

I.C.G. Supports Macy's "Believe-o-Magic" Campaign with Large Format Augmented Reality

Client Summary:

This year, Macy's customers mailing letters at Macy's "Believe Stations" can take photos with the campaign's animated stars, Virginia, Ollie and their friends through the magic of Macy's and I.C.G.'s Augmented Reality technologies. Building on the campaign's unprecedented success, collecting more than four million letters in the first three years, Macy's will again ask customers to mail their letters to Santa at Macy's to benefit the Make-A-Wish Foundation.



With the help of I.C.G., Macy's will allow the shoppers to engage and be photographed in-store with charming virtual 3D characters. I.C.G.'s Augmented Reality application will provide the Brand a method by which consumers are superimposed with Virginia and her friends on large-format digital video walls in Macy's stores.

Macy's, the largest retail brand of Macy's Inc., delivers fashion and affordable luxury to customers at more than 800 locations in 45 states, the District of Columbia, Puerto Rico and Guam.

The Make-A-Wish Foundation grants the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy.

"Macy's Believe campaign has become a beloved holiday tradition for our customers nationwide," said Martine Reardon, Macy's executive vice president of marketing. "With their help, we collected more than a million letters last year and donated more than a million dollars for the Make-A-Wish Foundation. This year, we hope to inspire even more goodwill and generosity by building on traditions we've created in previous seasons and introducing exciting new elements that will make believing all the more fun and interactive for our customers and their families."



Project Objectives:

Macy's overall business goal was to implement a new medium to promote their AR mobile application and "Believe Stations" in stores, upgrading from traditional poster boards and static signage. Macy's was provided with I.C.G.'s bundled Augmented Reality solutions as an interactive alternative to increase patron engagement and maximize marketing of their "Believe-o-Magic" campaign.

Consumers are immersed in to a virtual world; stepping into a frame and taking snapshots with Virginia, Ollie, and their friends in a virtual, lifelike experience. The virtual scene augments the real environment onto a 2x2 digital mobile video wall that displays clear lifelike characters with an advanced level of realism.

Solution:

I.C.G. responded to Macy's requests with a custom application built by I.C.G.'s in-house development teams. Perfect static registrations of the virtual characters were positioned in the augmented view. Correct registration of the virtual image and the customer required the system to represent the two images in the same frame of reference, transforming the projection the camera captures from a 2D image to a 3D real scene.

The fully integrated solution, including hardware, software and application development, video capture and integration, installation, and system management contained; 2x2 HD 46" LCD ultra-thin bezel mobile video wall, integrated camera and media player, ICNet® Wireless Broadband connectivity, and ICMedia™ Content and Content Management Software.



How it Works:

The detection of participants interacting with the application is "triggered" by the visual interruption of the star marker placed in front of a 2x2 mobile video wall. While standing on the marker, the animated character is then superimposed next to the patron. They are then prompted by the screen to look forward and smile for the camera. The scene is captured via a high definition web camera and stored onto the media player. These photos are then digitally inserted into various frames of seasonal Holiday cards, and are later displayed as a photo stream on the screens. I.C.G.'s process included remotely uploading the captured snapshots from each of the stores daily, and providing Macy's with the images for their marketing purposes.

In addition, fans that "like" Macy's on Facebook can upload the Macy's Believe-o-Magic image taken at the in-store Believe Station to Macy's Facebook wall. Each week, fans will have a chance to "like" their favorite picture and the fan with the most votes will be featured as Macy's Facebook profile picture.

Summary:

Macy's ability to promote their "Believe-o-Magic" campaign and provide customers the latest in virtual interaction was critical. This goal was achieved by integrating I.C.G.'s Augmented Reality application and complete solution deployment package; allowing Macy's to bridge the gap between the real-world shopping experience and the virtual. Thousands have participated, sharing their photos with friends, family and social network sites, creating amazing experiences that delight kids and their families.

To watch a video on the I.C.G. Augmented Reality Believe-o-Magic in-store experience, visit www.icginfo.com.

I.C.G. solutions are used in food & beverage, entertainment, retail, transportation, healthcare, government, education, payment terminals and other service industries.

For more information about I.C.G.'s Digital Media Solutions, please contact: sales@icginfo.com – 949.916.5781