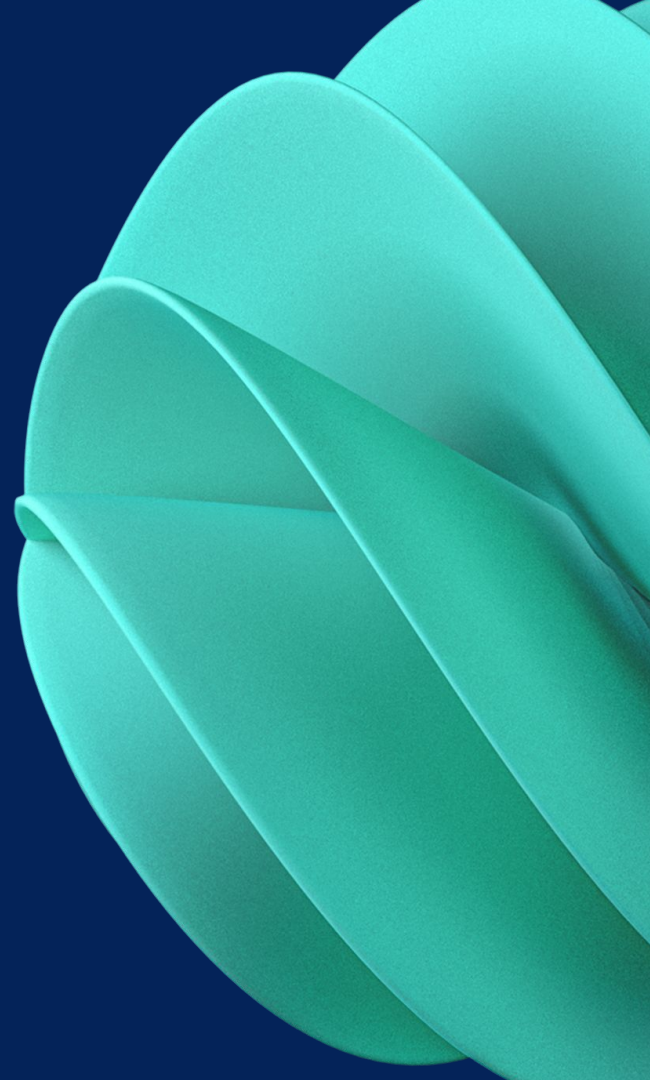


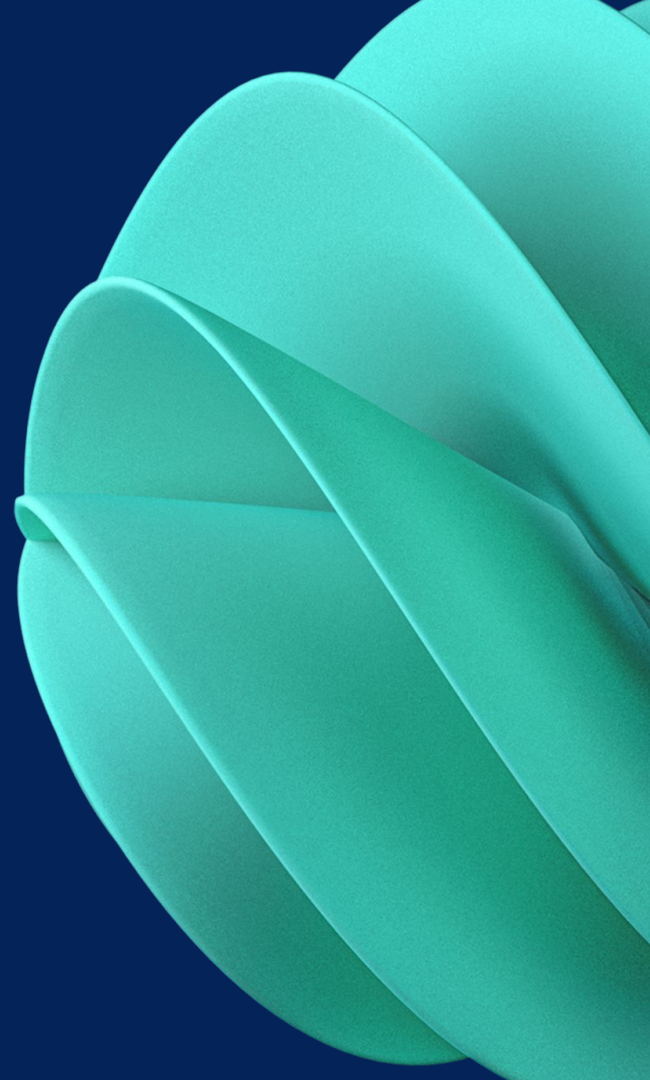
# Poplar.Studio

Introduction to Poplar Studio





# AR & Poplar Studio



# We're headed into an augmented World



“Augmented Reality will revolutionize our lives and become as significant of a technology shift as the web or mobile was to society, changing how we view and interact with the world around us.” -Deloitte





By 2025, 4.3B people will be using AR daily  
Up from 1.5B today (source: Allied Market Research)<

We will immerse-shop from home, socialize, play, create, entertain, cook, groom, travel, and do sports — all through this new spatial Internet

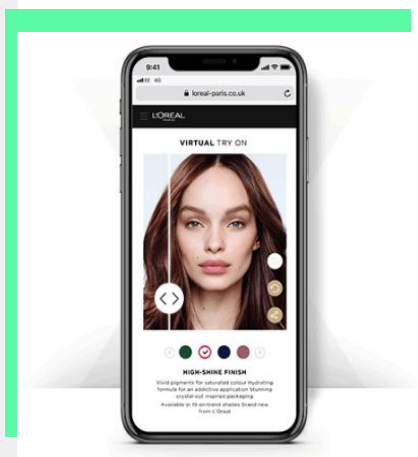
# Covid has *already* changed consumer behavior

- People are cautious to go out and hesitant to try on products in store
- 85.9% of U.S. and U.K. consumers will maintain or increase the amount of online shopping they do this year (source Qubit)
- Over 100M consumers today use AR to shop, whether online or in brick-and-mortar stores (source Snapchat)
- And people are spending more time on screens with their friends

