



**Vision
Solutions
AR**

Using Augmented Reality to Solicit Donations and Increase Revenue

ABOUT AUGMENTED REALITY

Through the lens of augmented reality (AR), we can step into a world where experiences and information are layered to bring depth to the world around us.

AR has revolutionized the way we engage with the past, offering ***an immersive and interactive experience for visitors***. Imagine standing before an ancient artifact, and with a simple scan of your device, detailed information and 3D visualizations materialize before your eyes, providing a deeper understanding of its significance.

Sites have begun to leverage AR to create virtual exhibits, enabling patrons to witness historical events or explore artifacts in their original context. Sites utilize AR-guided tours, where visitors can witness the past overlaid onto the present landscape, breathing life into stories of yesteryear. With augmented reality, learning becomes a captivating journey, making museums, zoos, aquariums, and historical sites dynamic hubs of exploration and education. Unleash the power of AR, and let the world unfold before you like never before.

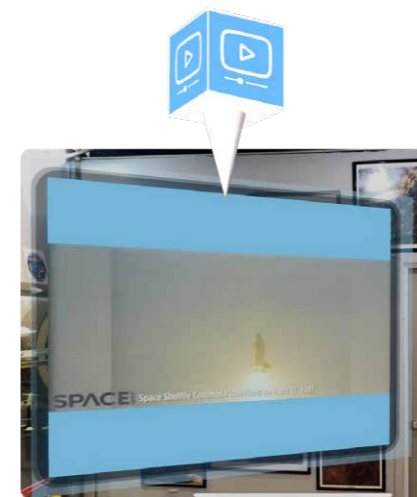


WHAT ABOUT Using Augmented Reality to Solicit Donations and Increase Revenue?

Welcome to the Future of Fundraising!

By harnessing the power of Augmented Reality (AR), we're revolutionizing how donations are made and revenue is generated. Imagine visiting a museum, zoo, or historical site, where interactive AR experiences bring each corner to life, seamlessly linking to donation and e-commerce platforms. Our innovative AR platform simplifies the donation process, offering a transparent view of where funds go while immersing donors in the impact through 3D visuals, videos, and more. Join us in this exciting venture and experience a new era of community support!

The Appeal of Augmented Reality

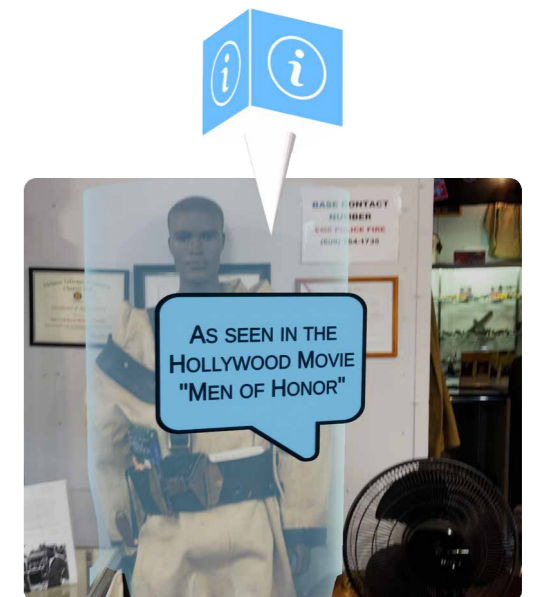


Interactive Engagement

AR makes the donation process easy, engaging and interactive, capturing the interest of potential donors.

Visual Storytelling

Use AR to share compelling videos, photos, and 3D objects that tell the story of your cause, making it more relatable and urgent.



Transparency and Trust

Show exactly where donations are going and the impact they are making through AR-enhanced updates, building trust with your donors. Our AR platform makes it easy to update and provide progress reports.



HOW CAN AR HELP YOUR BOTTOM LINE?

Understand the principles of giving:

People give to People, not organizations.

Personal connections drive donations. AR enhances this by creating a personalized experience through video messages and images that can be displayed at or near the area or item that will be effected by the donation.

People give because they are asked.

The direct approach works best. AR can deliver messages and reminders tailored to the location as they move from exhibit to exhibit.

