



Welcome to

GOING
GLOBAL

A graphic of a globe is positioned behind the word 'GLOBAL'. The globe is composed of several overlapping, semi-transparent colored bands in shades of blue, orange, pink, and purple, creating a 3D effect. The globe is centered between the words 'GOING' and 'GLOBAL'.

MAY 2021

6th EDITION



A PRESENTATION BY

MANOJ MEHTA

CHAIRMAN, INTERNATIONAL RELATIONS



**ALL INDIA FEDERATION OF
MASTER PRINTERS**

IT HAS ALWAYS BEEN AN ENDEAVOUR
BY OUR GLOBAL PRINT & PACKAGING *GURUS*
TO LOOK FURTHER, PUSH THE BOUNDARIES
AND GO BEYOND...

AND IN THEIR PURSUIT OF DOING SO,
THEY HAVE EXHIBITED SOME SPECTACULAR
EXAMPLES OF **HOW PRINT CAN DROP JAWS &
PACKAGING, RAISE BROWS! LITERALLY!**



SO, THIS EDITION OF GOING GLOBAL
WILL GLANCE UP ON
INSTANCES ACROSS INDUSTRIES &
APPLICATIONS THAT HAVE
GONE ALL OUT,
CHALLENGED THE STEREOTYPES,
RAISED THE BAR AND
TAKEN OUR INDUSTRY TO
'THE NEXT LEVEL'



THE WAY TO A PRINTER'S HEART IS THROUGH PATH-BREAKING FOOD PRINTING



IT'S DESSERT TIME

Sugar Art, a dessert shop in Canada makes custom-designed meringues. And what is more interesting about these meringues is that they can be printed with hundreds of patterns using edible ink and sugar transfer sheets.

Take a look at these tempting cookies:

<https://www.insider.com/custom-designs-for-meringues-2018-5>

THE DIP-IN TIFFIN

BY SHRISHTI GARG



TAKEAWAY IDEAS ANYBODY?

This culturally-relevant packing takes its inspiration from the traditional Indian Tiffin that has vertically stackable boxes.

- Single-use takeaway pack. Also very convenient to carry.
- Eco-friendly, easily disposable viz. a viz. plastic
- Modular & Easy to serve from its bowls
- Eye-catching

EVER THOUGHT ABOUT WHAT HAPPENS TO LID



AFTER WE USE THOW-AWAY CUPS OR GLASSES?

PRESENTING 'THE NO-LID' CUP

Rightly called the 'Unocup', this new to-go paper coffee cup does away with the plastic lid. A unique concept that makes it user-friendly, while creating a healthier Earth with cleaner oceans.




Tom Chan and Kaanur Papo imagined an intelligent design that offers multiple advantages. This paper cup folds and unfolds according to your coffee cravings, allowing you to transport it in complete safety. Once closed, the cup still allows you to drink through a small spout that forms with the folds of the paper.

Unocup uses a well-tested patent pending folding design to create its own lid as an integrated top. This Ergonomic paper cup folds up to say goodbye to the plastic lid.

The cup is a breeze to fold, hold, drink from, cheaper, and of course, a lot more sustainable.

<https://www.kickstarter.com/projects/unocup-togo/unocup-the-new-foldable-paper-coffee-cup/description>

A large, 3D graphic of the letters 'AR' in a light blue, translucent font is positioned on the left side of the slide. The letters are set within a perspective view of a blue and purple grid, suggesting a digital or augmented reality environment. The background is a dark blue gradient with some light blue lines and dots.

THE WORLD OF FOOD & BEVERAGES
GIVES US INFINITE OPPORTUNITIES TO
IMAGINE & EXPLORE THE PRINT &
PACKAGING UNIVERSE. AND WITH
INCREASED TAKE-AWAYS & HOME
CELEBRATIONS, IT IS MORE SO IN THE
COVID-19 SITUATION.

