

 TRAINING, LEARNING + DEVELOPMENT  
**AUGMENTED REALITY**  
SOLUTIONS

## MICROSOFT XBOX DEMONSTRATION PACKET



Bundle Code:  
**MSFT20200104**



## AR DEMONSTRATION

### CHANGING THE WAY BUSINESSES COMMUNICATE

Welcome to BUNDLAR's augmented reality (AR) demonstration packet. On the following pages, please find several experience use cases. Each case has a unique 'trigger' called an Image Marker to launch its own AR Experience. AR Experiences feature components such as 3D buttons/active links to websites, PDFs, or videos, as well as 3D models and/or full media players.

### Case Studies Included

- Xbox Series X Equipment Tour
- Xbox Series X Hardware
- Interactive Product Packaging
- Planar Experience - Headset Bundle

### Instructions

1. Download the free App using the QR Code on the cover or visit your mobile app store.
2. If using the QR code, select app store or if you have the app launch the bundle.
3. Once in the app, scan the QR code or enter bundle code to download bundle.
4. Turn your volume on and point your device at the triggers or image markers.



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## XBOX SERIES X HARDWARE

### STEP-BY-STEP GUIDES & INSTRUCTIONS

Use the product itself as a marker to help your consumer setup their unit with step-by-step interactive instructions. Include videos and other content to ensure nothing is missed.

#### Features Included:

- Layered Tour, Buttons, Images of inputs with titles & information



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## INTERACTIVE PACKAGING

### INFORM CUSTOMERS & SHOW THEM YOU CARE

Turn an interested shopper into an informed and entertained consumer by providing them with interactive digital experiences on the product packaging.

#### Features Included:

- Xbox Logo Button, Video



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## XBOX SERIES X HARDWARE

### INSTANTLY CONNECT CUSTOMERS TO CRITICAL INFORMATION

Connect the customer directly to their online subscription account. Using their handheld controller as the image marker, trigger a button that links to the user's account. Curb excess customer service calls with instant information to solve the user's problem or for a digital support ticket to be created instead of a phone call.

#### Features Included:

- "Subscription Questions?" + Xbox Logo Button



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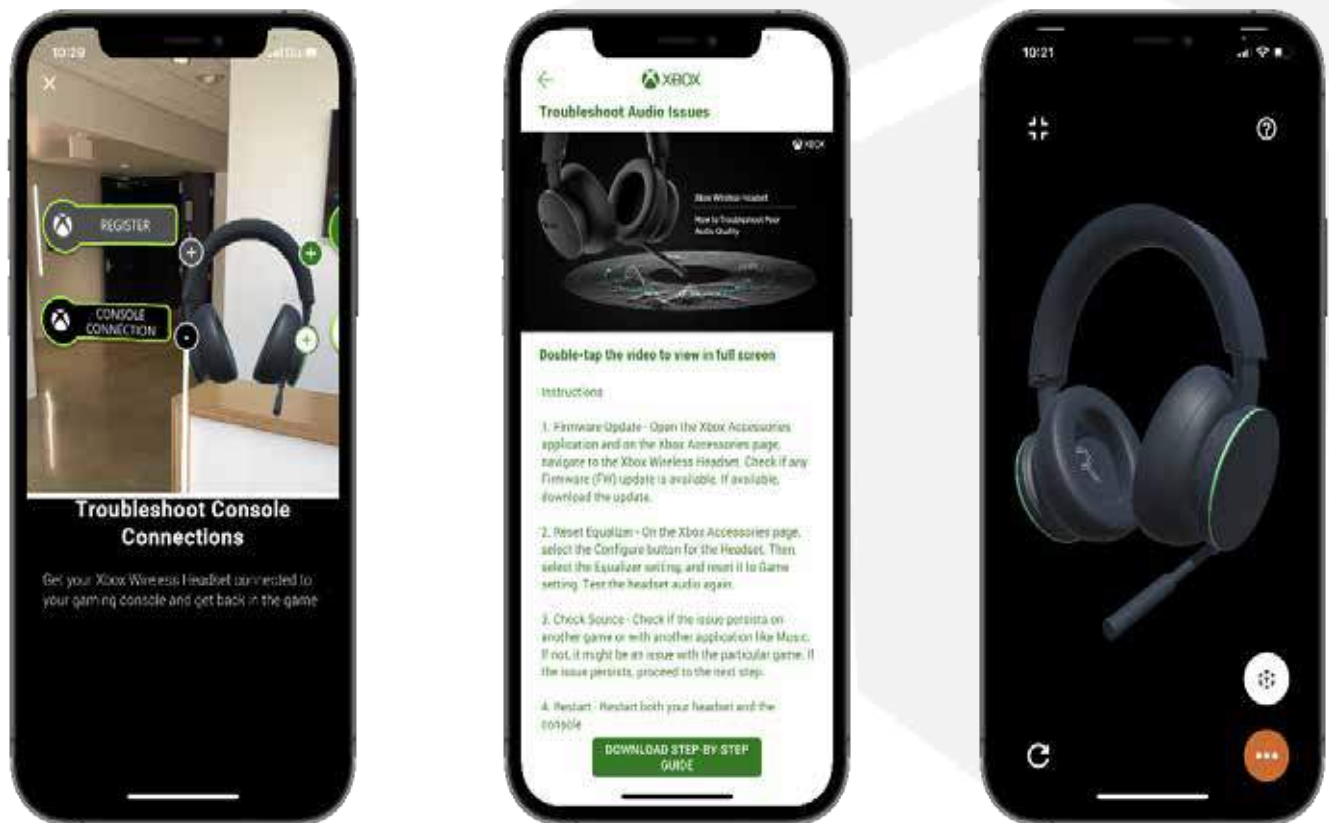
## Self Serve Customer Support

### CONTEXTUAL PRODUCT SUPPORT AND TROUBLESHOOTING

For this experience, download the new bundle: XBOXWIRELESSHS. This is a planar experience from the Xbox Wireless Headset customer support pilot that lead to a 49% ROI and reduction in support requests for high volume issue codes. Simply point your camera at a surface and tap the experience to trigger.

### Features Included:

- 3D Model, Labels, Media Players



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