

Hello.

We are arworks, a bunch of creatives and developers, digging and inventing all the latest in the digital landscape.

We seek out and test new opportunities to benefit marketing departments.

Namely, you.



www.arworks.com



We help

businesses literally adapt to the digital age.

We don't do services.

We develop generic and bespoke products, mostly mobile applications, as hands-on tools to transform daily business operations – from sales support to drawing in new customers in a non-advertising way.

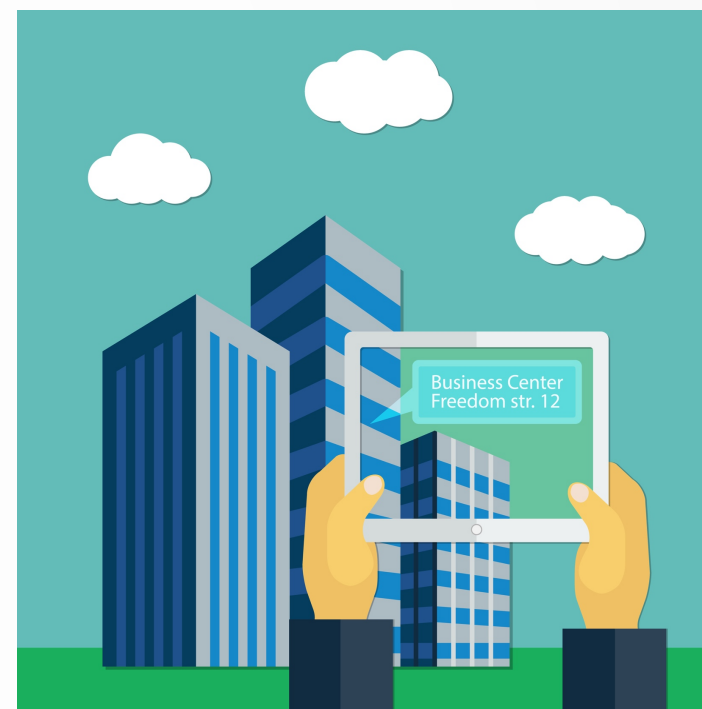




Reality Specialist

We are one of the few agencies who has long term, extraordinary experience in VIRTUAL and AUGMENTED REALITY.

Trust us with your innovative projects.



Here's how.

1. We make sure to address the right issue. It takes repeated questioning, detailed groundwork and defying all assumptions.



2. We only start designing with a thorough understanding of how people interact with the digital content in question.

3. A standalone product on its own, everything we do comes with a distribution strategy to meet download and usage objectives.

What we can do for you.

Apps have many possible uses for companies. They can remodel internal ways of working, the cooperation with retailers and partners or methods of customer communications.

Listed below are some popular cases for apps to consider.





Functional brand apps

Brands need to find relevance beyond products in customers' lives – an appropriate reason to justify their daily presence.

Functional brand apps keep brands on mobile screens by offering everyday utilities relevant to the brand in conjunction with customer needs and habits.

ViaOpta app for Novartis: An indispensable aide for people with poor eyesight. Click [here](#) for a short introduction.

AR and VR Apps

Being a leader in VR/AR and using the latest solutions and devices, we make sure that our AR/VR solutions are not just fancy apps but actually working, useful sales increasing solutions.

Perfect tool for real estate, car, pharmaceutical and many other sectors.

[Example 1](#) - AR City

[Example 2](#) - Dafza Gitex

[Example 3](#) - Infinity



Integrated campaign apps

Campaign ideas that truly connect with people work far better personalized.

Adapted to personal screens to address individual customers directly, they evoke stronger reactions and drive behavioural changes more effectively.

Click [here](#) for the Audi A3 Sportback campaign app that helped positioning the car as a fashion item and created a launch event that became a regular occurrence subsequently.





Sales promotion (loyalty) apps

Following promotional offers and product news, collecting points and coupons have never been easier than on a mobile screen.

