

Your Guide to the Future of Immersive Technology

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10,000. That's, [on average](#), how many ads are being seen by today's consumers *each and every day*.

Take a moment and think: How many of those ads do you *actually* remember? As the digital landscape evolves, we are becoming less and less affected by ads—not because they're irrelevant, kitschy, or unstimulating, but because they've become so intrusive.

The concept of [intrusive advertising](#) isn't new—we've all been subject to the occasional unwanted popup or auto-play video no one asked for. Today, pushing evasive, unwelcomed, and often irrelevant content to consumers happens just as often as we blink. It's partly why we're so quick to click the "I'm not sure" option when prompted with Meta's Ad Recall surveys.

To improve affinity and create content consumers *want* to remember, it'll require flipping advertising on its head and putting a greater focus on integrating into the lives of consumers rather than interrupting it. Goodbye, intrusive. Hello, *~~immersive~~* advertising.

Immersive Technology: The 'It Girl' of Advertising

[Immersive technology](#) is no longer a figment of our imagination or something we could only dream of after catching an episode of *The Jetsons* or *Westworld*—it's the future of advertising.

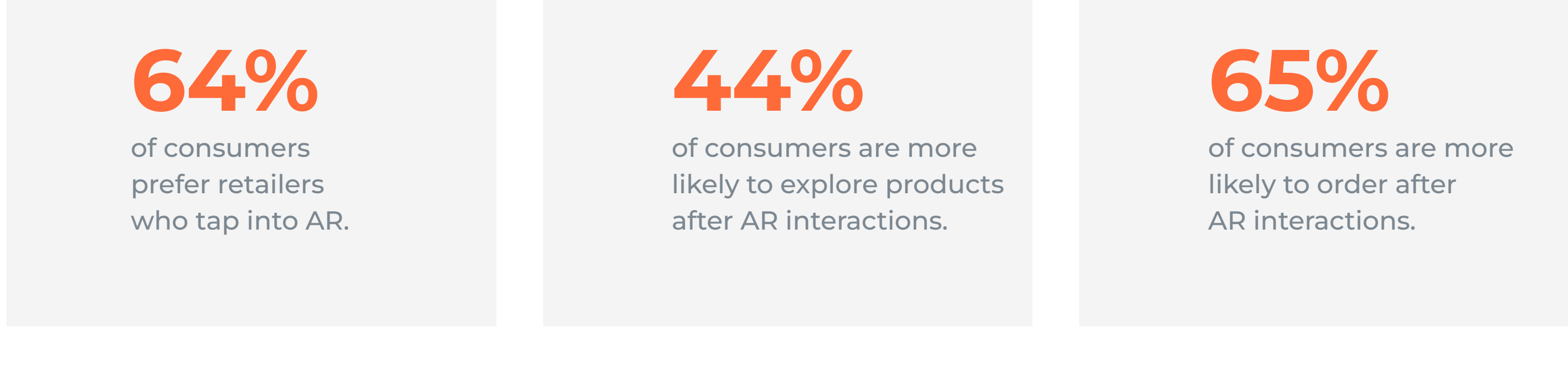
Immersive ads go beyond traditional images and videos to create interactive, collaborative experiences that engage, rather than *enrage*, consumers. They take consumers on unique journeys through virtual or augmented (or often, mixed reality) worlds without interrupting their day-to-day. Free from obstruction, augmented reality (AR) or virtual reality (VR) technology allows consumers to interact with brands—and one another—in richer ways than ever before.

Black Mirror Season 1, Episode 3

We're not forgetting our collective Pokémon Go obsession any time soon—and neither will [The Entire History of You](#).

[Augmented reality](#) is the *real* deal. AR is all about immersing consumers by integrating digital and three-dimensional components into current, real-world environments on a [marker-based or markerless](#) basis.

While markerless AR tends to be more complex, its unique, forward-thinking capabilities make it [more desirable](#) for brands and consumers alike:



Meet Me in the Metaverse

Sometimes, we could use a break from the real world. Enter [virtual reality](#).

VR uses three-dimensional, simulated environments to block current surroundings and transport consumers into new non-immersive, semi-immersive, fully immersive, or collaborative spaces.

VR in all forms offers greater user-personalization and more tailored consumer experiences.



Mixed Reality: The Best of Both Worlds

Alone, there's so much we can achieve. But together, [mixed reality](#) (a combination of AR and VR) takes us to new levels.

Projected to grow [44% by 2029](#), mixed reality (MR) combines immersive technology to blend environments and blur barriers. Here, AR's 'real-world experience' and VR's '3D digital elements' combine, allowing users to interact with and manipulate projections.

Everyone Wants a Break From Reality

The fast growth and lasting influence of AR and VR prove it. It's not just the future of advertising—it's the future of many unique industries looking to improve experiences from shopping to training. Here are some current use cases for AR and VR that only scratch the surface of these powerful tools.

Who's All in on AR

These industries took a chance, immersed themselves in AR, and experienced the [benefits](#), including (but not limited to) better customer experiences, a boost in sales, and sky-high engagement.

<p>Retailers</p> <p>These apps bring product try-on experiences right to your phone.</p> <p>Innovations like the IKEA Place and Warby Parker apps help you envision that new sofa in your den or find frames that fit your face.</p>	<p>Gamers and Entertainers</p> <p>See your favorite video game characters in the real world.</p> <p>Apps like Pokémon Go and even Coachella's AR Music Experiences caused a frenzy that will one day make it into history books.</p>	<p>Architects and Builders</p> <p>Go beyond the norm. Anyone can innovate!</p> <p>Augmented reality in untapped industries like architecture and building changes the way we measure, design, and collaborate.</p>
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Who's Venturing into VR

VR is equipping experts in these industries with the skills needed to better retain information, improve outcomes, and drive interest.

<p>Educators and Trainers</p> <p>In 2022, PWC found those who used VR in training absorbed information <i>four times quicker</i>.</p> <p>Additionally, trainees were 275% more confident when it came to applying their skills.</p>	<p>Healthcare Heroes</p> <p>Do more than entertain. Care and treat!</p> <p>From treating mental illnesses to aiding those with physical disabilities, the healthcare industry hopes to do just that.</p>	<p>Real Estate Pros</p> <p>Tour homes without stepping inside them!</p> <p>Home professionals and engineers are doing it all, gaining insights and making remodel dreams come true.</p>
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Learn, Earn, and Grow: All Things AR, VR, and MR at AI

The reality is...

Augmented, virtual, and mixed realities are the future of advertising. An agency partner with a strong background in creating unique, personalized AR and VR experiences for brands, like AGAIN, is all you need to achieve your goals and give your brand the edge it needs to stand out among competitors.

Ready to get *real*? Drop us a line at info@againinteractive.com!

SAMANTHA SEKORA

Samantha Sekora—a member of the creative team here at AGAIN— is a cutting-edge writer and lover of all things social. When she's not typing away, you might find Samantha off doing some of her favorite things, like roller skating and antiques. All while sporting her signature sunflower pin.

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