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# Augmented Reality



**HOT**



**OR**



**NOT**



# Augmented Reality

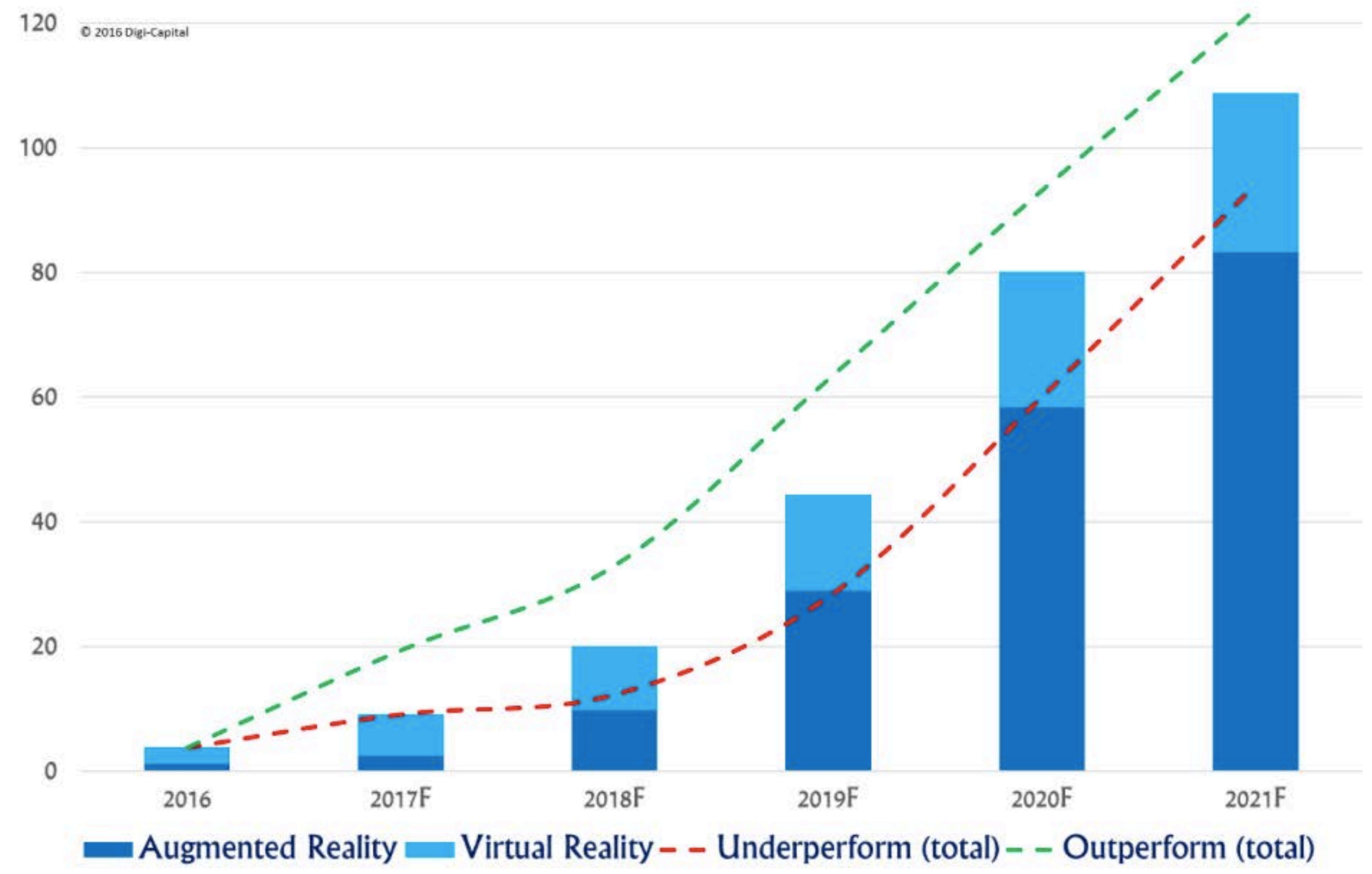
**VR = Virtual Reality**

**AR = Augmented Reality**





# Digi-Capital™ VR/AR revenue (\$B)



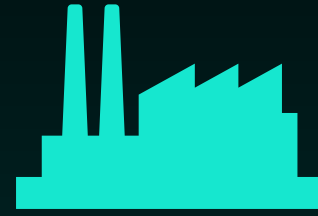


# AR/VR/XR Leaders\*

\* Includes funded/exited startups and selected corporates

<b>Advertising/marketing</b> 		<b>Art/design</b> 		<b>Business</b> 		<b>Distribution</b> 	
<b>eCommerce</b> 		<b>Education</b> 		<b>Enterprise</b> 		<b>Entertainment</b> 	
<b>Games</b> 				<b>Health/fitness</b> 	<b>Kids</b> 	<b>Lifestyle</b> 	
<b>Location based</b> 		<b>Medical</b> 		<b>Music</b> 		<b>Navigation</b> 	
<b>News</b> 	<b>Peripherals</b> 		<b>Photo/video</b> 				
<b>Productivity</b> 	<b>Smartglasses</b> 		<b>Solutions/services</b> 				
<b>Social</b> 		<b>Sports</b> 		<b>Tech</b> 			
<b>Travel/transport</b> 		<b>Utilities</b> 		<b>VR headset</b> 			