Beyond clear customer benefits, sales promotion apps bring marketers savings on marketing budgets as well as a hassle-free event management.

Click [here](#) for the Douglas Loyalty Magazine app that mingles promotional and catalogue features.

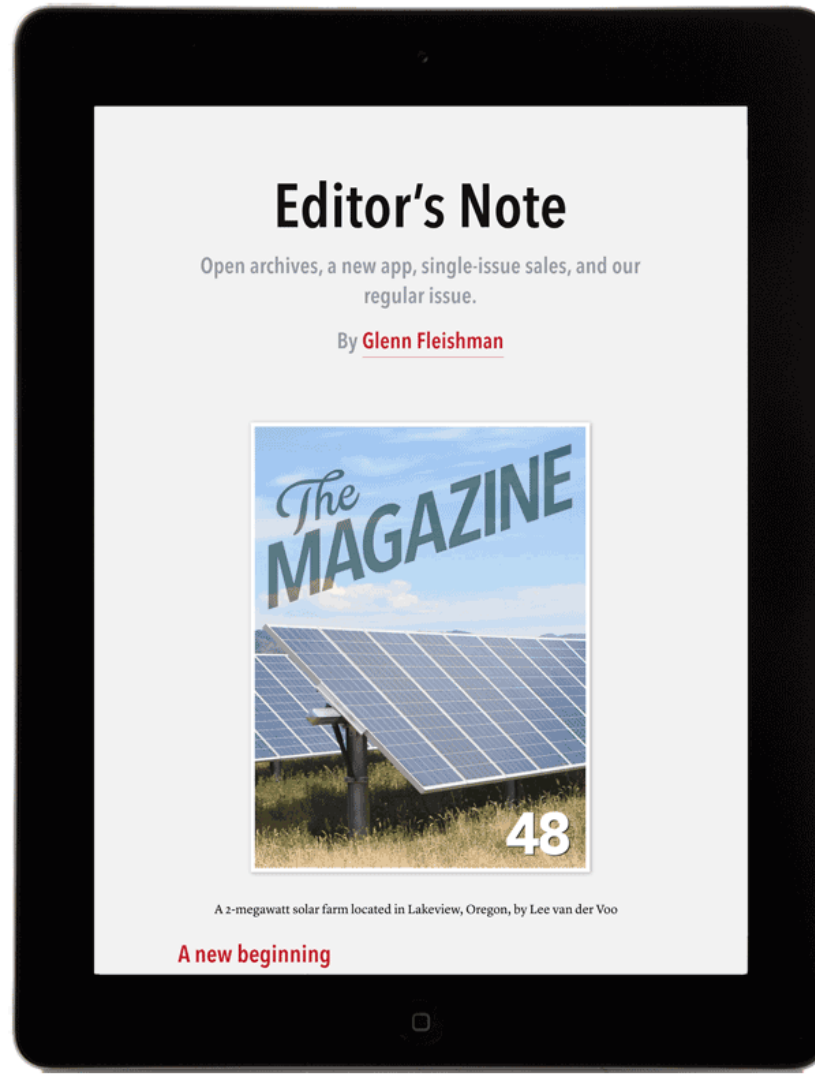
B2B apps

Managing retail partners and keeping them in the loop are done effortlessly through applications and back-up Content Management Solutions.

B2B apps cut down on administration, manpower and time by delegating all duties to an all-encompassing user interface, speeding up processes while lessening the chance for error.

The Essilor Partner app is a fine [example](#) of rationalizing a wholesale marketing process.





