

Augmented Reality Company Revolutionise Fan Engagement Worldwide with Interactive Photo Booths

LOS ANGELES, Calif., Sept. 16, 2019 (SEND2PRESS NEWSWIRE) – Augmented reality company INDE have celebrated the 3rd anniversary of the international launch of their kiosk-sized interactive photo booth – “HeroMirror.” Powered by their award-winning BroadcastAR software, the HeroMirror revolutionizes user engagement due to its ability to “resurrect” any existing or imaginary character.



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In the last three years INDE developed and installed several custom AR mirrors to clients from various industries worldwide. In 2018 INDE partnered with Disney to create an AR experience that allowed fans to interact and pose for photos with some of their best-known characters at GHC '18. In 2019 Warner Bros celebrated the release of “Pokemon: Detective Pikachu” with a unique AR experience that has been deployed in 10 AMC theatres across the United States. Madame Tussauds Washington also launched a permanent Augmented Reality experience earlier this year that tests visitors’ knowledge on history with a gesture control-powered gamification element.

At the final stage of every HeroMirror experience, users can make the magic moment last by choosing their favorite snapshot taken by the system, and instantly printing or sharing it via email with just a few clicks. This functionality has been very popular among its international client base, as it provides a valuable media platform and branding opportunity.

“HeroMirror has been imitated – but never duplicated,” said Alex Poulson, CEO. “It’s easy to see why our kiosk-sized AR experience has inspired our competitors. It’s simple, integrated, and provides a fun new way for audiences to obtain a personal experience with the characters that the system displays. The success stories from the last three years prove that immersive technologies can drive tangible benefits to its key stakeholders, increasing engagement and generating ROI.”

Learn more about HeroMirror at: <https://www.industry.com/hero-mirror>

For more information about the company, visit <https://www.industry.com>

*PHOTO link for media:

<https://www.Send2Press.com/300dpi/19-0916s2p-inde-HeroMirror-300dpi.jpg>

*Photo caption: INDE HeroMirror.

*VIDEO (YouTube): <https://youtu.be/3CUrR3zXWjs>