People give to a worthy cause.

Demonstrating the impact of donations is essential. AR provides immersive visuals and stories that showcase the significance of contributions. Whether it be past media of a restoration effort, conceptual designs, or plans from a community event the donor will be able to visualize where their donation is going.



People give in relation to who asks.

The influence of the solicitor matters. AR can feature trusted community figures in engaging ways including avatars, audio, or video.

Giving is contagious.

Exciting gifts attract more support. AR can highlight major donations and provide goal updates, encouraging others to follow suit.

Stay upbeat and be bold.

Positive, bold appeals resonate more. AR's dynamic and interactive nature keeps the tone upbeat and engaging.

WHERE TO START



Review Your Donation Process

Ensure you have a clear plan for thanking and updating your donors and that your team understands their roles in the process.



Identify Key Solicitors

Determine who among your team can best influence the gift-making decision and what the appropriate donation amounts to request are. This is the person you will want to highlight in AR to make the pitch and ask.



Tell a Story

Make your appeal personal, share your organization's background, and maintain a positive, opportunity-focused approach.



Impact and Recognition

Clearly define the impact of the donor's gift and prepare suitable recognition.



Prepare and Rehearse

Develop a script for the ask, rehearse it thoroughly, and be ready to execute confidently.

THE ASK

When making the ask, be clear and direct: "We are asking you to contribute a gift that will enable us to [specific outcome]." Augmented Reality can enhance this message by providing visual and interactive elements that emphasize the importance and impact of the donation.

By integrating AR into your fundraising efforts, you create a compelling, engaging, and transparent experience for donors, increasing the likelihood of support and building lasting relationships with your community.

