



Print is the media of the future. Print has been two dimensional for centuries, but now it's three dimensional. And the revolution has a name – genARate, a powerful yet easy to use entry into the world of Augmented Reality (AR).

PRINT THAT POPS

Attention spans are shrinking. Brands are fighting to be heard. Use genARate to reach out and grab your audience like never before.

Point your phone or tablet at a piece of genARate print to experience 3D animations, video and pictures as they burst into life.



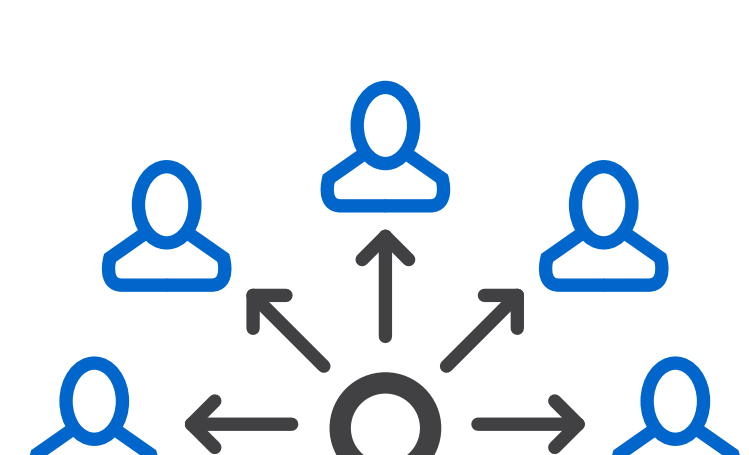
By 2020, there will be 1 billion users of AR tech globally.¹
Konica Minolta

REUSE. REPURPOSE. REJOICE.

No need to create a new campaign from scratch. Update existing campaigns by adding an AR trigger, integrating your online collateral with your print media right away.



MAKE MORE RELEVANT CONTENT



REACH CUSTOMERS IN NEW WAYS



COLLATERAL MATERIAL BECOMES A PORTAL



REINVENT YOUR COMPANY AS A PARTNER

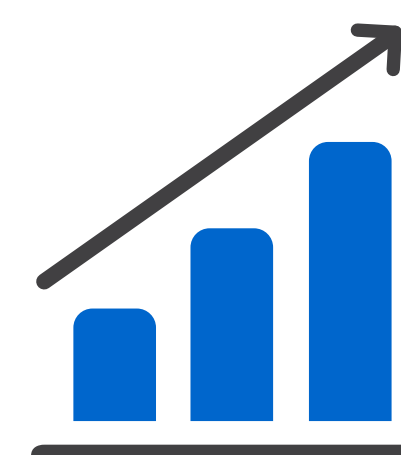
Print demands are under pressure, but UK adults watching video on phones has increased fivefold in 5 years.²

Deloitte

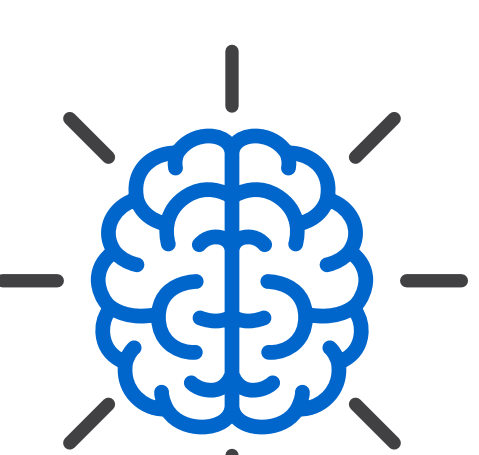


COMMUNICATE EVERYWHERE

Differentiation and USPs are everything. Create meaningful connections that expand your brand. With genARate's AR technology you can deliver timely animated content and videos straight from your print media or products.



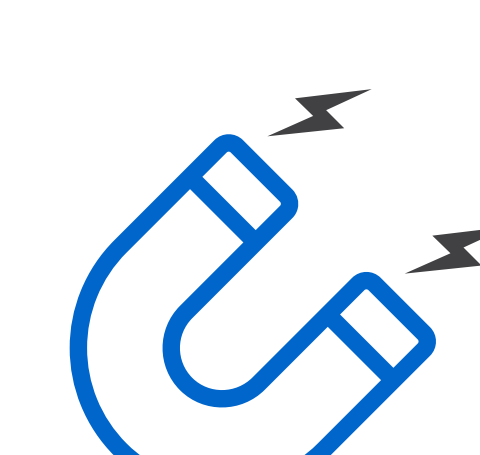
INCREASED CUSTOMER CONVERSION RATES



GREATER ENGAGEMENT



CREATE NEW REVENUE STREAMS



BECOME AN ATTRACTIVE PROPOSITION TO YOUR CLIENTS

60% to 70% of consumers see clear benefits in using AR and IoT devices in their daily life.³