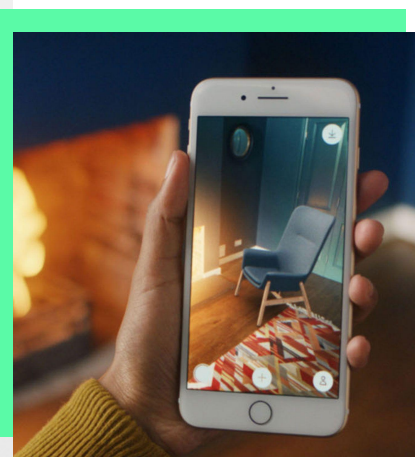




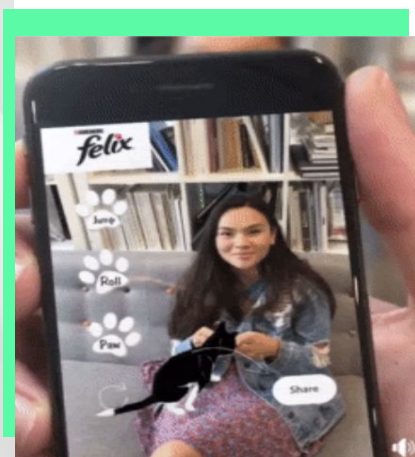
# AR marketing & e-commerce have greater experiential impact on consumers and revenue impact for brands



75% of consumers expect retailers to offer an AR experience  
(Source Business Insider Intelligence)



Viewing 3D models in AR increases conversions by up to 250%  
(source Vogue Business)

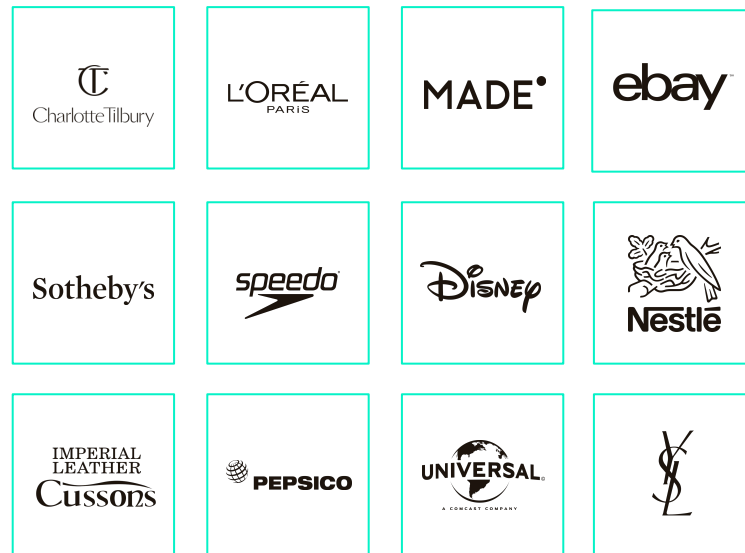


AR increases customer engagement by 66%  
(Source BigCommerce)



There is a 40% decrease in returns from 3D visualisation  
(Source Shopify)

We are global leaders  
in providing 3D & AR  
eCommerce and  
marketing solutions  
across all channels





# Our services

We pride ourselves on being able to take any brand asset, develop them into 3D/AR assets and deploy them onto all social and e-commerce channels across all devices.

AR Marketing

AR Commerce





1  
Turn existing assets into 3D & make them AR ready



2  
Generate a 3D or AR experience



3  
Integrate simply into any website

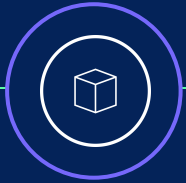


4  
Easily manage your assets, from creation to deployment, with our integrated CMS



5  
Thorough usage and ROI through our analytics dashboard

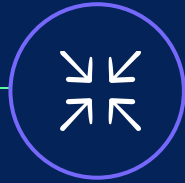
# Why Poplar Studio?