WHILE DIGITAL IS THE FUTURE
ANOTHER EMERGING NEXT LEVEL
TREND IN THE DIGITAL GAMUT IS THAT
OF **AUGMENTED REALITY.**

HAVE YOU UNLOCKED THE POTENTIAL OF **AUGMENTED REALITY?**

IN THE PRESENT SITUATION WHERE ONE IS HUGELY DEPENDENT ON WORK FROM HOME, STUDY FROM HOME & DELIVERY AT HOME, BRANDS & SERVICES ARE ALSO MAKING THEIR WAY IN TO CUSTOMERS HOMES THROUGH **AR.**



WHY AR?

- TAKES THE ENTIRE STORE TO CUSTOMERS
- ENHANCES CUSTOMER EXPERIENCES
- ENABLES WORKFORCE TRAINING WITHOUT RISK
- PROVIDES INTERACTION & ENGAGEMENT

NINTENDO'S POKÉMON GO APP – GETTING AR TO MASSES

A few years ago, you must have noticed scores of teens and young adults wandering around your neighbourhood staring at their phones the entire time.

The smash hit of 2016 - Pokémon Go, allowed users to catch their favourite Pokémon by looking through their phones at the real world with superimposed images.

The Game catapulted to the top of the apps charts through a grassroots initiative, spearheaded by two customer bases:

- 1] **Social media-savvy adults reliving the late '90s Pokémon craze**
- 2] **Teenage millennials who were too young to remember the phenomenon the first time around.**



Here's a detailed look at how the App revolutionised the gaming world:

<https://www.cramer.com/insights/how-pokemon-took-over-the-world-again/>

THE SUCCESS OF POKEMON GO, A BIG LEARNING FOR MARKETERS

The game was an overwhelming success, with up to 65 million users at the peak of its popularity!

Thinking out-of-the-box, by staying true to the brand, The Pokemon App is a superlative example of path-breaking idea with technology.


The game quickly went viral — it became the top app on the App Store within a day of its release — with little marketing, a far cry from the multimillion-dollar, multichannel advertising campaigns of apps like “Candy Crush Saga.”



