



AUGMENTED REALITY FULLHOUSE AUGMENTED REALITY HOLIDAY GREETING

Working up to the 2009 holiday season, some of the best minds at Fullhouse spent time experimenting with an emerging technology — augmented reality.

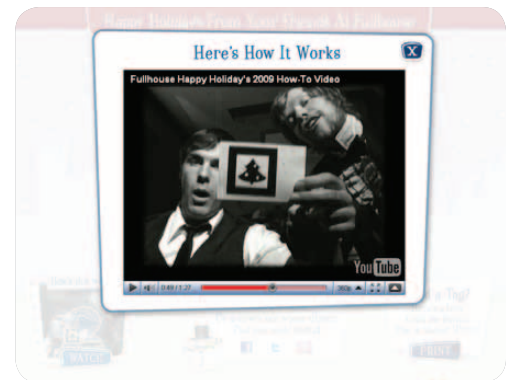
The result was an innovative, interactive holiday greeting that wrapped a whole lotta ingenuity into one festive package.

Along with the physical card was a set of gift tags with a glyph and instructions that directed recipients to www.FullhouseHoliday.com for some “playful wonder and activity.” Three tags were sent with each card so recipients could share the fun with others.

An entertaining silent movie, Vaudeville style video at the Web site explained

what augmented reality is and what to do with the card to experience the interaction. Holding the card up to a webcam revealed an interactive holiday scene, with the keyboard making it come to life. Site visitors could also print out the glyph or share the promotion with others via Facebook, Twitter and e-mail.

We sent out 880 cards, which generated over 1,000 visits to our holiday microsite.



In addition to positive feedback from recipients, we've been delighted to win some awards too.

Happy Holidays!



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