

Headline:

Augmented Reality / Virtuality is changing the packaging industry

Sub-Headline:

The packaging industry is making leaps and bounds in providing better solutions to their current issues with the help of cutting-edge technology – in this case, augmented reality and augmented virtuality.

Cover Photo:

<http://i.kinja-img.com/gawker-media/image/upload/s--oYUu4Eq--/18lqgxx2a6719jpg.jpg>

Body Content:

When you think development of advanced technology, your mind doesn't really go right to the packaging industry. It's one of those industries most people just gloss over, not knowing that it is responsible for just about everything in their daily lives. It's not just the box that your cereal came in, packaging is so much more – starting from product production to transport, storage, logistics, right up to you buying those sugary treats and eating them for breakfast (or lunch, or dinner, we don't judge).

Now, the packaging industry is utilizing augmented reality (where the virtual augments the real, i.e. apps that turn your camera into Batman's visor display) and augmented virtuality (where the real augments the virtual, i.e. a virtual interactive reality).

For example, Graphic Systems Group, a New York-based packaging design company, is using augmented virtuality to turn 2D concepts of supermarket displays into hyper-realistic 3D visualizations without ever having to leave their office. This way, they can see exactly how their designs would look in the real world, and this can be passed on to clients and their target audience for feedback.

Augmented reality packaging has also become commonplace, with QR codes embedded in boxes that will give you installation or usage instructions, nutrition information, or even what moisturizer is best to pair with that face wash. The future is here!

Photos to be inserted:

<http://www.packworld.com/sites/default/files/styles/lightbox/public/gsg2.jpg?itok=9Et0GWaG>

http://www.sunbrandingsolutions.com/uploads/images/presets/blog_cat_banner/Media/AR-Media-Banner.jpg

Sources:

<http://www.packagingeurope.com/Packaging-Europe-News/67022/The-Future-of-Packaging-Machine-Engineering-.html>

<http://www.packworld.com/package-design/interactive-mobile-marketing/new-realities-packaging>

[http://www.ey.com/Publication/vwLUAssets/Unwrapping_the_packaging_industry_%E2%80%93_seven_factors_for_success/\\$FILE/EY_Unwrapping_the_packaging_industry_-_seven_success_factors.pdf](http://www.ey.com/Publication/vwLUAssets/Unwrapping_the_packaging_industry_%E2%80%93_seven_factors_for_success/$FILE/EY_Unwrapping_the_packaging_industry_-_seven_success_factors.pdf)