PRETTY PINK LOOK OR BOLD RED? TRY IT BEFORE YOU BUY IT WITH LOREAL'S MAKE-UP APP

TRY IT NOW - <https://www.youtube.com/watch?v=zbBJfrkZRDI>

L'Oréal invente Makeup Genius



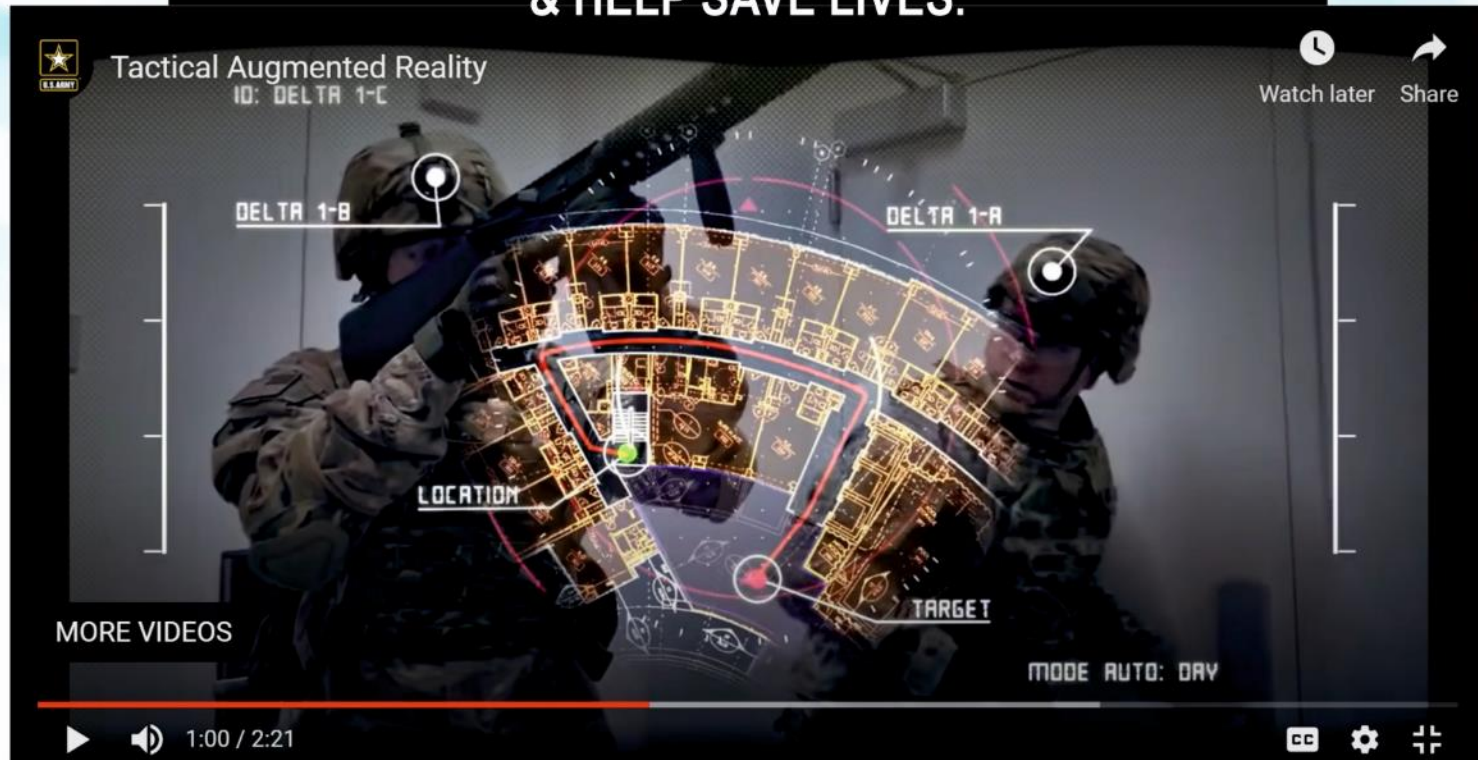
Disponible sur
App Store

App disponible en téléchargement gratuit sur l'App Store.
Compatible iPhone et iPad. iOS 7 uniquement.

L'ORÉAL
PARIS

It's lockdown time! And more so, a time to go virtual with L'Oreal's Make-up App that lets one try and retry their favourite shades, tints and flavours. Thus making make-up fun, at the comfort of your home.

AR INNOVATION TO IMPROVE COMBAT EFFICIENCY & HELP SAVE LIVES.



Imagine the advantages of being able to see the enemy in bad weather conditions, or even from a far off!

The *United States Army* is experimenting with augmented reality programs to be used in combat that would help soldiers distinguish between enemies and friendly troops, as well as improve night vision.

<https://www.army.mil/article/188088?a>

THIS IS A MUST WATCH!



https://twitter.com/MikeQuindazzi/status/984476363464826880?ref_src=twsrc%5Etfw%7Ctwcamp%5Etweetembed%7Ctwterm%5E984476363464826880%7Ctwgr%5E%7Ctwcon%5Es1&ref_url=https%3A%2F%2Fwww.inap.com%2Fblog%2F7-incredible-examples-of-augmented-reality-technology%2F



AR Business Card by Mike Quindazzi, is a revolution in the way we look at something as regular and printable as a business card, in a completely new light.



Not just does the communication use creativity & technology to the optimum but also opens-up new channels in which ordinary could be transformed in to, extraordinary!



**FROM GAMES TO BUSINESSES,
THE AR SPECTRUM IS BIG, BY FAR.
BUT WHAT ABOUT THE INFRASTRUCTURE
NEEDED TO RUN IT?**

Quite obviously, running an effective augmented reality program involves a lot of data and a high-performing infrastructure. Any lag or delay in augmented reality programs would defeat the purpose of using the technology and leave the end user with a far less than optimal experience.

THERE IS AUGMENTED REALITY (AR); AND THEN, **THERE IS VIRTUAL REALITY (VR)?**



VR can make people feel like they're walking through a forest;
Or performing an industrial procedure.

The World of VR immerses people in experiences. This is often made possible with an array of expensive technologies. AR, on the other hand, usually starts with a real-life view of something (such as the camera of a mobile phone), and projects or inserts images onto the screen or viewer.

VR is a computer-generated simulation of an alternate world or reality, and is primarily used in 3D movies and in video games. It creates simulations that envelopes the viewers. This technology uses computers and sensory equipment such as headsets and gloves.

