



Opposable
VR



“Future of Government Services” AR experience

IBM Corporation

Client

IBM (International Business Machines) is the world's largest information technology company in terms of revenue and by most other measures, a position it has held for about the past 50 years. IBM products include hardware and software for a line of business servers, storage products, custom-designed microchips, and application software.

Objective

As part of its “Future of Government Services” programme, IBM needed a tech-savvy demonstration of its services. The programme was intended to convey IBM’s future-ready product, so needed to be presented in a ‘futuristic’ and technically impressive form. IBM turned to Opposable to create a product that could be displayed to clients and used both online and in person.

Solution

IBM and Opposable worked closely to create an Augmented Reality experience that tied directly

to IBM’s vision of future government services in the UK. A mural (pictured below) was installed into IBM’s London training center and also made available online through IBM’s website.

As part of this project, Opposable created a bespoke, easy to use, application to be used alongside the mural.

The app implements Augmented Reality features that allow clients to use their tablet or phone in conjunction with the mural. By holding their device up to the mural, users access additional information based on icons on the wall.

The app could also be used independently so the information could be accessed on the go.

Result

The augmented reality app that Opposable created is currently in use at IBM’s training center and can be used in the same fashion on the “Future of Government Services” website.

“The app that Opposable created was an ideal accompaniment to our Future of Government Services programme. The team was fast, reliable and highly professional.” - IBM UK

