



AUGMENTED MINDS

LET'S TALK MIXED REALITY



AUGMENTED MINDS

- Videogame background
- Focus on AR/MR since 2010
- Strong and proven network of specialists
- XR one stop shop

About Us

MR is our passion



About our clients.

2011 – AR PUZZLE

Ravensburger Spieleverlag



SCAN FOR DETAILS
AR-puzzle marketing video



- **Challenge:** Extend UX of traditional puzzles
- **Solution:** AR minigames based on the puzzles' design



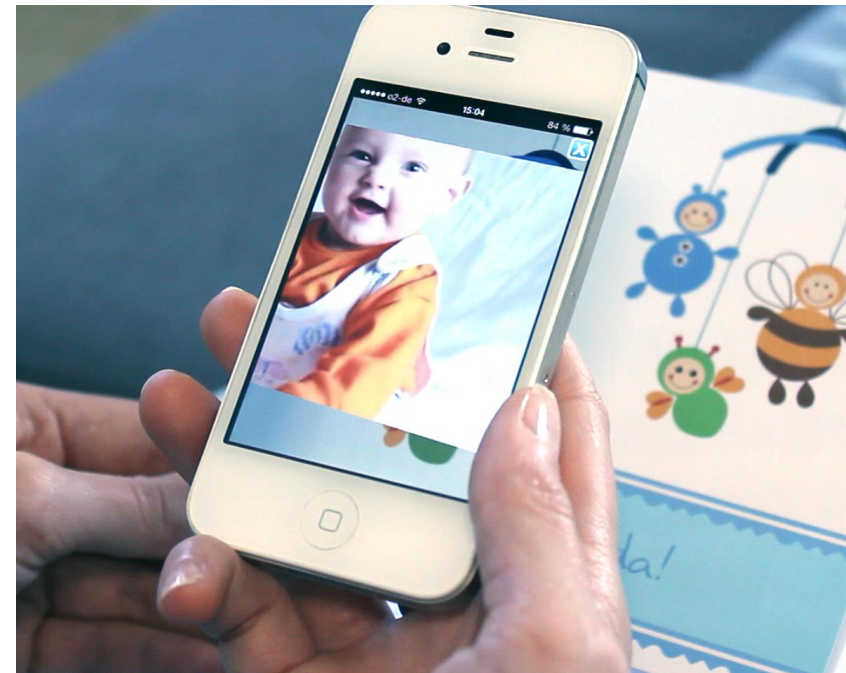
SCAN FOR DETAILS

pixories product pitch

- **Challenge:** Connect user-generated digital content with printed products
- **Solution:** AR enhanced web-2-print

2012 - PIXORIES

web-2-print meets AR



Gefördert durch:



anlässlich eines Beschlusses des Deutschen Bundestages

2012 – 4D GLOBE

Columbus Verlag



SCAN FOR DETAILS
4D globe project details



- **Challenge:** Augment traditional globes with digital features
- **Solution:** Custom augmented reality app



SCAN FOR DETAILS

LEO app review clip

- **Challenge:** Market and sell the vision of properties that do not yet exist.
- **Solution:** AR sales companion app

2014 – LEOPOLD CARRÉ

KW Creative



2016 – AR MAGAZINE

Lamborghini



SCAN FOR DETAILS
Lamborghini project details

- **Challenge:** Innovate corporate magazines
- **Solution:** Magazine companion app



