What is Augmented Reality?

Augmented Reality is the use of displays, cameras, and sensors to overlay digital information onto the real world. It is different from virtual reality, which creates an entirely new world and involves additional accessories and gear.

How to Engage AR Content

There are two ways to engage with an AR scene. AppAR or WebAR are the only ways to see AR in action. For brands that already have an app install base and strategy, our SDK can be used to enable AR functionality. WebAR uses the web browser that is native to your device to display the AR scene. Both methods result in similar outcomes and can be deployed to serve the specific needs of your campaign.

HOW MANY $5 BILLS DO YOU WANT TO BUY FOR $1?

Jump Starting the USPS Emerging Technology AR Discount

Notable Dates and Savings

Approval Dates: Now - August 31, 2021

Promotion Dates: March 1 - August 31, 2021

Published Lead Time: 10 business days before mail drop

The USPS awards a 2% savings credit directly to your PostalOne account at drop for all approved mailings.

Qualified Mail

First Class: Letters, Cards, Flats

Marketing Mail: Letters & Flats

Non-Profit Marketing Mail: Letters & Flats

No minimum quantity required by USPS.

What You Need to Qualify

The USPS defines AR as technology that superimposes 3D digital images on a physical world.

To qualify for this program your AR scene needs to include these four things:

- 3D Elements
- Animation
- Interplay with physical mail piece
- Instructions on how to activate the AR content

We Handle Everything

After a 30-minute kick-off call to gather simple things your team most likely already has, like logos, brand standards, video content, existing URLs, contact and promotional elements, we work quickly to create an AR content scene that is guaranteed to qualify for the program discount.

All 3D modeling and animation is done on your behalf when no 3D content can be supplied. We use all of this to design and produce an AR experience that engages.

Along with the AR content, we will also provide any design elements that will serve as the scan-able marker and instructions. This content will be implemented through a traditional print production process according to your specifications.

We Get Paid When You Get Your Discount

The post office requires the mailing approval just one week in advance of your drop date. We work with your deadline to get all internal brand approvals and feedback.

When complete, we give you everything your postal liaison will need to submit to the USPS.

RealityBLU's program includes the free use of our existing Apps or for an additional fee we can offer WebAR as a deployment solution.

Quick turnaround is available because we have the templates and the experience needed to move with speed and precision.

No money down and no long term investment in technology is required. RealityBLU earns 25% of the savings from approved "Enhanced" AR pieces. We get paid only when you get your discount, meaning you assume no risk. Our experience typically results in a rapid affirmative response from the USPS.

Get Started Today

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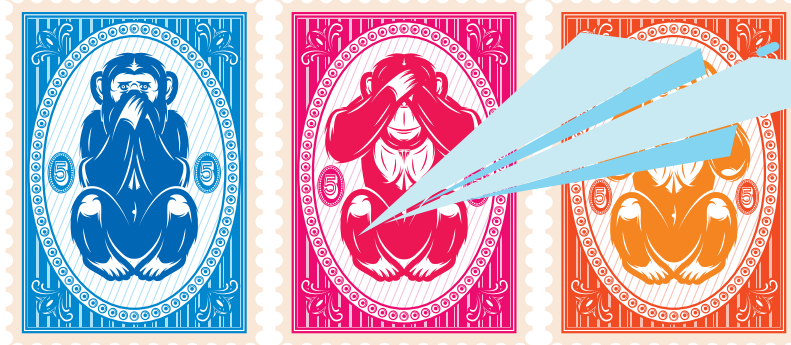
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