

Patched Reality Inc  
Mobile App Case Studies  
2016

## Case Studies – Patched Reality

**Project:** COACH X Peanuts

**Client:** COACH X Peanuts

**Description:** Peanuts characters come to life on COACH handbags. This was an AR experience embedded in the main COACH X app for a promotional period.

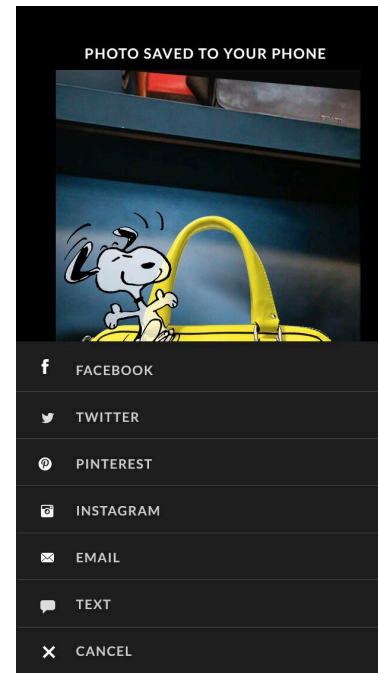
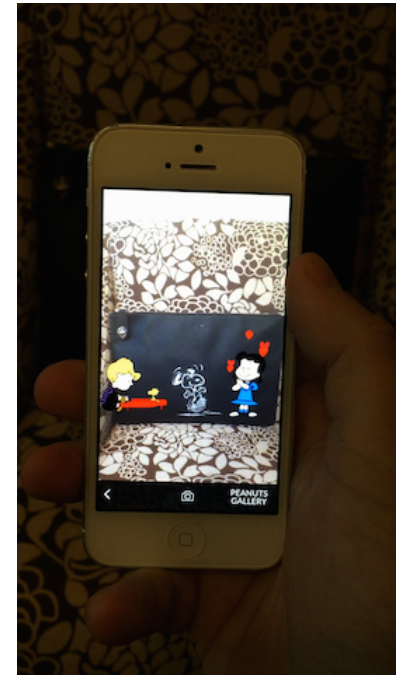
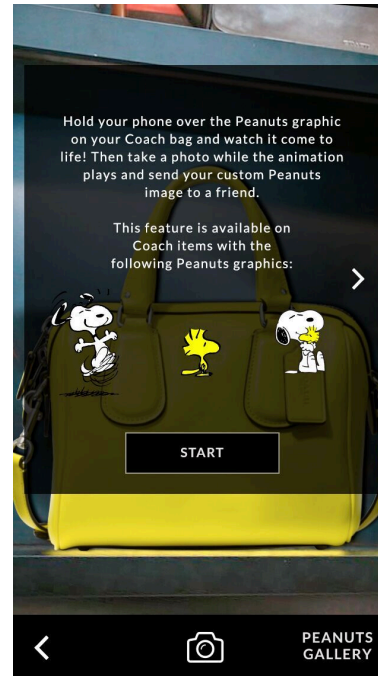
Patched Reality provided technical design and development for the AR Experience.

**Location:** iTunes

### Download Links:

Apple App Store: No longer available

Video: <http://bit.ly/COACHXShroeder>



## Case Studies – Patched Reality

**Project:** Beyond Planet Earth: The Future of Space Exploration

**Client:** American Museum of Natural History

**A MUSE 2012 Award Winner**

**Description:** The Beyond Planet Earth AR companion app for iOS and Web allowed visitors to the American Museum of Natural History to view 3D animations of planets, future spacecraft, and asteroids hovering over icons in the museum, or at home with their webcam or smart phone.

Patched Reality provided technical design and all development for the iPhone app and web experience.