Magazine and catalogue apps

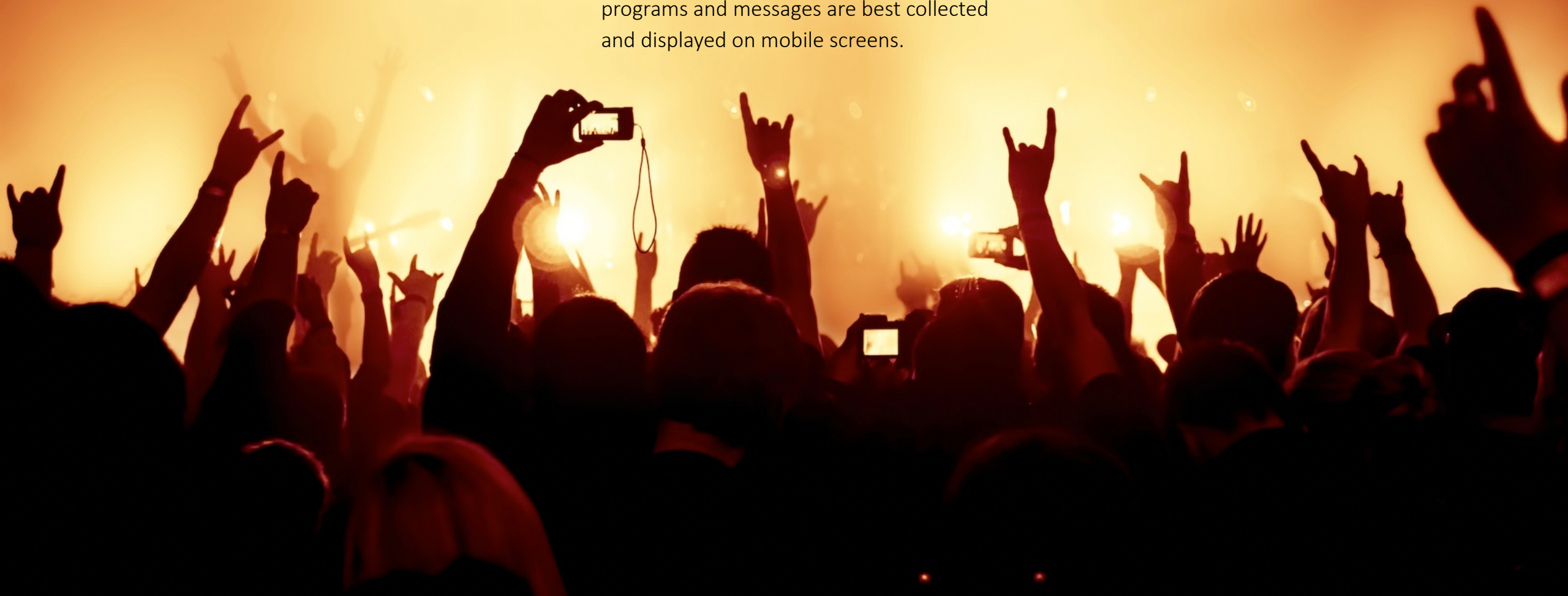
Commercial printed matter is progressively replaced by digital screens.

Leaflets and brochures, designed for personal use, are intelligibly migrated to mobile phones. In a like manner, product catalogues are better searched and viewed on a device always at hand.

Event apps

Mobile apps provide many functions to please and delight audiences.

From ticket sales to wrap-up, all activities, programs and messages are best collected and displayed on mobile screens.





Game apps

Often associated with promotional offers, games work fine to draw in new customers – youngsters in particular.

In most cases product games come with prizes to drive download and usage; also with a strong social integration to boost involvement.

Apps ready for pick-up.

Companies of the same profile intelligibly face similar issues when it comes to finding brand relevance in customers' lives or bettering client services.

Well-versed in the daily routine of the below industries, we have developed some generic app schemes to be customized by specific client briefs.



Shopping mall apps

All practicalities for easy shopping, best buys and seasonal offers conveyed directly to customers



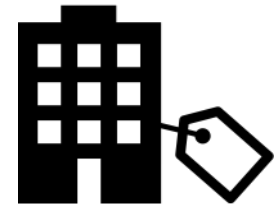
Airport apps

Accurate individual navigation to prevent jams and time delays



Museum apps

Hall navigation with an audio guide; for a more comprehensive learning experience virtual items and comments added to actual exhibits



Real estate apps

Searching and showcasing real property made simple and beautiful

Our clientele.