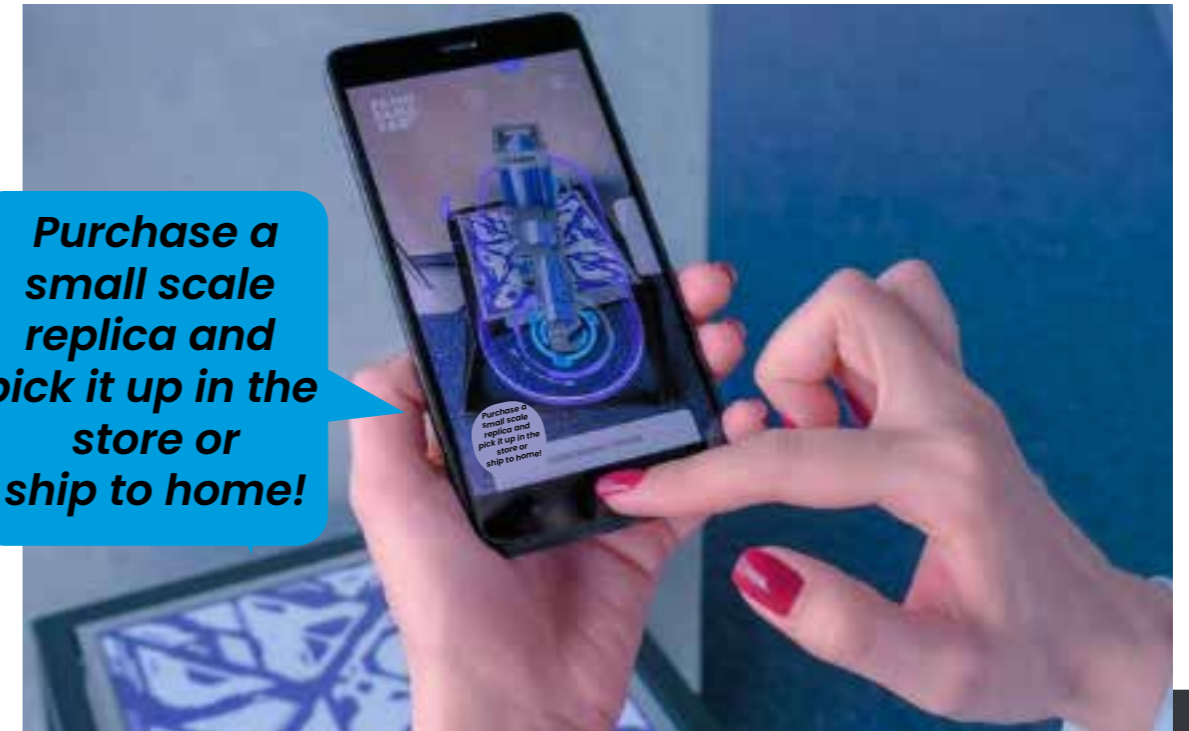


SELLING GOODS WITH AUGMENTED REALITY

Augmented Reality (AR) is rapidly transforming the way merchandise is sold, offering unprecedented benefits for expanding beyond the physical footprint of a gift shop. This innovative technology enhances the shopping experience, making it more engaging and accessible, while also driving significant revenue growth for businesses and cultural institutions alike.

Museum stores contribute 5-25% of annual revenue.

Strategic enhancements include increased store space and pop-up shops within exhibitions.



**Get
Creative And
Grow Your
Bottom Line**

AR can transform the entire museum into a potential store, seamlessly blending merchandise with history throughout the site.

BREAKAWAY FROM THE NORM

01 Expanding Beyond Physical Boundaries

Traditional gift stores are limited by their physical space, but AR breaks these barriers, allowing you to reach customers wherever they are onsite. By integrating AR into the sales strategy, you can showcase merchandise virtually using an ecommerce store, enabling customers to browse and purchase items.

02 Tailored Merchandise for Exhibits

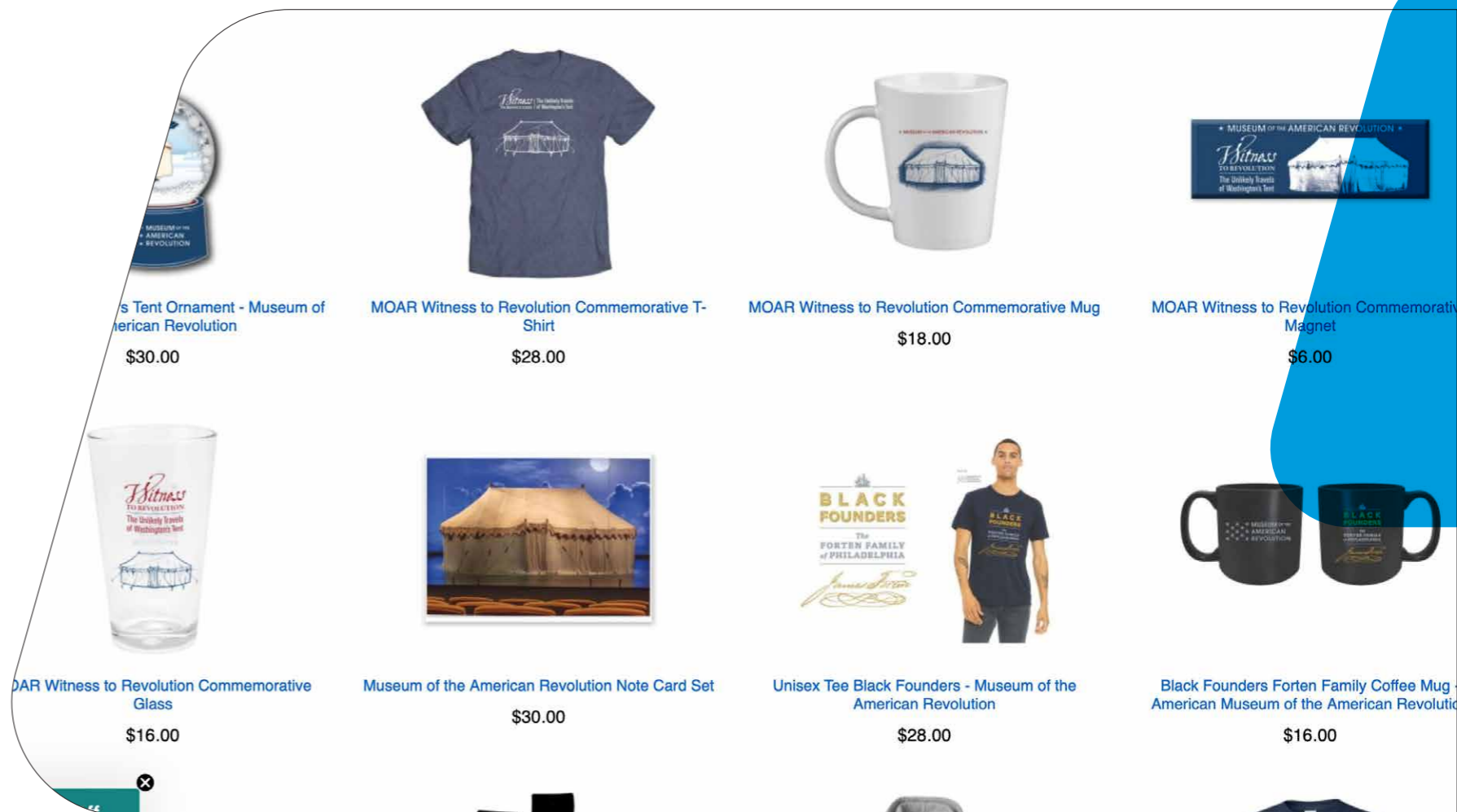
AR can enhance merchandise sales by tailoring items to specific exhibits. Visitors can use an AR app to view details about art and instantly shop related items, like prints or books. This personalized experience connects merchandise with the emotional and educational impact of the exhibit, driving sales.