Full service from  
creation of assets to  
deployment



Boost your  
conversions by up to  
200% & increase  
average order value



Reduce product  
returns

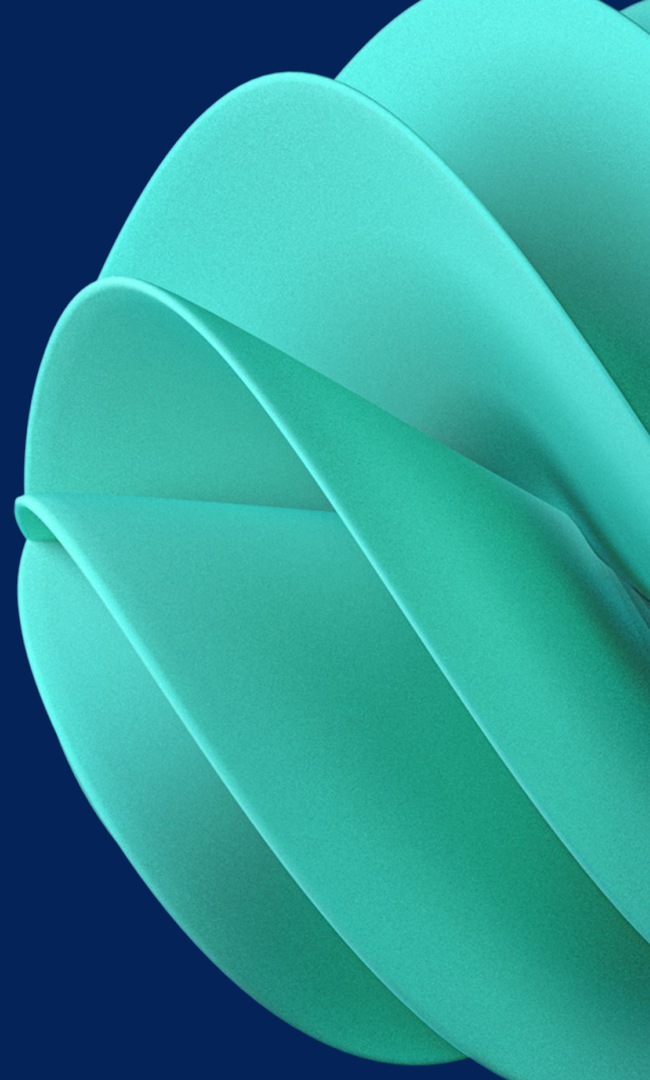


Quick and easy  
to integrate



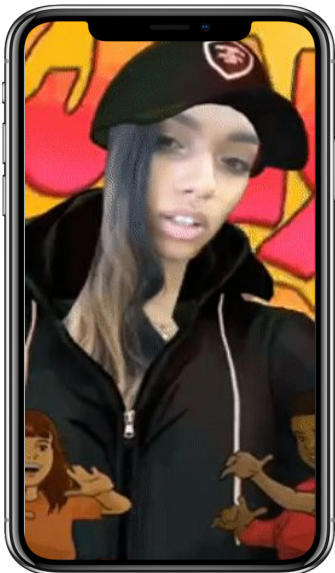
Actionable insights  
from tracking

# AR Marketing toolkit



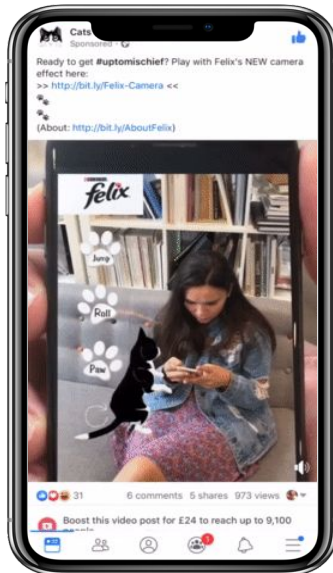


# The impact is real and the numbers speak volumes to the power

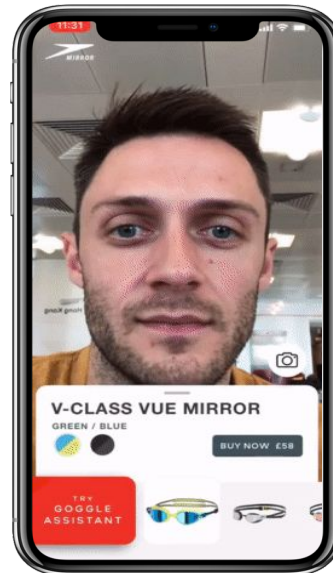


24M organic impressions

Poplar.Studio



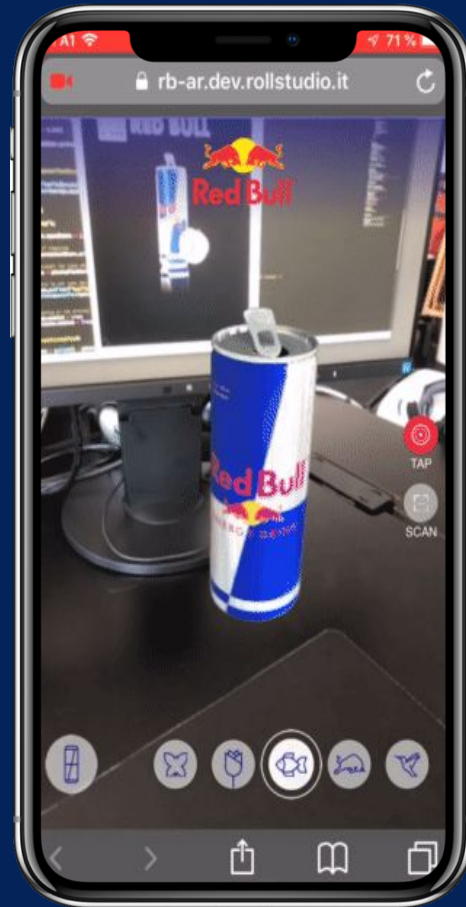
172M paid impressions  
30 seconds play time

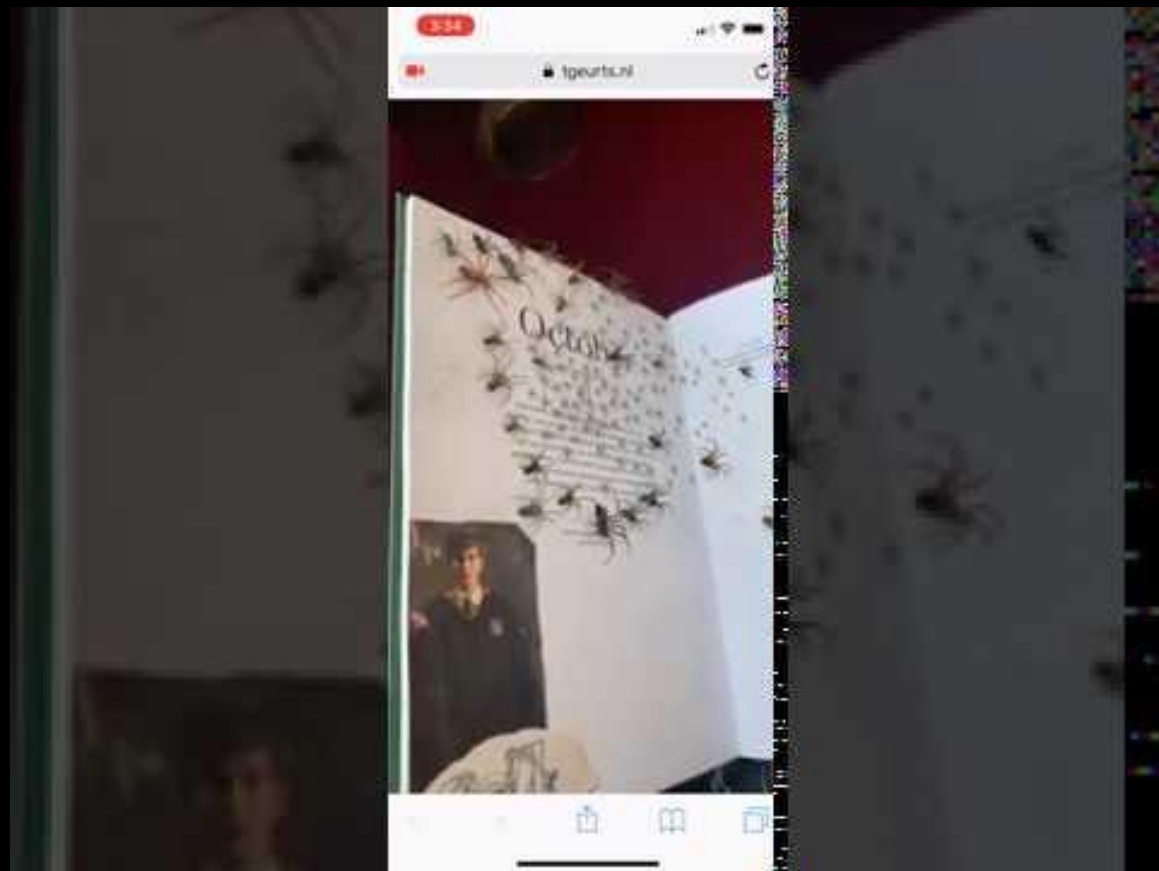


35 try-ons created  
11 x more likely to buy

# World Tracking

- Surface detection, lighting estimation and relative scale lets users experience realistic 3D assets, volumetric video and animations in their own environment.
- Helps with visualisation and to create anticipation and excitement.
- Place advertising or images with QR codes in print or in-store, or allow the user to tap a surface and 3D objects will appear
- Recommended Platforms: Facebook, Snapchat, WebAR, Native App





# Image tracking

- Make information come to life with image markers, thus engaging your audience like never before. Place a QR code on a report or a leaflet, the your users can point to different images to make them come to life.
- Within the WebAR experience, you can link out to additional information or any other external URLs.
- Recommended Platforms: WebAR





# Portals

- Portals allow your audience to be immersed into another world
- Aladdin (left) the Musical ran a contest to win free tickets by getting users to share their best selfies with the Genie.
- Travel to the 3 iconic Sohos of the world (right), HK, NYC and LDN , and try the local foods - created for Culture Trip and SXSW.
- Recommended Platforms: Instagram, Facebook, Snapchat, WebAR



# Face filters

- Instantly shareable, particularly if the user finds a filter fun and visually pleasing.
- We can create “looks” and “experiences” around specific events, campaigns, characters or holidays e.g. Christmas.



