

New app increases brand dwell time

Created from industry-leading visual recognition technology, Fotoactiv is a free app for Android or iOS (Apple) Smartphone or Tablet devices, which can be downloaded from the Google Play or iTunes app stores.



"The launch of this technology is a key addition to our current offering, as it adds a new visual recognition technology that will help local advertisers bring their brands to life in consumers' hands. An additional benefit is that it is able to significantly increase dwell time in the consumers' hands," explains TLC joint MD Brett Tucker.

It works by recognising Trigger Images - which could be images in print, logos, products, real-world objects that can be location-based as well.

Images brought to life

These images are most typically brought to life with video content while buttons and images placed alongside a video, icons or buttons can be set to launch a website or start another action. For example, a user could hover over one page of a catalogue and see a number of buttons appear, allowing access to a mobile website to purchase products.

Local clients are reportedly already in negotiations to use the technology, including a number of multi-nationals and entertainment divisions. The use of the app during the recent anti-crime Shout campaign also allowed consumers to enjoy enriched content by watching the music video at the heart of the campaign and downloading a ringtone.

For more, go to www.tlc-media.co.za, www.fotoactiv.co.za, the [Facebook page](#) or follow [@TLCinSA](#).