Apart from games and entertainment, virtual reality has also long been used in training, education, and science.



EMPLOYING **VR** IN MARKETING

'One for One' Program by Toms Shoes

Known for its social mission and philanthropy, Toms Shoes donates a pair of shoes to a child in need for each pair of shoes purchased (at 60 million and counting). But conveying to consumers the true impact of their purchases was always a challenge.



The Company used VR to create an immersive experience for shoppers in stores that shared the real meaning of its social mission.

PROTECTING CHILDREN'S FEET IN COLOMBIA



It's a moving story. Filmed in the streets and alleys of a small town in Colombia, Tom's VR shows how the donated shoes help protect children's feet from broken glass and garbage.

The 360-degree video allowed viewers on computers and phones to move the image in all directions to get a deeper feel for the journey. A highly effective use of the technology to drive a powerful message!

Glance up on their VR Tour for a cause:

<https://www.youtube.com/watch?v=jz5vQs9iXCs>

THE **VOLVO REALITY** EXPERIENCE

Services Work People Careers News



Volvo built a VR App to offer car shoppers a fully-immersive, test drive experience of XC90 SUV using a smartphone and Google Cardboard headset. Volvo Reality puts shoppers in the driver's seat and takes them on a ride through the country.

Take a Look : <https://www.rga.com/work/case-studies/volvo-reality>

The App thus eliminated the need for shoppers to physically walk into a dealership to experience the Volvo SUV.

Other car brands such as Audi, with 1,000 VR showrooms, are following suit



ONLY THE BRAVE CAN HANDLE THIS HIGH

Brief: To Launch Diesel's Perfume for Men, differently

Challenge: To highlight the perfume bottle with its Brand positioning – 'Only The Brave'

Media Vehicle: VR at Malls to make the experience more interactive & engaging

A graphic featuring the text 'TO EXPERIENCE THE HIGH' in a bold, blue, sans-serif font. The text is centered on a light-colored, textured background that resembles a wall or concrete. The letters have a slight shadow and are set against a dark blue background that is part of the overall slide design.

**TO EXPERIENCE
THE HIGH**



The VR was deployed in Shopping Malls, the world over.

Trilling & engaging, *Only The Brave HIGH* turned into a 5D experience. A dizzying experience with a large number of haptic elements providing an immersive experience, including buildings, wind, spatialised audio, Leap Motion, Vive Trackers... the works!!!

https://www.youtube.com/watch?v=tCv0hJGBo_I

AR & VR

A NEWER, MORE CREATIVE DIMENSION
TO REACH CONSUMERS



AR and VR, along with personalisation technology such as CDPs are evolving as powerful medias for storytelling, product visualization, and consumer engagement.

Their enormous potential, are bound to give marketers breakthrough ways to launch & promote their brands, through a digital platform, worldwide.



OH!
AND THAT'S NOT ALL.
FOLLOWING SUIT IS
MIXED REALITY (MR)



WHAT EXACTLY IS MR?

Mixed Reality merges real and virtual worlds to produce new environments and visualizations where physical and digital objects co-exist and interact in real time.

