



HAPTUAL

YOUR BUSINESS PARTNER FOR THE DIGITAL FUTURE

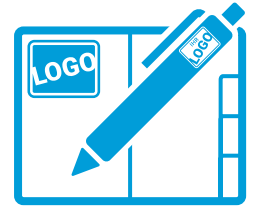
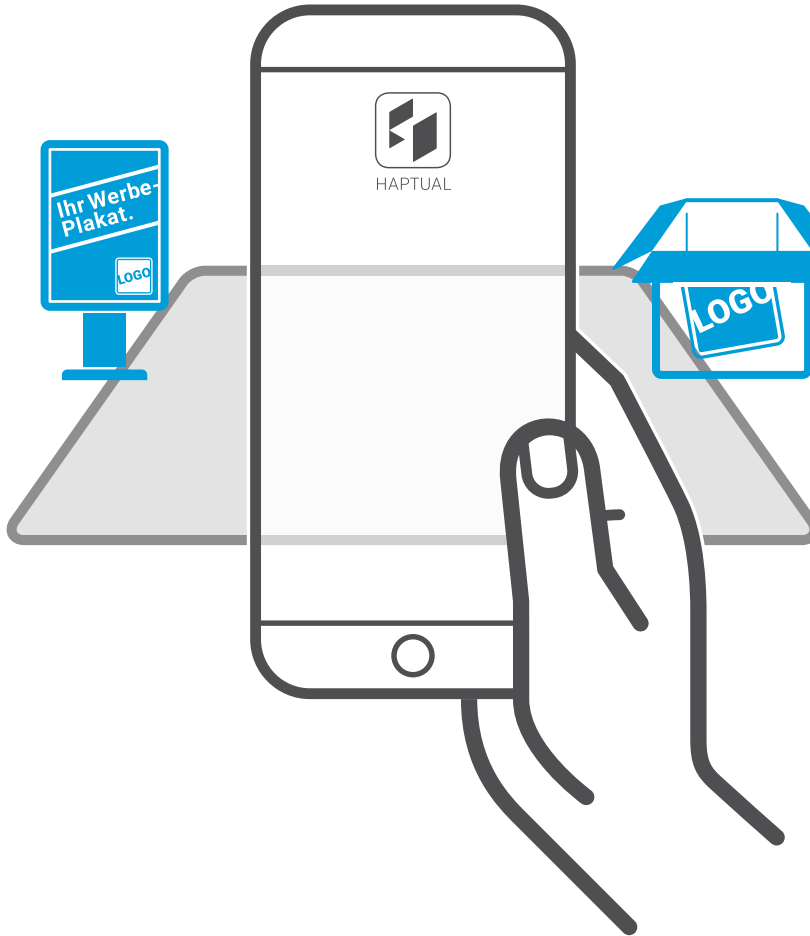
HAPTUAL – DOWNLOAD . SCAN . EXPERIENCE

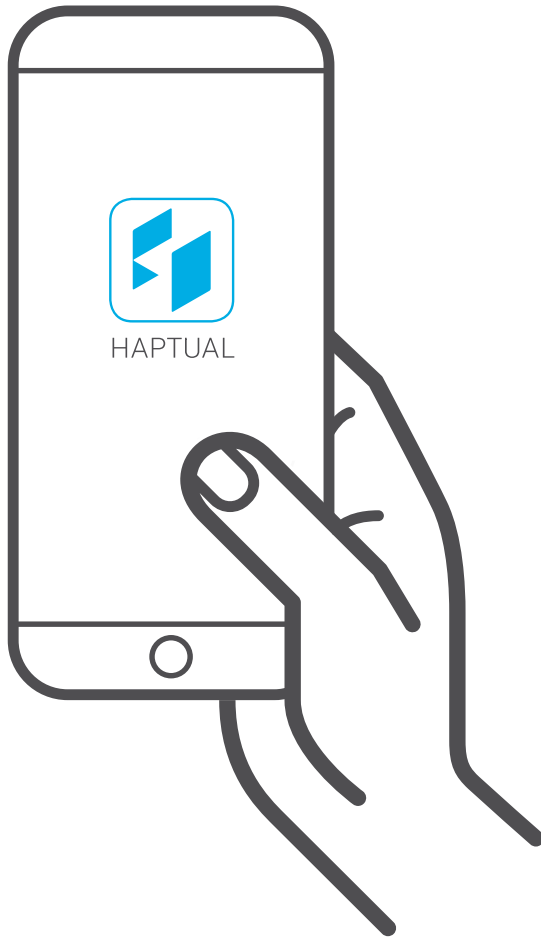
The HAPTUAL-App combines traditional print media and promotional products with state-of-the-art mobile technologies and reveals a fantastic world of new brand experiences. Your products and brands come to life with the HAPTUAL-App.

Image recognition software that is integrated in the HAPTUAL-App and the technical capabilities of modern mobile devices such as smartphones and tablets allow to identify images on promotional products, product packaging and wrapping, posters, catalogues, brochures, flyers, billboards and many more.

