

Afrozaar to liven logos with AR

Afrozaar is set to introduce the South African market to LogoScan, an augmented reality (AR+) enabled app. The app allows users to experience digital content in AR by holding up their smartphones to activated logos and scan.

The logos will be preloaded on its server that, when matched with a live scan in the real world, will provide consumers with the brand's digital content in augmented reality.

For more, visit: <https://www.bizcommunity.com>