

Augmented reality launch proves successful for Telkom, RBD

Rapid Blue Digital (RBD) has conceptualised, designed and developed the Telkom Convergence Augmented Reality (AR) Project for Mediacom. It was launched last week at the Tygervally Mall in the Cape.



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RBD is an exponential-growth addition to television production house Rapid Blue. It adds this account to its recent acquisition of the Flight Centre Group Account.

Roadshow

Pixel Displays supplied the state-of-the-art big screen experience. The Telkom AR Project's launch saw consumers coming to the activation and showing interest in the convergence offering. Internal staff responded positively to their interaction with the AR programme, which also gave the promoters a chance to interrogate the convergence offers in detail.

RBD's MD, Brett Levy says, "We are one of the market leaders in Africa in Augmented Reality and are proud of the work that everyone has put in to get this activation to the scale that it is. Most AR experiences of this nature are within a 2.5m viewing distance area - this places the consumer 6m away from the screen. This is only the beginning."

After the successful launch, the roadshow shifted to Durban's Gateway Shopping Mall and by mid-February will be in Sandton City. "We are confident that there are other brands out there that will want to push this technology even further and we encourage them to contact us," concludes Levy.

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