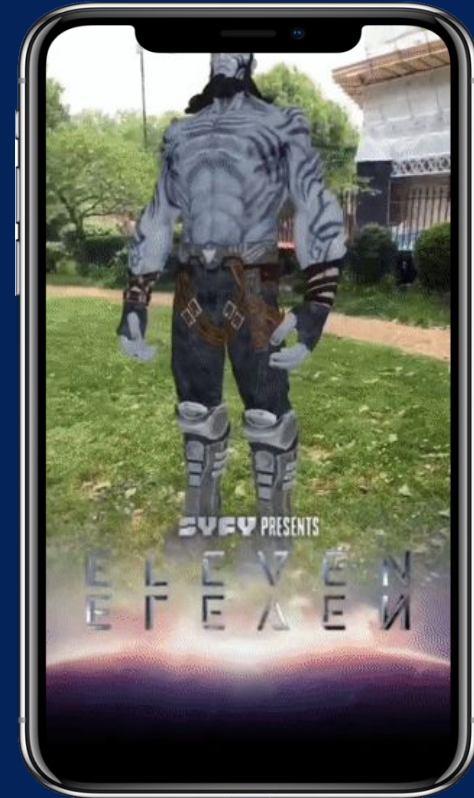
# Product visualisation

- Let customers **try before they buy!** It creates anticipation and excitement.
- Place advertising or images with QR codes in print or in-store. Once the user scans the code and points to the image, a 3D object will appear
- Recommended Platforms: Facebook, Snapchat, WebAR, Native App



# AR Characters/People

- Through CGI or volumetric capture, AR guides allow for a more personalised experience for users
- Engage audiences by bringing talent and entertainment into their own home - gigs, concerts
- This could be using real lifelike humans to provide one to one interactions and an immersive journey





# Gamification

- Location based gamification for treasure hunts and receiving rewards (Pokemon Go, Adidas)
- Multiplayer for competition elements to play against each other & leaderboards
- Shared experiences - Snap City Painter (bottom image)



## Mini Games

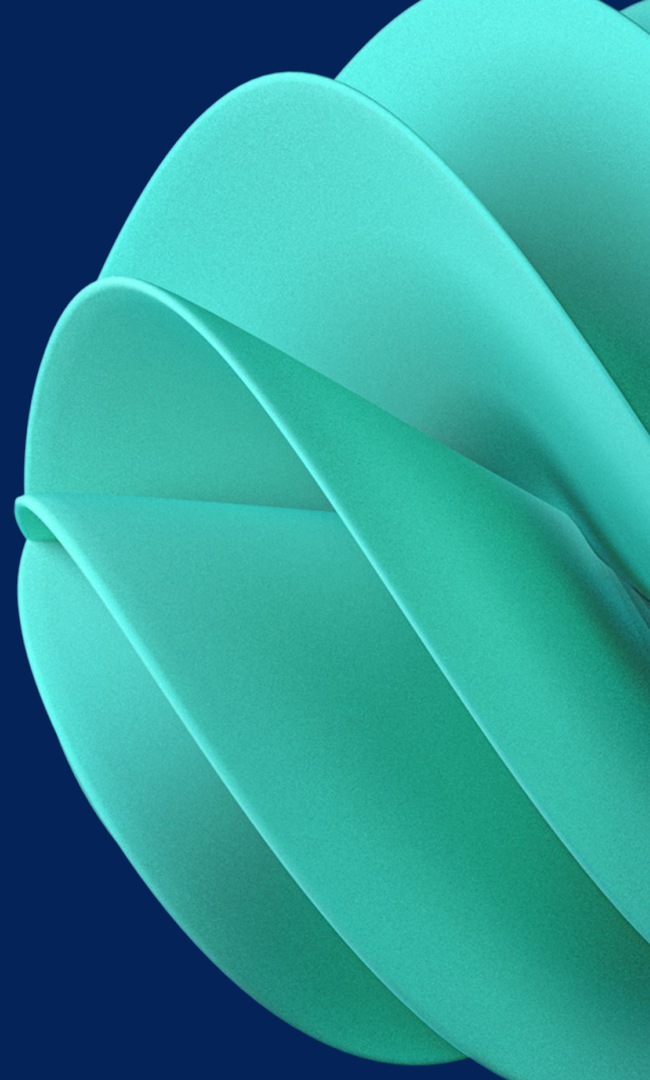


# TikTok Branded effects

- Poplar is a TikTok official partner
- Create an innovative AR effect to make content creation fun
- Empower users to co-create with your brand using immersive AR content and make their own version
- 30 gestures to trigger effects
- Option to add CTA



# E-Commerce tools



# 3D models two ways

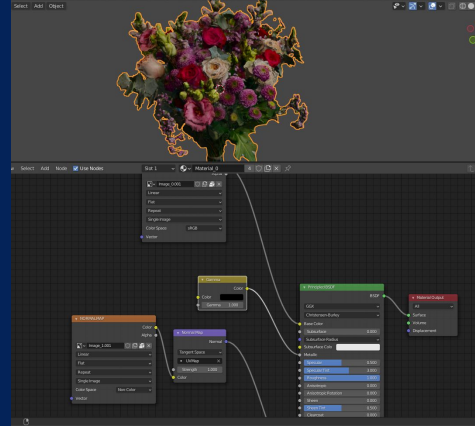
## Photogrammetry - Scanning

Extracting 3D information from photographs  
Process involves taking overlapping photographs of an object, structure or space and converting them into 2D or 3D digital models.

## Procedural 3D modelling - Inside out

Coordinate-based 3D representation of an object created via specialized software by manipulating edges, vertices, and polygons in a simulated 3D space.

Surfaces are further defined with texture mapping.





# 3D Product Visuals

Simply turn your 2D product assets (photos, videos) into realistic 3D models thanks to our talent cloud of 2,000+ certified 3D modeling experts.

In Shopify Plus, just upload your 2D assets within our app and they will be automatically sent to community platform for production. Then the new 3D models will populate the SKUs thanks to our CMS.

