



# AR experiences on the web

Augmented reality is a hot trend with a lot of creative & marketing potential yet to be explored...

...but please don't ask me to install yet another app.

This is the issue marketing campaigns are facing: their audience can't be bothered to install, again, another app on their phone, even if it's a great one, but especially if it's going to be opened just once.

Several factors are to blame:

- need to search for the app in the store
- too long to download, and may consume a lot of data
- not enough free space on the phone
- lack of trust due to multiple permissions requests

What about campaigns with a tight budget?

They can't even consider using AR elements, the cost to develop and maintain an app is simply too high.

So we made **XR.+**, a platform to create AR campaigns for the web

As easy as visiting a website on a web browser. Each experience can be a stand alone microsite or a webpage part of a larger website.

A simple, quick to setup, and flexible solution for marketers. The entry price is low, making it accessible to a very wide range of businesses and organisations.

XR.+ is not limited to advertising purposes

Some of our users publish experiences in educational and cultural domains.

Combined with maps, XR.+ can assist or highlight local touristic attractions or events.

## Contact us

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XR.+ is a project by *Lune*, an interactive agency focused on AR and VR

<https://lune.xyz>

Homepage

<https://xr.plus>

Press materials

<https://xr.plus/press>

