to the next level. Being able to carry a personalized card everywhere I went and using the app to see the video message anytime I wanted made me feel closer to her and the distance not seem as far. I have never seen a card or technology like this before and still keep it with me to this day."

Gabby and Josh are now married and have had their first child. They still feel very positive about the effects that augmented reality can have on relationships.

How Augmented Reality Can Give Businesses the Ultimate Competitive Advantage:

Now that we've seen the power augmented reality has to enhance relationships, let's discuss how it can be used for business marketing purposes. People are longing to "feel" something. The digital era that we live in is over saturated. We are bombarded with 5,000 ads a day according to [Yankelovich Consumer Research](#).

If augmented reality technology was incorporated into something physical and tangible, such as a printed promotional marketing piece, imagine how influential it could be in connecting and communicating with a potential lead.

[55% of customers believe that if an app or retail store has augmented or virtual reality features, it will influence their buying decision in a positive manner. \(Prismatic Technologies\)](#)

Augmented reality marketing materials incorporate aspects all four dominant learning styles; visual, auditory, reading/writing, and kinesthetic; therefore resonating with all those who come in contact with it. The whole experience could easily take a prospective client through the buyers journey in a matter of seconds:

CAPTIVATE

"WOW" your audience and capture their attention

CONNECT

Make a warm connection as you put a face to your brand.

ENGAGE

Visually communicate your message, service, or product

DIRECT

Get viewers to take next steps to through virtual CTA buttons.

Augmented reality technology is not a new trend. Tim Cook, CEO of Apple calls it a new Core Technology that is going to be as influential on our society as the smart phones. If you would like to learn more about augmented reality and marketing, click here to watch a free educational webinar.

If you are interested in using augmented reality as a marketing tool for your business, please contact Michelle Calloway via email to set up a free 30 minute consultation.
