

HEXAWARE

Event Transformation with Augmented Reality Mobile Application



Client

| Client

- Challenge
- Solution
- Benefits
- Summary

Transforming Personal Care Through Innovation
 Hexaware collaborated with a global company that develops and sells personal care products and dietary supplements to nearly one million independent distributors and preferred customers worldwide. This client hosts an annual event for its community members to network, learn from industry leaders, view product demonstrations, and become empowered. The client engaged Hexaware to create an event mobile app that would enhance the attendee experience and drive product engagement.



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Creating an Interactive Digital Experience

The client aimed to build a mobile app that would not only provide essential event information, such as maps and daily schedules, but also showcase new products and support sales efforts. The app needed to integrate product awareness, launch new arrivals, and enable in-app purchasing.

A key objective for the client was to maximize the visibility and excitement around their new product line. They sought a solution that would bring the event directly into the hands of attendees, offering them an interactive digital experience.



Solution

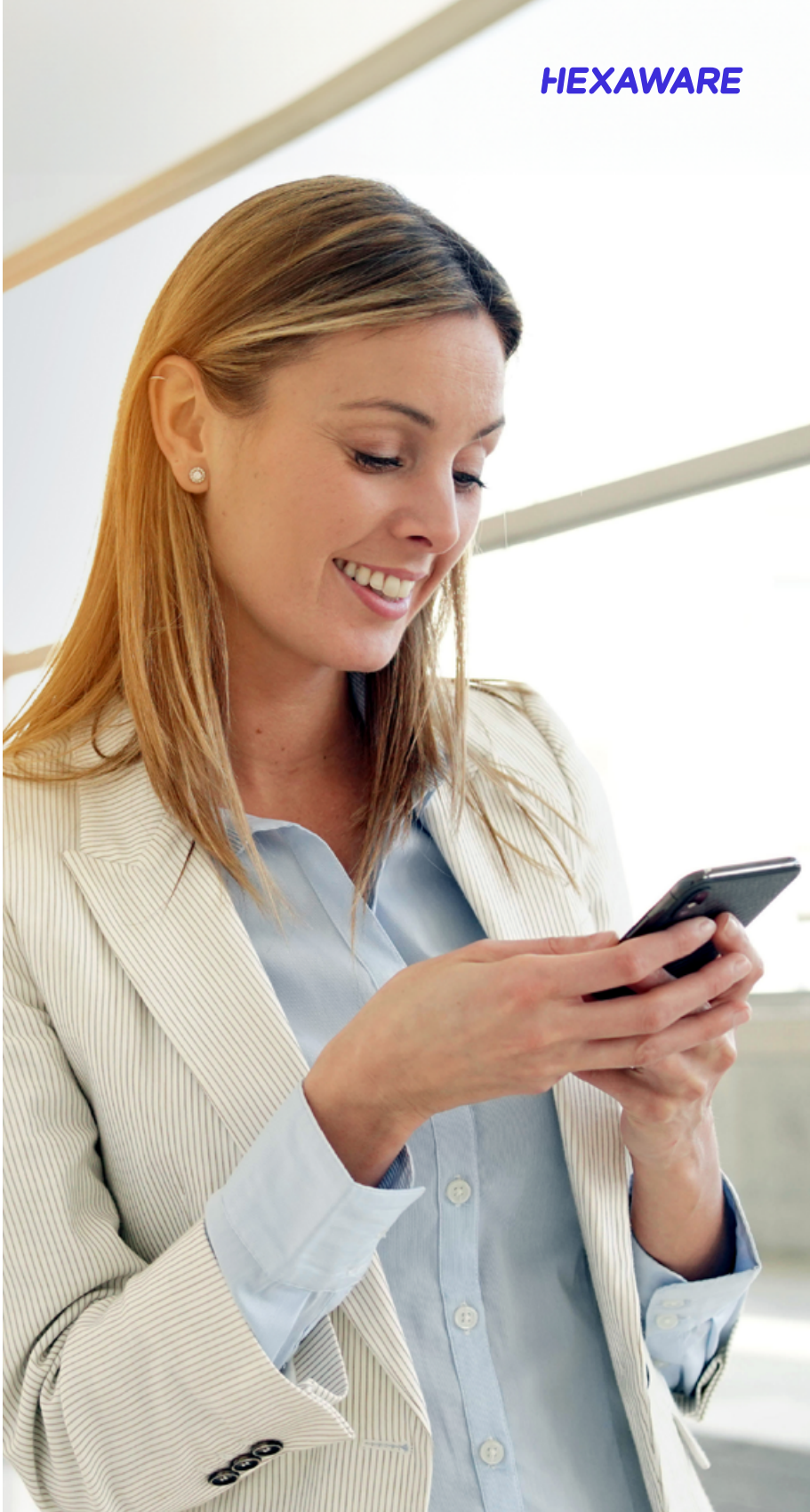
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Innovative Event App Development

Hexaware focused mobile app development on three core areas to support the client’s vision of an interactive, feature-rich experience:

- 1. Object Recognition and Machine Learning:** The app was equipped with object recognition and machine learning capabilities, enabling attendees to simply aim their cameras at products or codes to learn more. The app would instantly recognize items, provide detailed information, and offer the option to make purchases directly within the app.
- 2. Augmented Reality (AR) Experience:** Hexaware implemented augmented reality application development by placing codes and banners around the event venue. Attendees could scan these with their phones to access engaging AR content, such as product demos and virtual interactions. This augmented reality mobile app allowed users to manipulate digital representations of the products and share their experiences on social media, amplifying excitement.

- 3. Tech Integration:** Stylized QR codes were used for event entry and product pickups, designed with branded logos while managing a large volume of attendee data. Hexaware integrated the client’s e-commerce platform into the app, streamlining product sales. The app also featured single sign-on (SSO) for a seamless user experience and securely managed data handling.



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Transforming Engagement through Mobile App Development

The event mobile app was pivotal in driving high engagement during the event, contributing to significant product visibility and hundreds of thousands of dollars in sales. The success of the event app development process allowed attendees to respond positively to the interactive features, and the app effectively extended the live event experience into the digital realm. The integration of e-commerce, AR, and machine learning technologies made it easier for users to explore, share, and purchase products in real time.



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Elevating Events with Cutting-Edge Technology

Hexaware successfully partnered with a global personal care and dietary supplements company to create a mobile app for their event. The app featured advanced functionalities like object recognition, augmented reality app development, and seamless e-commerce integration. By delivering a highly engaging and interactive digital experience, the app contributed to strong community engagement and boosted sales performance during the event.

Are you looking to elevate your next event with a cutting-edge augmented reality mobile app? Whether you want to enhance attendee engagement, integrate e-commerce, or leverage augmented reality apps for events, Hexaware is here to help.

[Reach out](#) to us today to discuss how we can partner on your next event app development project, help using augmented reality at events for your company and create a memorable experience for your audience!



About Hexaware

Hexaware is a global technology and business process services company. Every day, Hexawarians wake up with a singular purpose: to create smiles through great people and technology. With this purpose gaining momentum, we are well on our way to realizing our vision of being the most loved digital transformation partner in the world. We also seek to protect the planet and build a better tomorrow for our customers, employees, partners, investors, and the communities in which we operate.

With offices across the world, we empower enterprises to realize digital transformation at scale and speed by partnering with them to build, transform, run, and optimize their technology and business processes.

Learn more about Hexaware at <https://www.hexaware.com>.

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