You don't use Shopify? No problem, submit the assets directly on Poplar.Studio and we'll get the models made for you just the same.

the-poplar-studios.myshopify.com/admin/apps/poplar-ar-visualisation

Interview Recording | Charlie HR | GitHub - Klausli... | Google | Illustration Galleries | Icon Galleries | Resources | Lorem ipsum | Talks to watch | Stories | Clubhouse | Notion links

The Poplar Studios

Search

Home | Orders | Products | Customers | Analytics | Marketing | Discounts | Apps

SALES CHANNELS | Online Store

Settings | Store transfer disabled

Poplar AR Visualisation

by Poplar Studio

Irene Alegre

### Request a 3D model

A web generator and jQuery plugin, Delorean ipsum uses the script from Back to the Future to generate quotable lorem ipsum text for every project, past or present.

#### How much is it going to be?

It's difficult to offer a quote before reviewing a submission, but.... "Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua."

[Learn more about our quoting process](#)

Product name  
Nikon D300

Width: e.g. 1 m | Height: e.g. 1 m | Depth: e.g. 1 m (Optional)

Image upload slots showing camera images.

Upload

Upload any other files available

Upload files

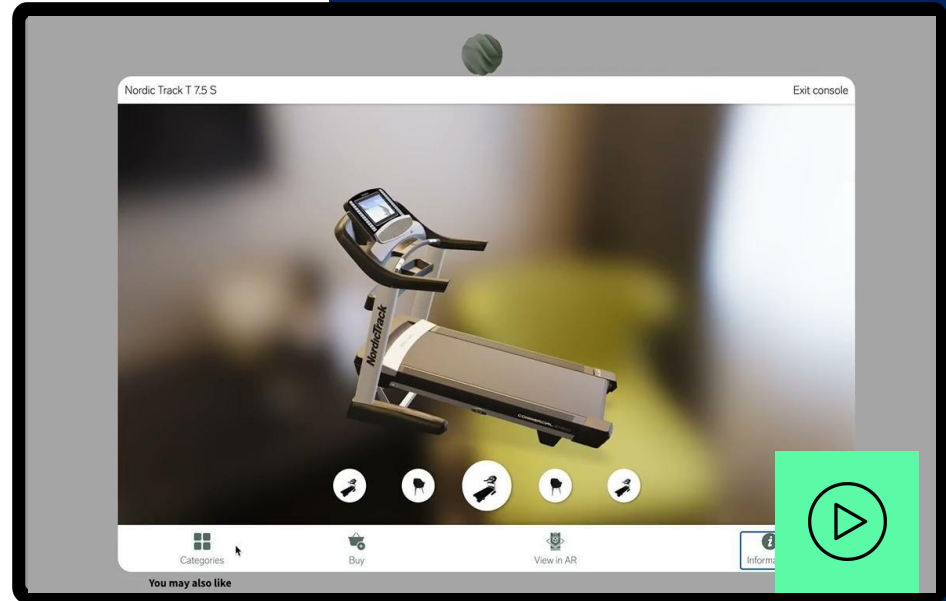
video.mp4 x | video.mp4 x

Go back | Submit request

# AR Product Visualisation

Allow your customer to place products within their own space with Augmented Reality

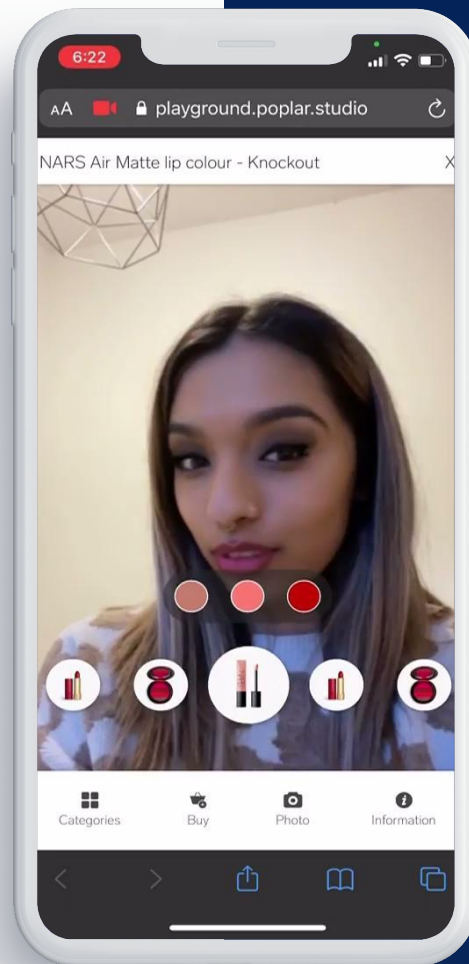
- True to life size 3D model
- Realistic lighting
- Appears behind items in the real world using state of the art segmentation
- See the product in 360 from all angles
- Place it in the real world and walk around it
- Compatible across device and platform
- Allows for 1000s of products
- Use anywhere, on any platform
- CMS enabled Payment integration



# VTO Features

Our virtual try on unit consists of:

- Accurate representations of products
- Trying on products in real time
- Face tracking accuracy
- Carousel that promotes discovery of products
- Compatible across device and platform
- Allows for 1000s products
- No app download required
- CMS enabled
- Payment integration
- Makeup: Complete looks



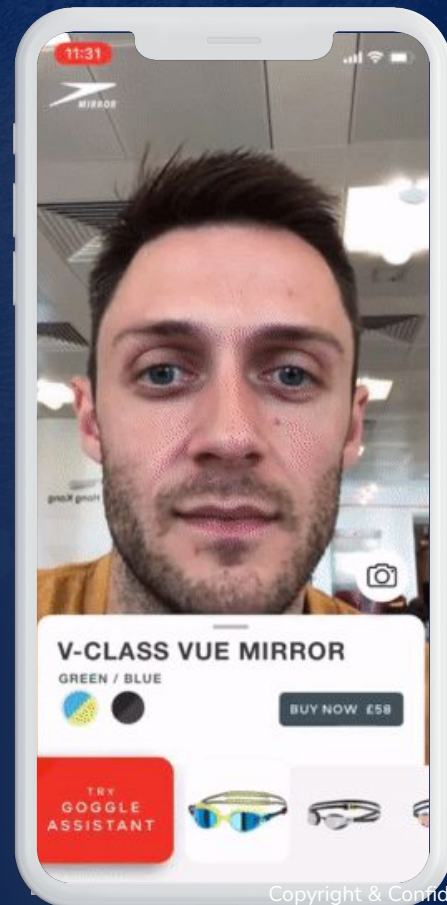
# Speedo

## WebAR, App & In-store

Speedo face a number of challenges when selling goggles including the increased cost due to replacing packaging each time a user tries on goggles in store; in addition to the hygiene factor of customers trying before they buy.