Despite the industry practice of contracting for one-off projects mainly, most of our clients have been with us for years.

We readily admit that advertising only sells the first product – the second one is sold by the first.





SAMSUNG

Rexona



Douglas



FERRERO



Mercedes-Benz

GREY



Work examples.





Glade:

The issue

Glade wanted to present their brand promise in the most immersing way. To show, how you feel when you spray around one fo their scents, the Lavender.

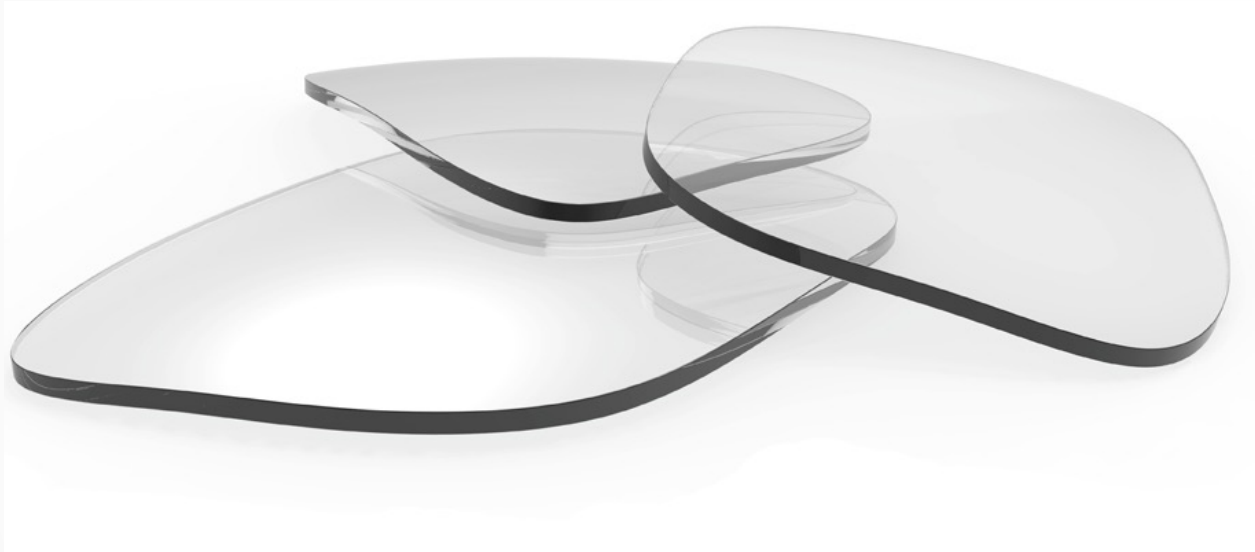


Glade: The App

The app consists of a series of 360 degree photos and videos, so users can take a journey into the world of Glade. After the intro screen of falling lavender petals they are taken into a beautiful room.

Looking around in 360, they could find the Glade can, and just by focusing on it, it sprays out its content. As a result, they are teleported to a wonderful lavender field surrounded by mountains and a majestic waterfall.

Visit [this link](#) to see the details



Essilor:

The issue

Essilor is a leading global manufacturer of corrective lenses to improve people's lives through improved eyesight.