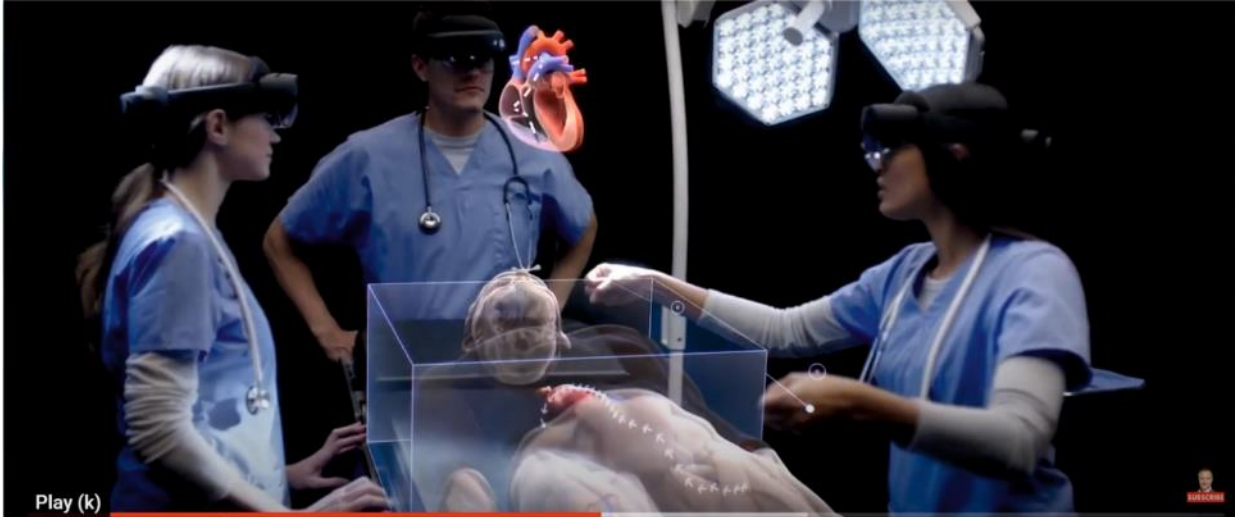
For instance, imagine a surgeon having a digital overlay while performing an operation, providing detailed live information on the process and the current state of the patient like blood pressure and other vital insights.

The term was coined by Microsoft when they launched the Microsoft HoloLens in 2016.



AR

AR uses overlays to display virtual objects on the real-world environment



Play (k)

HERE'S A GREAT EXPLANATION OF AR, VR & MR

https://www.youtube.com/watch?v=P_l873tL3jw

VR

VR places users in a 100% artificial digital environment



MR

MR goes beyond overlays, anchoring virtual objects to the real world for interaction

TAKE A LOOK AT TYPE 1 OF MR



THAT BEGINS WITH THE REAL WORLD

- Here Virtual objects are not simply overlaid on the real world, but there is interaction with virtual objects.
- User would feel the environment while digital content is added to it; moreover, a user can interact with virtual objects.
- Technically, this type of mixed reality is an advanced AR technology.

TYPE 2 MIXED REALITY



- This starts with the virtual world, and the user is anchored to an interactive digital environment replacing the real world.
- The digital objects in this environment overlap real objects.
- The virtual environment has no connection to the real world around a user.
- A Windows mixed reality headset is an example of a way to experience this technology

TYPE 1 MIXED REALITY IN ACTION

This Microsoft HoloLens with the Skype app is a magnificent, must-watch example:

<https://www.youtube.com/watch?v=4QiGYtd3qNI>



Microsoft HoloLens: Skype



Educational, instructional & social moments are more effective when you can show rather than tell. **Skype for HoloLens** lets your customers/ contacts/peer group see what you see, hear what you hear, and draw on their screens to place holograms over physical objects in your view.

YOU ACTUALLY FEEL LIKE YOU ARE AT THE EVENT

<https://www.youtube.com/watch?v=vNz5Rw6TwCw>



Turn a demonstration in to an experience!

Just look at how Team Microsoft HoloLens by Cirque du Soleil created their staging in a live demo - a fascinating way to use the MR Technology.



ARE YOU EQUIPPED FOR MR?

Technology, here, is both a boon & barrier

Who will build the experience?

What should the goal be for our experience?

What technology is needed for the users to have an unforgettable experience?

Will the client have such budgets?

How much space do we need?



THIS NEXT LEVEL OF COMMUNICATION & BRANDING
SOLUTIONS ARE IN THEIR NASCENT STAGE;

BUT MORE & MORE NEXT-GEN PRINTERS, ADVERTISERS &
CORPORATES WORLDWIDE, ARE TURNING TO THEM FOR
REMARKABLE EXPERIENCES

THE BIG QUESTION IS, **“ARE WE TUNED IN?”**



**THE ANSWER LIES IN KEEPING
OURSELVES
UPDATED WITH TRENDS,
TECHNOLOGICALLY SAVVY
& PREPARED FOR NEWER
INNOVATIONS**





TILL WE MEET AGAIN...

TAKE CARE & STAY SAFE!

GOD BLESS!