Poplar worked with Speedo to create their virtual try-on tool, which included 35 different styles of goggles. This offered customers an easy way to visualise goggles on their face empowering them to make smarter purchasing decisions and save time, whilst being able to try on a greater variety.

The tool went live on Speedo's website and in 3 stores, resulting in consumers being 11x more likely to make a purchase, increased ROI and a reduction in return rates.





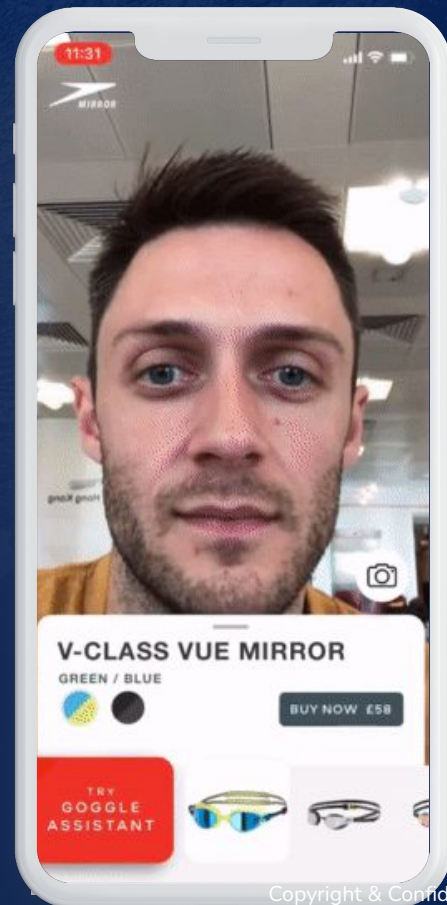
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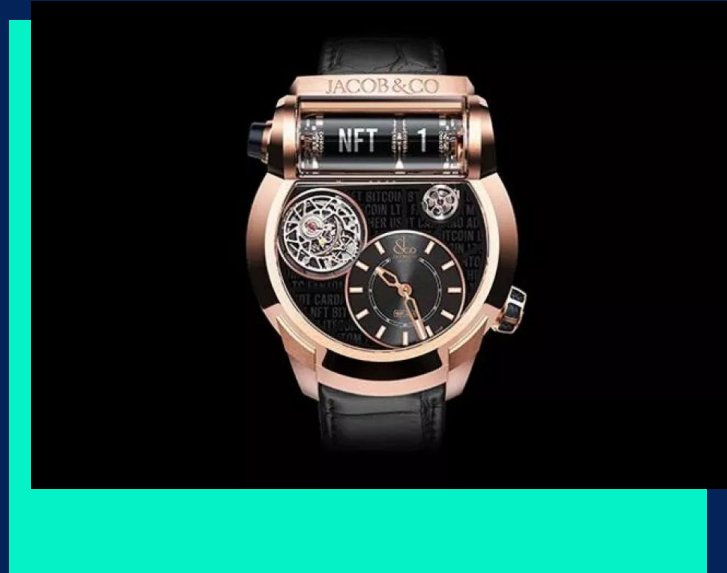


# NFTs and digital goods

Poplar Studio can help create and host digital assets for digital clones of physical goods that can be sold or gifted as NFTs.

- Areas for exploitations
- Personalisation
- Collector's items
- Bundling with games
- PR & Marketing

Jacob and Co. auctioned off an exclusive NFT watch for \$100,000 and opened their market to a new audience across crypto and digital collectibles that traditionally might not shop for a luxury watch.



# Social commerce

3 ways augmented reality is the future of sales

We spend 145 minutes on social media each day

More than 50% of users use it as a source of product discovery and information

75% of users admit to buying a product after seeing it advertised on social media.

A new trend has emerged: social commerce. With brands utilising social media networks to enable people to buy items directly from social media apps, shopping online has never been easier — or quicker.



# 1. Try on filters

## NYX - The Haunted Dollhouse

A Halloween-themed filter for NYX Professional Makeup. The filter had users exploring a haunted house inhabited by five dolls. Users were transformed into one of the haunted doll characters by clicking. In addition to trying on the various makeup looks, people could also interact with them. After trying out a specific look, users could share it with their friends on social media or return to the haunted dollhouse.

The filter prioritised shareability rather than conversions,. The experience was opened 2.1 million times in the US, and in Spain, engagement rates were as high as 99.8%.



## 2. Filters with CTAs

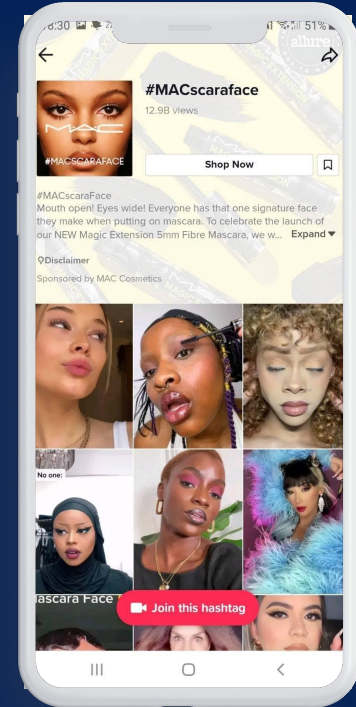
### #MACscaraFace

Augmented reality filters that include a call-to-action (CTA) that brings customers to a brand's ecommerce store can be a powerful tool in increasing website traffic.

Available on Snap and TikTok

MAC Cosmetics' Hashtag Challenge on TikTok features a "Shop Now" button directing users to a brand's online store.

MAC Cosmetics is one of the many companies already taking advantage of both AR filters, which let users try on four Liquid Lipcolor shades on the social media platform and click the "Shop Now" button



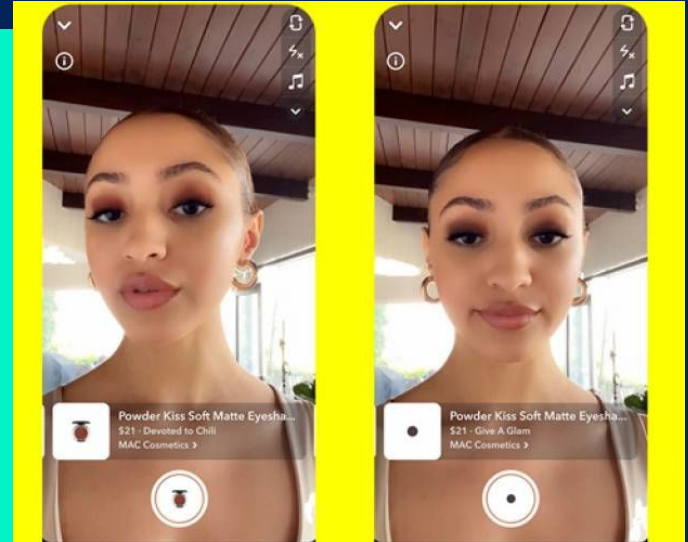
### 3. Shoppable filters

Try on tools that lets you shop

Shoppable filters allow users to purchase products they like directly from social media. Not having to leave the page or app makes for a more seamless experience.