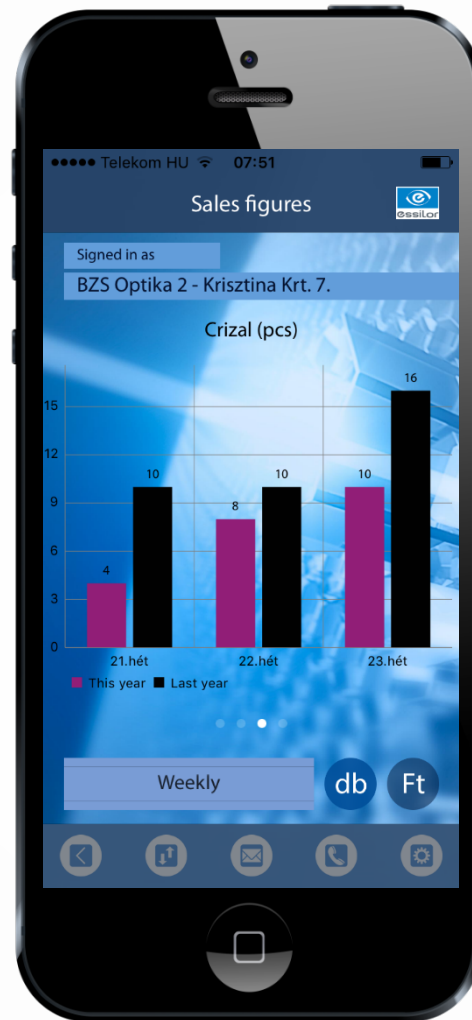
With a limited marketing department to handle a retailer network of this magnitude, B2B communications called for a drastic change.

Essilor: The app

The Partner App aids opticians' work in a number of ways – from setting up a direct line to sales reps to tracking periodic sales figures and signing up for marketing campaigns with a tap of a button.

All functions and contents are handled through a bespoke Content Management System, bringing about expeditious client service and contented retail partners.

[More](#)



Partner benefits:

- Latest news
- Timely information on promotions and campaigns with an option to apply
- Weekly, monthly and quarterly sales figures by outlets
- Direct line to sales representatives
- Real-time chat
- Feedback
- Invite colleagues and get them in the loop

Essilor benefits:

- All B2B communications and activities done quick and easy on an ergonomic interface, cutting down costs considerably
- Retailer network maintenance and service takes only a few people
- Sales figures permanently tracked
- Retailer issues sorted out one-on-one, far more effectively
- Continuous feedback on all activities
- Retailers always in reach



Essilor: Distribution and results

All partner opticians and outlets were integrated into the system within a month after release.

Following this rapid spread among local retailers, the app is slated for a regional launch to remodel retailer partnerships throughout the Essilor network.



Novartis: The issue

Globally, more than 285 million people live with vision impairment and blindness.

In order to reach and help as many of these people as possible, Novartis, a Swiss pharmaceutical giant, briefed us to design a practical aide for everyday use.

Novartis: The apps

ViaOpta Nav is the first turn-by-turn navigation app available for a wearable device designed specifically for visually impaired people to alert them to upcoming intersections and landmarks.

Users may ask for their exact position, add waypoints to a calculated route, and find nearby destinations or landmarks and save them as favourites. Users and their caretakers can also share and access a person's exact location.



ViaOpta Daily fosters independence through step-by-step navigation and helps facilitate recognition of everyday items. It comes with a colour and money recognizer, a magnifier, a vibrating timer, a read-out-loud function and an audio guide.

Learn [more.](#)





Novartis: Distribution and results



ViaOpta apps won the prestigious European Excellence Award in 2014, the first year they were available.

They also reaped a Bronze Lion at the Cannes International Festival of Creativity in 2015.

Downloaded over 6,700 times in 12 languages during the first two months after launch, these apps have been praised both for innovation and real-life impact.



Douglas: The issue

As one of Europe's biggest perfumery chains, Douglas publishes promotional offers on a daily basis.

Previously, editors and customers got lost many times trying to keep track of all novelties coming from the network.

Following a brief to cut the mess and make things happen orderly, a B2C app emerged from the chaos.



Douglas: The app

For a basic feature, the Loyalty Magazine app contains all offers and articles sent into press offline.

Moreover, it is a complete product catalogue, free to browse for anyone to put together a shopping list.

These lists or 'cards' may be shared on social sites to inform and inspire friends of cosmetic trends. A store map with navigation also comes in the app as a main function.

To cut down on print management and environmental harm significantly, all editorial work is handled through a Content Management System.

With an extensive database on user preferences, personalized offers may be compiled to target shoppers sharply and effectively.