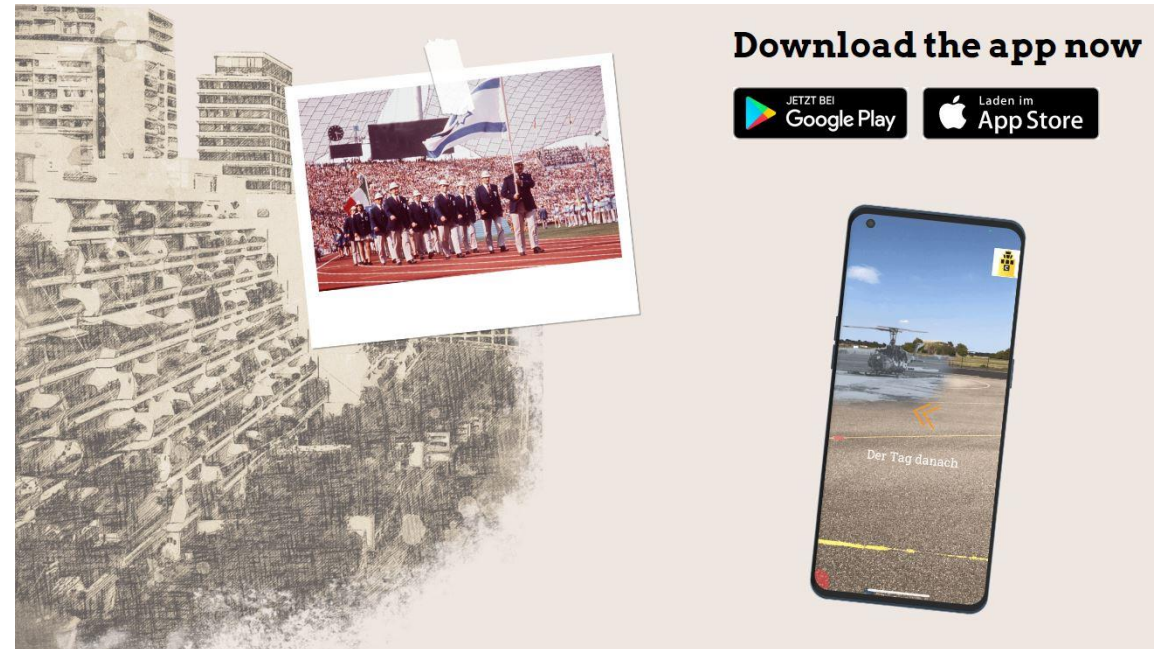
SCAN FOR DETAILS

Download app

- **Challenge:** Create a digital memorial despite limited access to the historical site.
- **Solution:** XR App as part of a combined digital solution including web, app and social.

2022 – FFB 1972

Fürstentfeldbruck district office



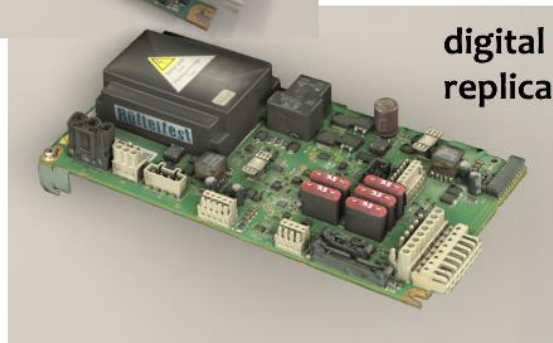
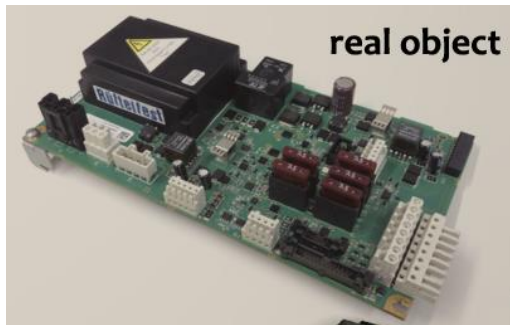
Download the app now

JETZT BEI Google Play

Laden im App Store

2023 – XR TRAINING

yunex



SCAN FOR DETAILS

Contact us!

- **Challenge:** Recreate complex real world objects as 3D digital content for use in realtime MR training
- **Solution:** 3D content pipeline for realtime content creation

Challenges

...and how to solve them!



Checklist

How to define your custom solution!

- Goal or mission / pain point?
- Target group?
- Target device & strategy?
(Bring your own device?)
- Technology?
(True strength of AR and VR?)
- Level of digitalization?
(Do you have & own your digital content?)
- Desired solution?
(Concept, PoC, PT, Full App
Web, App, Social?)
- Level of involvement?
- Future strategy?
(Updates, Bug Fixes, Community Support, ...)





WEB - APP - SOCIAL

Custom software development by
Augmented Minds - Ambrus & Lonau GbR



SCAN HERE

Let's talk mixed reality!

Thank You

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