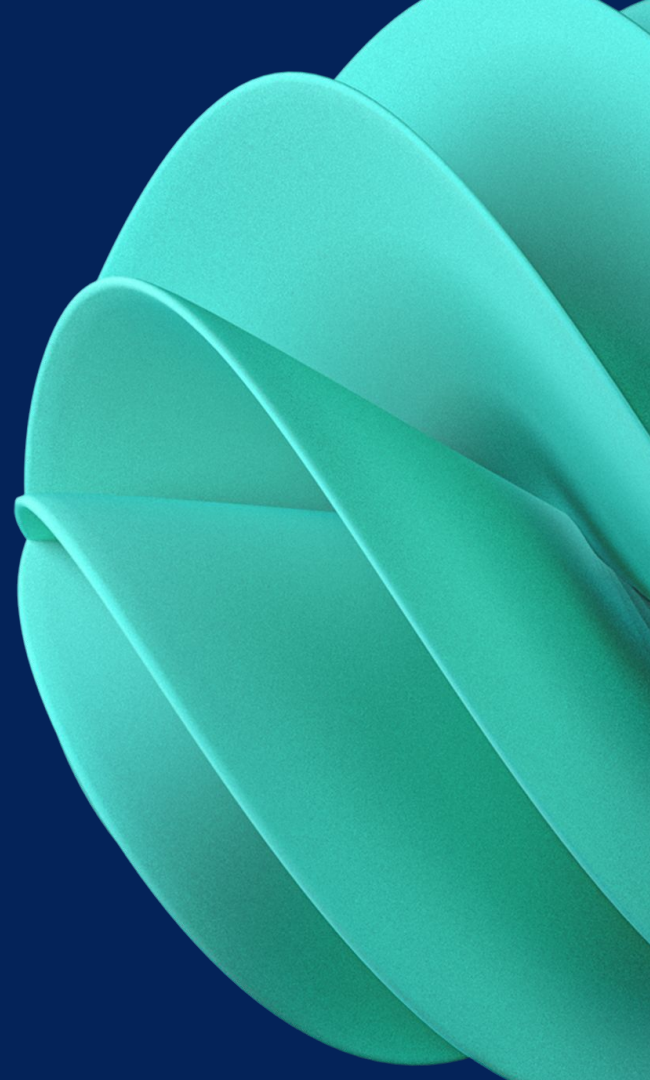
Instagram Shops, limited to cosmetics brands (MAC and NARS) and eyewear (Ray-Ban, Warby Parker) bdue to expand to include other products. One in four users that see it use it.

Snapchat Shoppables, AR lenses that allow users to buy products directly within the lens on Snapchat, are just as popular.





Clothes  
try-ons



# Clothes try-ons

This solution allows customers to try on items of clothing virtually through the browser without any app download required

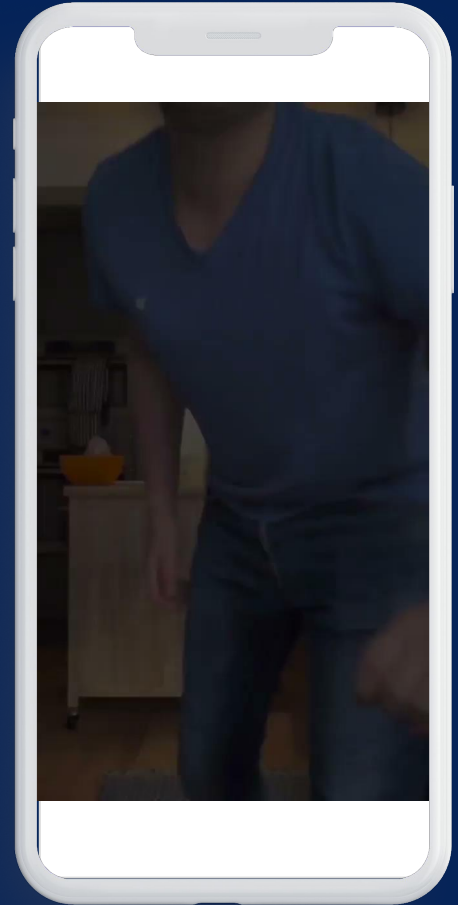
## Features

Works using rigged 3D models of items of clothing

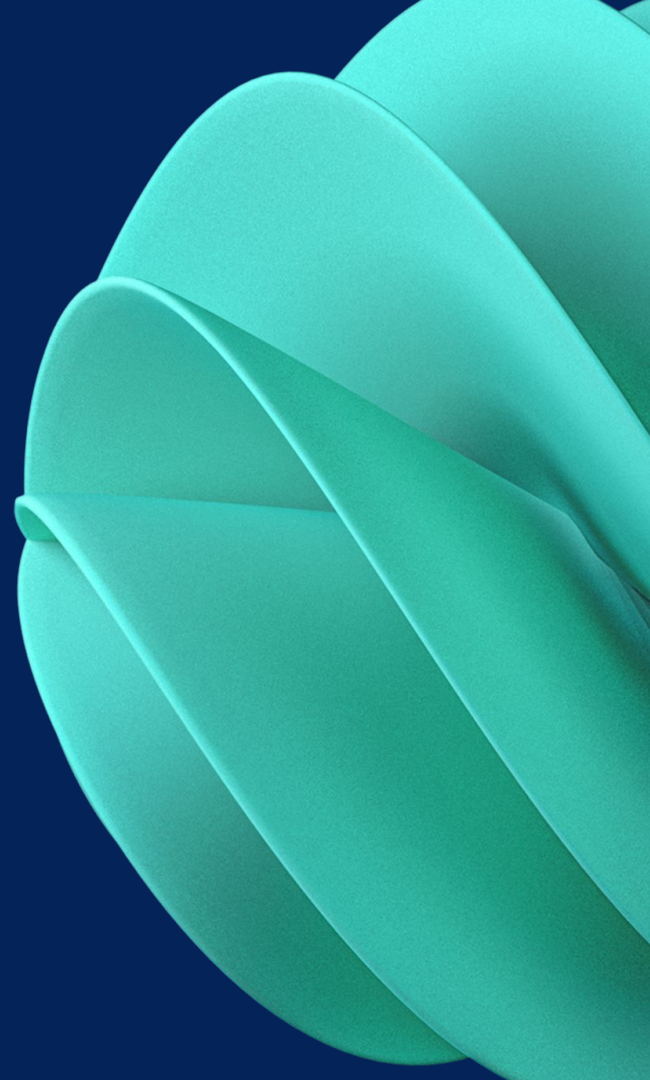
Can support hats, tops, lower body clothing individually or together