03 Easy Purchase and Home Delivery

One of the most significant advantages of AR in retail is the ease of purchase and delivery. Customers can use AR to view products on the ecommerce store, make their selections, and have items shipped directly to their homes. This eliminates the need for customers to travel with bulky or fragile merchandise, enhancing their overall experience. For businesses, this means reduced overhead costs associated with maintaining large inventories on-site.

04 Managing Larger and More Expensive Items

AR also facilitates the sale of larger and more expensive items that would otherwise require significant floor space and added security. By displaying these items virtually, businesses can showcase a wide range of products without the physical constraints of their store. Customers can view life-sized, high-resolution models of furniture, sculptures, and other large items in AR, helping them make informed purchasing decisions. The additional expense of security and floor space is minimized, allowing for a more efficient and cost-effective retail operation.





**Vision
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AR is revolutionizing merchandise sales by offering a tailored, interactive shopping experience beyond physical stores. For museums, it enhances visitor engagement and boosts revenue. As AR evolves, it will drive innovation and growth in retail.

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Augmented Reality is a cost-effective and innovative platform, allowing sites to:
Solicit Donations and Increase Revenue!



*Schedule a
FREE 30 minute demo!*

Vision Solutions AR creates platforms that overlay digital elements onto the real world via smartphones or tablets, offering users contextual information and services through AR.

HOW IT WORKS



Create Digital Image

We begin by conducting a meticulous 3D scan of the site, capturing its essence and architectural nuances down to the millimeter.



Choose Icon Placement

Effortlessly edit (no coding required) and manipulate (drag and drop) AR elements, to align with the narrative you wish to convey.



Attach Information

Attach provenance documents, multimedia, audio files, or contextual information, ensuring that visitors gain a comprehensive understanding of the site's significance.

Vision Solutions aims to create an effortless journey by setting up augmented reality (AR) experiences with cutting-edge technology.

BENEFITS



Vision Solutions AR platform enhances tourism and cultural experiences by using AR to seamlessly integrate digital content into physical spaces. This drives visitor engagement, supports fundraising with e-commerce and restoration participation, and enriches education with added information on artifacts without disrupting the site's aesthetics. Vision Solutions AR platform also attracts new visitors through innovative exploration methods and promotes inclusivity by breaking down language barriers with closed captions and audio assistance, ensuring accessibility for all.

Get Creative To Engage Your Visitors



SCAN THE MUSEUM



We first scan the museum to create a digital twin of the property.



PLACE THE ICONS



Our Web Portal's AR Editor can then be used to place and size AR elements.



ATTACH RELATED INFO



Linked information is then uploaded and attached to AR elements.