

Boost- YOUR

BRAND IMAGE



POSQA

LA PUISSANCE DE LA RÉALITÉ

AUGMENTÉE



Thomas TEMPLIER
Founder of POSQA

in- TRO

POSQA is an agency specializing in augmented reality on print. We integrate dynamism in your marketing collaterals, thanks to this powerful and surprising technology.

Augmented reality answers the problems of communication and marketing. This technology allows to generate flow on your sites and social

networks, collecting statistical data, creating a surprise effect and bring additional content. What are you waiting for to adopt it?

If you see this pictogram, scan the page with the SnapPress app!

In deed, our brochure is also in augmented reality: To discover the content that is hiding there, scan the pages with our free application: SnapPress.



POSQA & SnapPress

To centralize as many users as possible around the same application, we have selected SnapPress, the number one augmented reality application for print in France with more than 300,000 downloads.

They already use it:

Disney, E. Leclerc, Club Med, TF1, Capital, L'Oréal, Neonmag, Clarins, Nexity and many others.





“THE POS- QARTE”

THE ESSENTIAL TOOL FOR YOUR COMMUNICATION

It is beautiful, robust and soft, but above all... it offers the best possible user experience! Its versatile format and updateable content make it an ideal mar-

keting tool: create invitations, greetings, brochures of products or services... it's up to you to choose!

Augmented REALITY

Augmented reality works through image recognition. If it's printed, we can use it!

What are the possibilities?

REDIRECTIVE LINKS

VIDEOS AND HOLOGRAMS

STATIC OR ANIMATED 3D OBJECTS

CALL-TO-ACTIONS

Our primary objective is to support you throughout your project, creating an augmented reality universe adapted to your objectives and image, while providing your users with the best possible experience. Thanks to this technology, update your animations in real time, insert static or animated 3D objects, provide additional information thanks to call-to-actions (email, phone, contact form, PDF) and

create flows towards your networks with redirective links. Not to mention the acquired statistics that allow you to analyse your campaigns.

In short: augmented reality is a powerful, strategic and surprising tool, which's use is intuitive and accessible to all.

Step 1: DEFINITION OF OBJECTIVES

Our experience allows us to identify the best levers in order to achieve your objectives. And above all... those to avoid! A « surprise » effect,

additional information, flow generation, teasing?

Tell us everything, we'll advise you

Step 2 : PRINTED MEDIUM

Once your objectives have been identified, we define the appropriate printed medium together, for an optimal experience: Posqarte,

brochure, magazine, business card, calendar, flyer, poster, kakemono, packaging...If it's printed, you can use augmented reality!

Step 3 : «AUGMENT» THE PROJECT

We create your tailor-made animation and insert the elements of your choice: our only limit is

your imagination. We refine our work until you're fully satisfied, all in record time! Isn't life beautiful?

Our SERVICES

Design

GRAPHIC DESIGN
VIDEO & EDITING
MOTION DESIGN
3D OBJECT
TAILOR-MADE

Augmented reality

REDIRECTIVE LINK
VIDEO
& HOLOGRAM
3D OBJECT
CALL-TO-ACTION
UPDATING OF THE
ANIMATIONS



Support

RECOMMENDATIONS
& ADVICES
STATISTICAL
DATA
DEDICATED CONTACT
PERSON

Shipping

PRINTNG
FOLLOW-UP
LABELLING
WORLD ROADING



Armando Flaminio, Head of Sales Communication
Trade Marketing Club Med

« When we met POSQA, we had our heads full of ideas. I thought augmented reality could bring us some visibility and especially this innovative and pioneering aspect, specific to the Club Med.»

Somes EXAMPLES

1 PACKAGING

Augmented reality is very relevant to complete pharmaceutical packagings: dosage, negative effects, emergency numbers and after-sales service ... Understandable information for all, that's the future of the pharmaceutical industry, for better treatment of the patient.

2 PHOTO EXPO

LEVI'S® used our services to integrate augmented reality at its «Levi's Music Project» event at CABARET SAUVAGE (PARIS). By scanning each table, visitors then discovered each candidates music: a good example of use in the service of culture!

3 POSTER

How to become a Social Media Hero? No need for suits or a mask. Through an original creative video and redirective links, Mazars' employees learned to use their super social media management powers: a fun and original way to communicate accurate internal information.



Our VALUES

Humanity

Customer relationship is one of our undeniable assets, as evidenced by the reviews they have given us. We adapt quickly to change and to the changing needs of our customers. We establish a specification of the project in order to propose recommendations and exceed the height of your expectations.

Creativity

Digital-native and dynamic, our team is at the forefront of technology, thus creating a breeding ground for creativity and innovation. POSQA is the ideal environment and philosophy of a start-up combined with the expected professionalism of the largest companies.

Reactivity

POSQA, is a quick and personalized response to your requests, a permanent relationship with our agency via a salesman. We offer flawless adaptability towards project that quickly comes to life and suits your needs.



Ilham El Misbahi, Communication & Digital Project Manager
 National Federation of Housing Cooperative Societies

*«My first augmented reality project was realized with POSQA!
 It was very satisfying. The team is responsive, available, very
 professional and offers a solution for every challenge... I recommend
 heavily!»*

T H E Y T R U S T U S



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