Mobile and desktop compatible

Web-based, can also be deployed in-app



# Jewellery try-ons



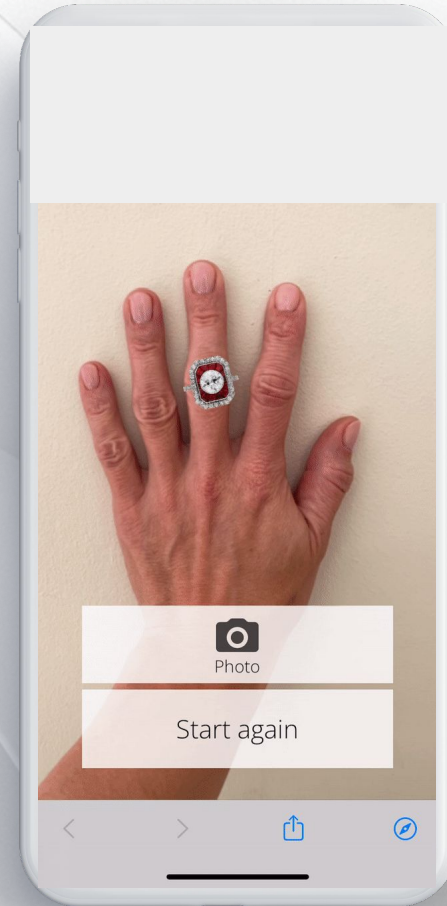
# 2D Ring try-ons

Berganza.com

This solution overlays rings over a photo of a hand

## Features

- Works using existing 2D images of jewellery with automatic background removal
- Multiple fingers support
- Mobile and desktop compatible
- Web-based, can also be deployed in-app



# 2D bracelet try-ons

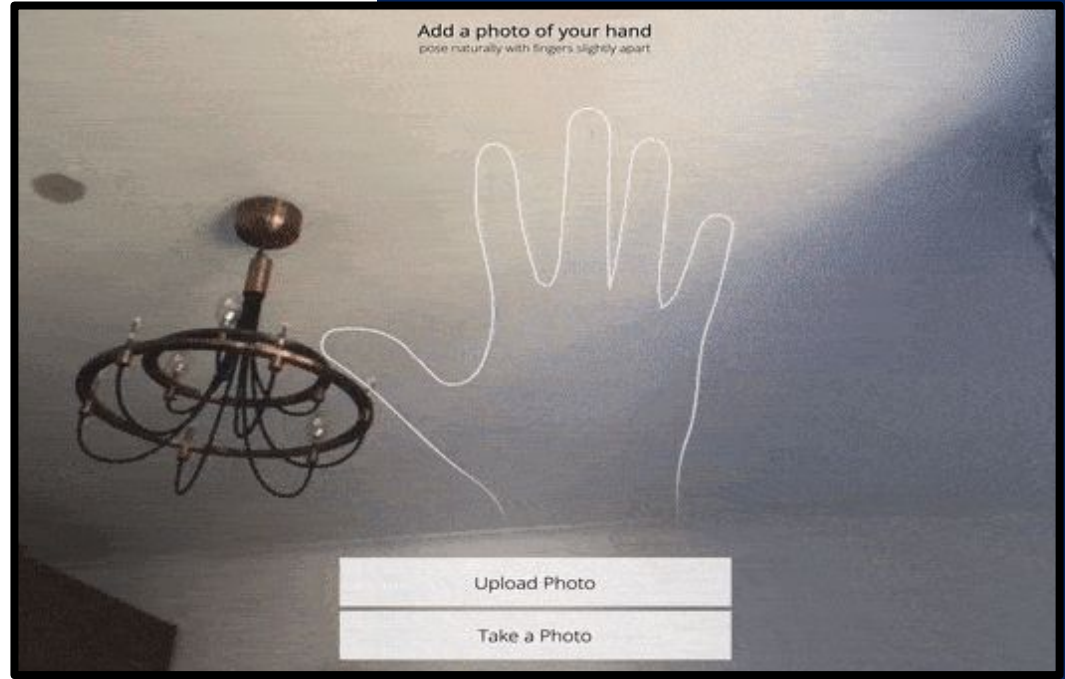
This solution overlays bracelets over a photo of a hand

## Features

Works using existing 2D images of jewellery with automatic background removal

Mobile and desktop compatible

Web-based, can also be deployed in-app





# 3D Ring try-ons

[Prototype ready, being refined](#)

3D/AR ring try on experience, allowing jewellery to be viewed on live through the camera feed.

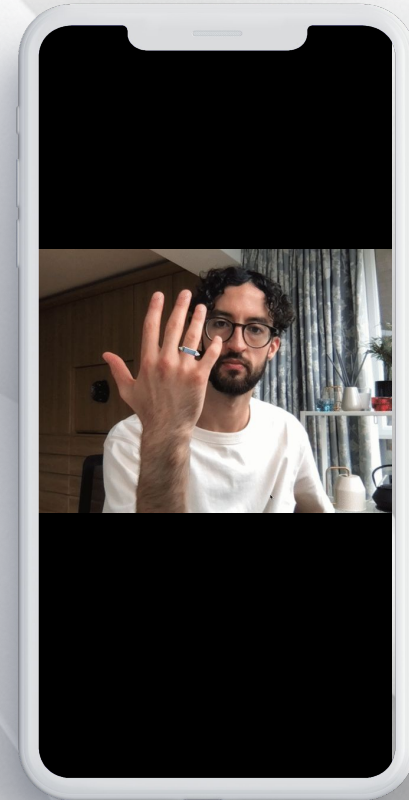
## Features

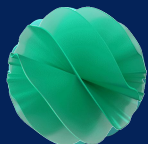
- Mobile and desktop compatible
- Web-based, can also be deployed in-app
- Multiple finger support
- Sizing -

In development (ETA Summer 2022)

- Smoothing of ring tracking
- 3D viewer for close up inspection
- Improved gem reflection/refraction and lighting

Can be expanded to wrist tracking with 6-12 months lead time.





# Poplar.Studio

brands@poplar.studio

<https://poplar.studio>

