



# AR FOR EDUCATION

UNIFIED AR<sup>®</sup>



## **EDUCATION HAS AN IMPORTANT ROLE TO PLAY IN OUR SOCIETY**

For centuries, education has been pivotal in shaping the future of communities and countries by providing knowledge and skills that contribute to the wellbeing of individuals and the society they live in.

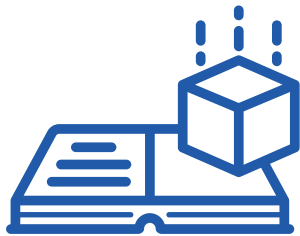
# AR

# FOR EDUCATION

Education has evolved over the years and in the past five years the sector is experiencing a massive growth because of technological advances and the opportunities created by an open online environment.

Emerging global economy trends demand that new graduates and lifelong learners have the skills needed to flourish. The global e-learning sector is set to surpass [\\$275 billion in value by 2022](#) due to the large number of internet users, mobile phones and access to broadband internet.

Even higher education is transforming as schools, colleges and universities offer new and exciting courses and programs that encompass modern technologies and meet the demands of future jobs and opportunities.



# MARKETING AND COMMUNICATIONS IN THE EDUCATION SECTOR

With the rapid growth of the online education sector and the resulting “flood” of online courses, videos, eBooks, websites and educational apps hitting the market, brick and mortar institutions are finding it increasingly difficult to break through the clutter and be noticed.

[Research](#) shows that interactive content is more effective in getting noticed than static content, and 88% of marketers reveal that interactive content is more effective in differentiating their brand from the competition.

These numbers underscore the argument for Augmented Reality as the one technology for interactive content, which can boost education marketing and even revolutionise learning experience in the classroom.



# WHY AR

Augmented reality is an emerging technology in marketing and communications.



It adds another layer to the viewer's physical surroundings. With the convenience of using a device such as a smartphone or a tablet, viewers can immerse themselves in animation, a 3D model, a game or any combination of images, sound and video that together create an interactive experience that is far more engaging and memorable.

A [study](#) into the consumer, neurological and brand impact of AR, conducted by [Neuro-Insight](#) in partnership with Mindshare UK and Zappar, found some fascinating insights into how the brain responds to AR.

According to the research, AR drives almost double the visual attention in the brain compared to non-AR tasks, showing AR's ability to generate a more powerful emotional response than non-AR experiences.

The same research revealed that memory encoding is 70% higher for AR experiences. This is important for any marketing, communication or educational content to be effective as the experience needs to be encoded into long-term memory for it to affect any future actions.

From a marketing and communications point of view, according to [research by Oracle](#), businesses using AR and VR technologies have increased consumer satisfaction metrics. This means that using AR and VR technologies in educational communications can also potentially result in higher levels of interaction and engagement from students and parents, both current and future.

With this in mind, one of the best ways for educators to attract attention and engage potential students is to implement AR in their marketing and communications to boost their enrolments. This can be achieved through creative AR campaigns which can include:

- **Interactive campus tours using AR and VR**
- **Creating immersive experiences using different content like video and animation**
- **Adding another level of engagement through printed material like prospectuses and press advertising**
- **Or even through added gamification.**

**EARLY ADOPTERS  
MOST OFTEN  
REPORT THAT THEIR  
ORGANISATIONS  
LEVERAGE AR TO:**

- Allow customers to customise / preview products
- Engage in demonstrations / training sessions
- Participate in new experiences and entertainment offerings

# AR TECHNOLOGIES IN EDUCATION

AR is already having a significant impact in education and is extensively being used in the classroom for learning, both onsite and online, resulting in:

- **Increased content understanding**
- **Long-term memory retention**
- **Improved collaboration**
- **Improved motivation**

AR apps and AR games are giving students the opportunity to engage better with their learning and gain new knowledge using technologies that they are becoming increasingly familiar with.

Already, there are over [500,000 apps](#) developed by traditional educational institutions and private developers, and according to Goldman Sachs, [about \\$700 million will be invested in AR/VR technology for the educational market by 2025](#), to revolutionise learning experiences.

The question, however, is how can the education sector capitalise on this rapidly escalating market and enhance their efforts to engage and improve consumer experience?

## MEMORY ENCODING IS 70% HIGHER FOR AR EXPERIENCES

A study into the consumer, neurological and brand impact of AR, conducted by Neuro-Insight in partnership with Mindshare UK and Zappar.



# AR MARKETING FOR EDUCATIONAL INSTITUTIONS

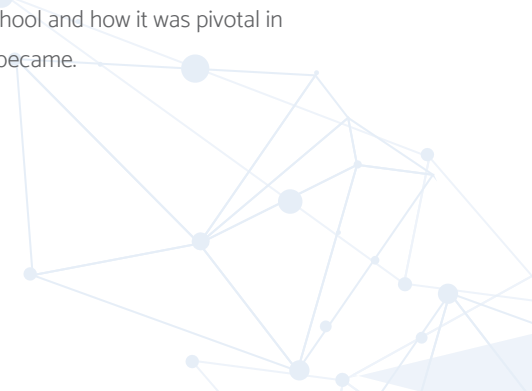
There is massive potential for AR technologies in marketing and advertising, even in the education sector, the following are just a few examples.

The California State Polytechnic University at Pomona offers visitors an [interactive tour that incorporates augmented reality](#). Visitors download an app and point their smartphone at various points throughout the campus, and they can learn about the historical significance of different locations, or see what different buildings may have looked like in the past, along with a timeline of how and when they changed.

Community College of Beaver County in Pennsylvania [uses AR to deliver different content](#) experiences, such as video, animation, and audio from the school's digital publication as well as building directories.

In Australia, high schools and colleges, like [Sheldon College](#) and [John Paul College](#), are implementing AR into their marketing and communications as they deliver informative AR video content about school and campus from their school prospectus.

John Paul College has even implemented AR enabled posters of notable alumni around their campus, which when scanned by students or visitors delivers a personal video narrative from the alumni providing background on their experience at the school and how it was pivotal in shaping the person they became.



**STUDENTS PREFER THE USE  
OF DIGITAL TECHNOLOGIES  
TO ACCESS CONTENT**





# AR MARKETING FOR EDUCATIONAL INSTITUTIONS

The nature of education is changing, with more competition for educational institutions to drive higher student enrolments and deliver marketing campaigns that engage with a more technology-inclined market.

This in turn puts increasing pressure on schools, colleges and universities to enhance their marketing and communication methods to suit this evolving audience.

AR is not a novelty or a fad. It is a technology that will help educators better adapt their marketing and communications to suit the changing behaviours of the market, and it is here to stay. Not only is it particularly effective in delivering engaging and interactive educational content to students, but also extremely powerful when implemented as an enhanced marketing and communications tool for such activities as acquiring enrolments and positioning the institution as a leading-edge, innovative educator.

While costs and complexity may have put AR out of the reach of many educational institutions, new self-service AR marketing and communication platforms like UnifiedAR have made integrating augmented reality into any business, even education cost effective and simple to do.





Please contact UnifiedAR if you would like more information on the use of augmented reality for education or if you would like to see how the UnifiedAR platform can take your marketing and communications to the next level.

### **ONLINE**

[www.unifiedar.com](http://www.unifiedar.com)

[contact\\_us@unifiedar.com](mailto:contact_us@unifiedar.com)

### **HEAD OFFICE:**

**BRISBANE**

Lobby 1, Level 2, 76 Skyring Terrace, Newstead Queensland Australia 4006

### **LOCATIONS**

AUSTRALIA | SINGAPORE | UNITED STATES

UNIFIED **AR**<sup>®</sup>