Posters

Business cards

Stationary

Notes

Books

Menus

Magazines

Packages

Brochures

Coupons

Tags

Labels

Cards

Maps

Schedules

Infoboards

Rollups

Coasters

Bags

Charts

Door hangers

Tickets

Billboards

Stickers

Recipes

Calendars

Flyers

Folders

Signs

Clothes



# CASE: TUNTEMATON SOTILAS, MOVIE IN VALIO MILK CARTONS



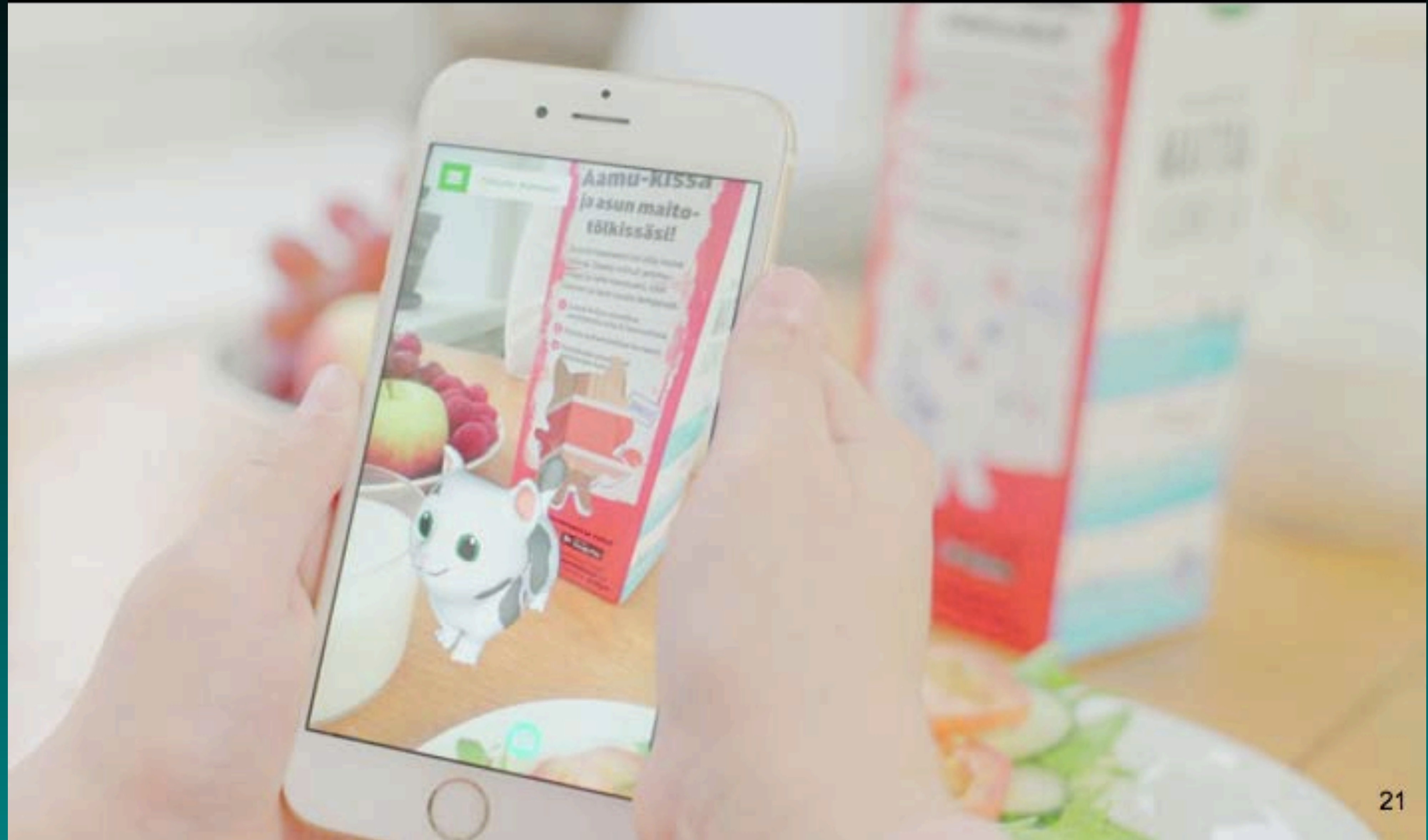


# CASE: ESTONIAN EUROVISION SONG CONTEST IN TERE MILK CARTON





## CASE: ARLA'S "PLAYING KITTEN" CAMPAIGN IN MILK CARTOONS





# Conclusion:



**AR IS  
RED HOT  
AND IT'S HAPPENING  
RIGHT NOW**





**Thank you!**

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