

# Vodacom and Zappar bring the iPhone 6 to life with Augmented Reality

Issued by [Integrat](#)

20 Nov 2014

***"Just on two million South African consumers now have Augmented Reality on their smart- phones through the MyVodacom app..."***



South Africa's largest and most well-known Augmented Reality app, Zappar (represented locally by Integrat Mobile | Digital | Media), has joined forces with Vodacom, currently bringing the joy of animation to customers too excited to wait for their own device.

The app, which as of 27 October 2014 is embedded into the My Vodacom App after its latest update, now allows customers to click on what Vodacom is calling "Virtual Reality" and to scan the symbols which appear on Vodacom advertising, marketing and store collateral nationwide.

First in line is the iPhone 6 Prelaunch and Buy campaign - which encourages users to scan the symbol to experience the phone for themselves by watching it change colour, clicking on features of interest and ultimately, placing their order through the My Vodacom portal [www.vodacom.co.za](http://www.vodacom.co.za).

The iPhone 6 campaign can be viewed here: <http://youtu.be/Wl3Bo0TMiIs>, by downloading the My Vodacom app, clicking on Virtual Reality and scanning the code.

The campaign is the first of many in a deal struck between Zappar representatives, Integrat Mobile | Digital | Media and Vodacom, bringing Augmented Reality and Virtual Reality - but on steroids - to Vodacom customers everywhere.

Zappar is a UK-born application that is represented in Africa and the Middle East by IMDM. Just on two million South African consumers currently have Zappar access on their smart phones through the My Vodacom app making it the most widely used and most creative and value-adding AR app available to local brands.

Says IMDM Managing Director, Daniella Louw: "Embedding Zappar into the My Vodacom app has been brand-altering for us. We are thrilled to work with Vodacom on such an intimate level, and to have the Zappar tech wowing Vodacom customers on a daily basis. We have seen unrivalled success with the app since its launch in March - and we are certain that our ongoing relationship with Vodacom will only lead the user experience from strength to strength."

For more, visit: <https://www.bizcommunity.com>