Video clips, animated 3D objects, audio files, newsletters, product catalogues as well as links to web content like your online shops, microsite or social media channels can be integrated into the HAPTUAL-App. Thus the consumer interacts with your product, service and brand in highly innovative and digital way.

Video clips, animated 3D objects, audio files, newsletter, product catalogues and links to web content such as online stores, microsite, social media channels and much more can be integrated into the interactive campaign with the HAPTUAL-App. Thus the user interacts with your product, service and brand in a highly innovative and digital way.





DOWNLOAD

Simply download and install the HAPTUAL-App onto your mobile device free of charge.



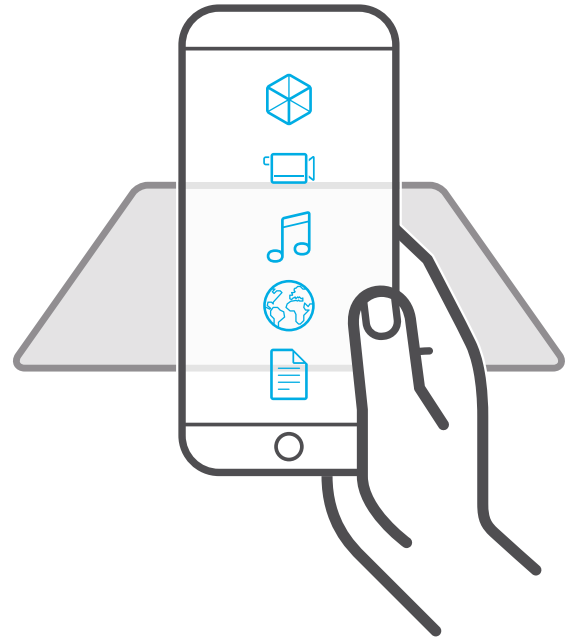


SCAN

Launch the HAPTUAL-App and point the camera of the mobile device at the designated print design indicated with the HAPTUAL badge. Multimedia content will be downloading onto your mobile device once the software of the HAPTUAL-App recognizes the trained print design.

EXPERIENCE

Enjoy the diverse digital experiences that the HAPTUAL-App has to offer. Experience an example of the possibilities by scanning the print design on the following page.



HAPTUAL – SO SIMPLE, SO INGENUIOS

HAPTUAL utilizes contemporary mobile technologies and brings together what belongs together.

HAPTAUL fundamentally combines relevant and specific information media.

HAPTUAL enables innovative brand experiences for your consumers.

HAPTUAL is your opportunity for authentic and measurable brand communication.

HAPTUAL can generate relevant statistic reports about your HAPTUAL user group by collecting anonymous data, if requested.





YESTERDAY

Traditional media (print, radio, TV & Internet) evolve and win every day brands and consumers. Herewith, print and digital media creating a strong and reliable mixture of communication in different channels and optimize the message to the market.

TODAY

Today's fast moving world creates new and sustainable trends and interconnects marketing channels. Internet pages are linked to social media platforms and vice versa. QR codes are already well known among mobile-centric users and link to website, videos, web shops etc..

MOBILE FIRST

Nearly 2 billion users globally use their mobile devices approximately 200 times per day and access the Internet, phone functionality and multiple mobile applications.

Mobile technology rapidly evolves these days; powerful mobile devices become more and more affordable, extensive offerings of data networks. Mobile devices, technologies and applications accompany the users in their every day life. Marketing takes advantage of this trend, as consumers are mobile. Always and everywhere.

MONITORING & ANALYTICS

Brands measure and analyze their communication activities in order to generate user insights and marketing results. This is valuable data that helps to optimize and create new ways to communicate with their target group. We support such activities and are happy to consult with our competency.



PRICING

Innovative and modern brand engagement can be created and maintained by using HAPTUAL with an ideal budget management and it offers ways to communicate with your target group. Our license offering is flexible and will be optimized to match your specific needs.

Feel free to get in touch with us at anytime if you have an enquiry or further questions.

WHAT CAN WE DO FOR YOU?

On request, content can be updated flexibly and quickly delivering new marketing messages to your target group.

You need help with the creation of suitable digital content that you wish to integrate in the HAPTUAL-App? No problem, we are happy to help create optimized content specifically targeted at your audience.

The HAPTUAL-App is ready to be downloaded by your consumers on the App Store and on Google Play, free of charge.

We also develop bespoke mobile applications in case you prefer having a completely customized and unique app designed with your branding.

We are looking forward to win your business!

The HAPTUAL-App team.

HAPTUAL – YOUR BUSINESS PARTNER FOR THE DIGITAL FUTURE

HAPTUAL GmbH & Co. KG
Höchster Straße 20
64823 Gross-Umstadt

Telefon: +49 6078 78253 - 0
Fax: +49 6078 78253 - 10
E-mail: info@haptual-app.com

Handelsregister: Amtsgericht Darmstadt HRA 85557