[More](#)



Douglas: Distribution and results

Advertised in offline media to convert promotion-savvy customers quickly, the app took a head start and keeps gaining momentum ever since.

Regular Douglas customers consider it an elementary tool to compile shopping lists and to follow promotional offers.

Kinder Bueno: The issue



Kinder Bueno has been campaigning heavily in the Middle East during the past years, building awareness and gaining ground as a chocolate made pointedly for kids.

Considering their hard-to-please audience, they needed a new approach on promotional activities.

In cooperation with Grey Dubai, we designed an app with an incentive scheme that transcends chocolate and offers children something practical yet fun.

Kinder Bueno: The app



Rock My Room is a single-minded app for kids to redesign their room by their own needs and ideas.

Essentially a game to fiddle with for hours, children can redeem points from product codes to gain access to furniture and funny items.

Possibilities are literally endless to feed their imagination as creations posted on social and brand sites evidently show.

For the main prize, interior concepts with the most votes are actually carried out by Kinder Bueno builders and decorators.

[More](#)



Kinder Bueno: Distribution and results

With a dedicated campaign in TV and all sorts of digital media, the app achieved 10K+ downloads within weeks.

Now adapted to 12 countries, Rock My Room delivers well above all expected figures.

Audi: The issue

With car manufacturers launching new models weekly, the fight for attention keeps getting more intense at every occasion.

The new A3 Sportback came to spotlight as an automotive designer piece, at a one-of-a-kind launch event – the Singapore Fashion Festival.





Audi: The app

Not only did the application showcase the new A3 Sportback inside out with options to configure, but also extended the campaign thought to an interactive game with tickets to win for the launch event.

The app played an instrumental role in positioning the car as fashion item, built to wear like a fancy designer number.



Audi: Distribution and results

Promoted in ATL media, the A3 app generated downloads 20% above planned, with more than a thousand contenders for complimentary tickets.

Showcase features of the application became so popular that they have been included in other model apps since.

More examples:

<http://www.arworks.com/en/our-work/>



arworks 1ab



The arworks lab.

We work in the present but revel in the future.

In the arworks lab we conceive augmented and virtual reality schemes.

Some to complement applications, some to go on their own.

Innovations we cook up at our tech playground put us ahead of the game – and, consequently, so they do our clients.



Lab projects.

Some intriguing stuff worth reviewing in detail.



Lab projects

The Lost City Project:

Presenting the extraordinary
in a matching way

Project Rallye:

Getting in the fast lane

Business as unusual:

Live 360° VR conference

VR for all:

Kolivri universal VR player

Avatar for Eternity

Scanning humans

Touchscreen journey

The biggest iPad of the world



The Lost City Project: Presenting the extraordinary in a matching way



Image galleries are things of the past.

For a walk-through introduction of Atlantis, an outstanding hotel even in Dubai terms, we developed a 360° panoramic VR video app to entice future guests.

Project Rallye - Live VR broadcast:

Getting in the fast lane

Conventional coverage techniques can hardly deliver the actual experience and atmosphere drivers are exposed to in the cockpit.

To redefine the way people look at rallye, we fixed a 360° action camera to the roll-bar above the navigator seat.

With an HD quality flat distorted format for an output, the ride was easily shared on social sites to be enjoyed as a navigable panoramic video.

[Video](#)





Business as unusual: Live 360° VR conference

For too long we have been annoyed at phone conferences by poor acoustics, trying to follow the thread.

Getting what's been said is evidently easier when you're physically present – so we came up with a teleportation device for meetings not to miss out on a single detail any more.

