



TryLive™ Eyewear

Available for web, smartphone and
demo kiosk application

TOTAL IMMERSION
www.t-immersion.com



Experience a groundbreaking solution that uses face tracking technology to enable consumers to try – and buy – eyeglass frames directly from a smartphone or a PC!



> Marketing Use:

- Want to drive traffic on your website and in POS?
- Want to promote a new eyewear collection in the digital world?

> E-Commerce Use:

- Want to increase sales on your E-Commerce platform?
- Want to improve online conversion rate?

Total Immersion, global leader in augmented reality software, has powered an application that enables consumers to try on 3D glasses. Using a webcam or a smartphone with a front facing camera, the app identifies a user's face and applies virtual glasses to his video image.

> Check out the best fitting live application in the market!

- High quality graphics
- Automatic positioning of the glasses on the consumer's face
- Available as web plug-in, Flash, mobile or kiosk applications
- Easily integrates into any web site
- Works on PC and Mac®
- Compatible with all browsers

Cross Platform Solution



The best and most competitive eye fitting solution in the market!

> **Technical features:**

- Automatic initialization
- Dynamic download of model
- Easy integration with any online application

> **All platforms are social media compatible:**

- Photo and Video export
- Automatic post on Facebook, Youtube, Twitter...

> **New options available:**

- Try On Photo: using a photo instead of a webcam
- Try On Tablet: for iPad®2 and Android tablet

“By working with Total Immersion, we were able to bring augmented reality to the eBay Fashion iPhone app to allow consumers to experience products on eBay in a whole new way.”

Steve Yankovich, Vice President of eBay Mobile.

More than 500 clients and 10 million consumers all around the world have experienced Total Immersion's solutions delivered in industries such as digital marketing, retail, consumer goods, e-commerce and entertainment. The company maintains offices in Europe, North America and Asia and supports a partner network with more than 120 solution providers worldwide.

6 Offices Worldwide, 120+ Partners in 40+ Countries



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