Seabery



INCREASE ROI WITH AR

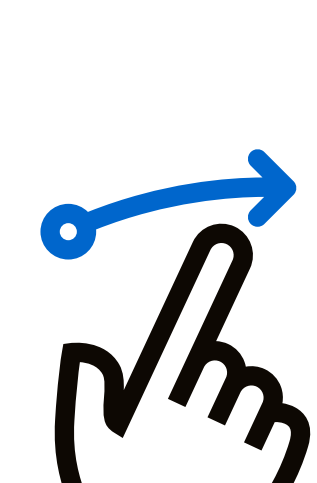
Track the success of your campaigns in real time and make changes right away. From conversion rates to views, to click-through rates and more, print just got measurable.

It all adds up to the kind of feedback marketers and printers could only dream of until now.

80% of people have their smartphone with them 22 hours a day.⁵

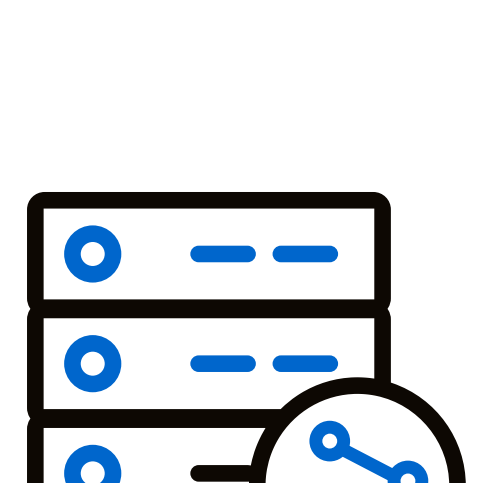
AdWeek

THE GENIUS OF genARate



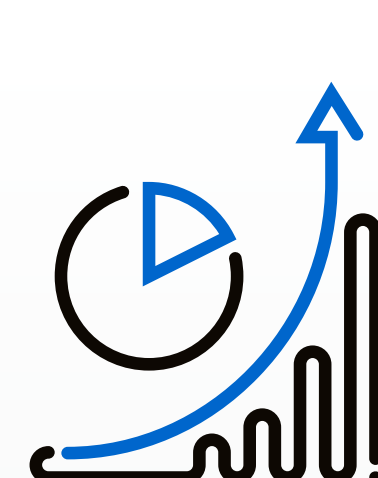
DRAG-AND-DROP INTERACTIVE CONTENT

No coding or experience is needed.



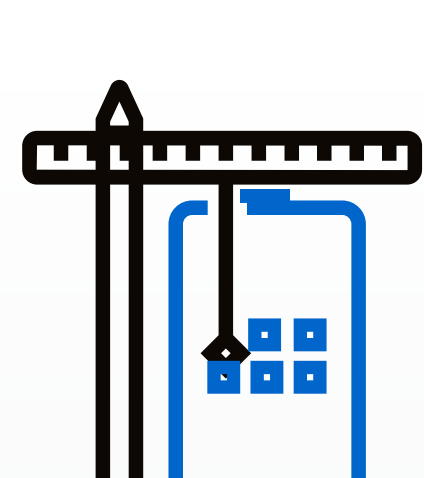
HOSTED SERVICE

Get started in just a few minutes, not hours.



BUILT-IN ANALYTICS

Get real-time data on app usage and customer engagement with your content.



BRAND OFFERING

Make the app your own with your brand and visual identity



PARTNERS IN PRINT

Choosing the right partner to bring print to life is paramount. When you work with Konica Minolta, you gain access to years of expertise from a company that understands both print and AR technology. Our long history in print means we know exactly how to help you transform your print into a platform for the future.



READ OUR GUIDE FOR FIVE TOP TIPS TO GETTING STARTED WITH GENARATE.

TO FIND OUT MORE VISIT GENARATE.KONICAMINOLTA.EU OR CONTACT US AT INFO@GENARATE.COM

DOWNLOAD GENARATE NOW

Give genARate a try today – it's free to download.



¹ https://www.konicaminolta.co.uk/leadadmin/content/uk/Business_Solutions/PDF/Facts_Figures_Augmented_Reality_AR_KonicaMinolta.pdf
² <https://www.deloitte.co.uk/mobile/uk/>
³ <https://www.seaberyat.com/augmented-reality-stats/>
⁴ <https://www.gminsights.com/pressreleases/augmented-reality-ar-market>
⁵ <https://www.adweek.com/digital/smartphones/>