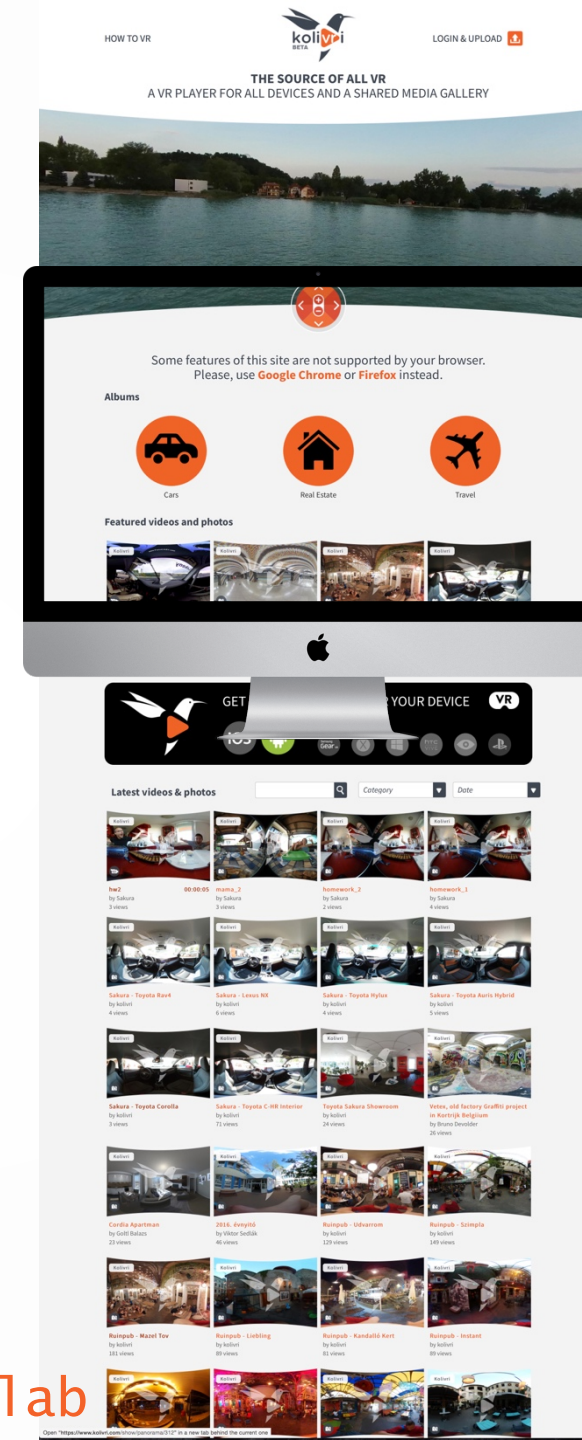
VR for all:

Kolivri universal VR player

Trying to couple formats with players, we soon realized a universal tool is missing for VR contents to be enjoyed on arbitrary devices.

A VR player and a shared media library, Kolivri.com and its corresponding mobile app make a joint playground for VR producers and enthusiasts, bringing all related contents under the same roof.

www.kolivri.com



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Avatar for eternity:

Your never-aging virtual clone

Project Replicant is a glimpse into the near future.

Reduplicating a body with a 3D scanner is nothing new really, neither are capturing moves and gestures – even speech.

Adding personal traits is the exciting new bit – using artificial intelligence to map up characters and reproduce real individuals.

Launched as a demo app, Project Replicant is our 360 guide to virtual delivery.

Touchscreen Journey:

The biggest iPad of the world

Touchscreens after all just huge tablets - but because their size, they are perfect for expos - events. Especially when the content is a 3D Business Park to walk around.

Bonus: the 3D model of the 16 building was made by hand based on photos we've made.

[More](#)



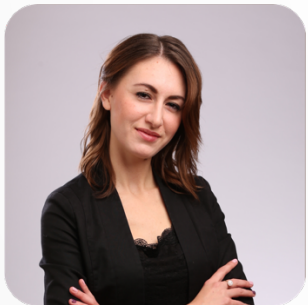
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We the people.

Creatives or developers, we are all project managers at heart, driven by the urge to make things happen.

The only thing sweeter than coming up with concepts is getting them done.



The hub.

We are headquartered in Budapest but have partners sitting in 4 countries.

You may talk to the head or shake the hands.





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