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Get event/show info by scanning posters and related materials. Consumers scan event posters to see them transformed into the world of imagination, and can download trailers, wallpapers, apps, get information or buy tickets.

This concept allows promo related materials to not only advertise the event, but to digitally absorb captivated consumers into the environment of augmented reality.

This concept increases the amount of interaction and information exchanged between a promotion and potential customers.

Keyword search: LadyLuck MakeOver

- * Download layar 6.0 on an Android or iPhone device
- * Open Layar app and search for "hnn21" or "LadyLuck MakeOver" layer
- * Launch the layer and hold your phone over the poster on the right to explore the AR experience.

Developed by **KWARE DESIGN**
URL: <http://www.kwaredesign.com>



Sample of the LadyLuck MakeOver layer



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THE NATION'S PREMIER HALLOWEEN EVENT

16 21 6



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HER HANDS**

UNIVERSAL ORLANDO®
**HALLOWEEN
HORROR NIGHTS® 21**

SELECT NIGHTS SEPT 23 - OCT 31



Layar Reality Browser

Download Layar browser to your smartphone at <http://www.layar.com/download/>

Also use the QR code to get an immediate download.