**Location:** American Museum of Natural History, NY / iTunes / Web

### Download Links:

Apple App Store: <http://bit.ly/AMNHBeyondARiOS>

Print the icons here: <http://bit.ly/AMNHBeyondARIcons>



## Case Studies – Patched Reality

**Project:** Pepsi Max Your World

**Client:** Allenby, Pespi Max

**Description:** Built for Pepsi Max Israel to celebrate the Jewish New Year, Pepsi Max Your World invites players to record their own beat box to share with the world. When a player views a Pepsi Max bottle or billboard through their camera, the bottle comes to life and reacts to the player's voice. Swipe the label back and forth to "scratch", or stretch it up and down to speed up or slow down playback. Record your own loops on the real bottle or virtual bottles, and then lay down a longer "Jam" track to share on Facebook.

Patched Reality provided technical design and all development for the iPhone and Android apps.

**Location:** iTunes / Google Play Israel

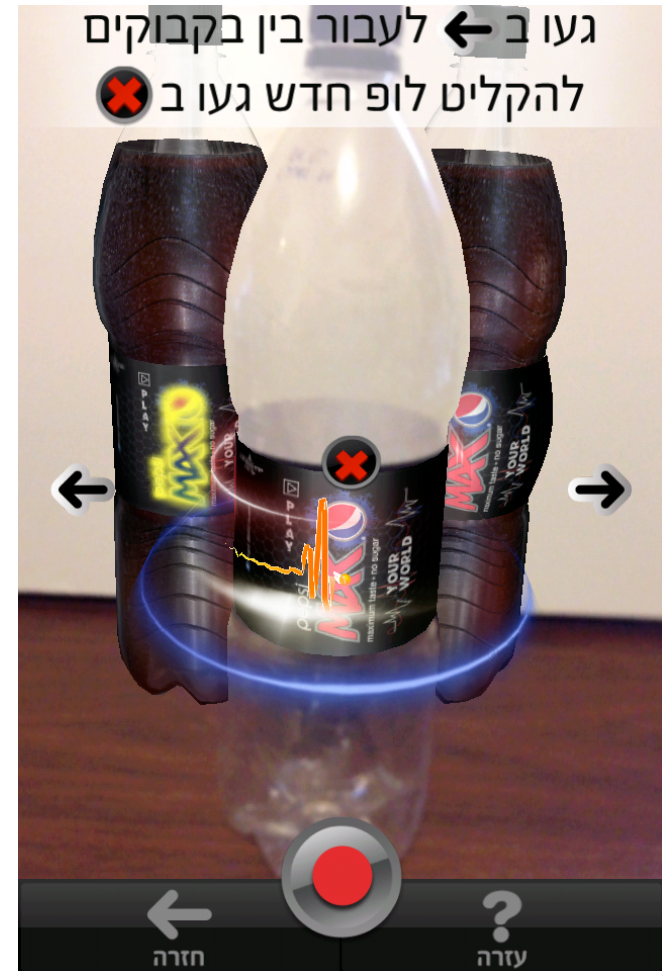
### Download Links:

iOS: No longer available in the US

Android: <http://bit.ly/PepsiMaxYourWorldAndroid>

Bottle labels:

<https://www.dropbox.com/s/z1euvufvis162wx/PepsiMaxLabelAndPoster.pdf>



## Case Studies – Patched Reality

**Project:** Creatures of Light

**Client:** American Museum of Natural History

**2013 Muse Awards Honorable Mention**

**Description:** The Creatures of Light iPad app lets visitors get a closer look at some of the extraordinary organisms that produce light. The app is installed as permanent interactive stations throughout the exhibit, has travelled to The Field Museum in Chicago, and can also be experienced by downloading the app via iTunes.

Patched Reality provided technical design and all app development for the iPad app.

**Location:** American Museum of Natural History, NY / iTunes

**Download Links:**

iOS: <http://bit.ly/AMNHCoL>



## Case Studies – Patched Reality

**Project:** Red Bull Augmented Racing

**Client:** Circ.us, Edelman, Red Bull

*A Webby Awards Honoree*

**Description:** A 3D racing game that allows the player to create their own racetracks by using the phone's camera to trace the outline of a set of cans laid out in a track shape. Players' tracks are submitted to a global listing where all can race them. Every race is recorded for use as an asynchronous ghost for others race against. Game also features leader boards and social sharing.

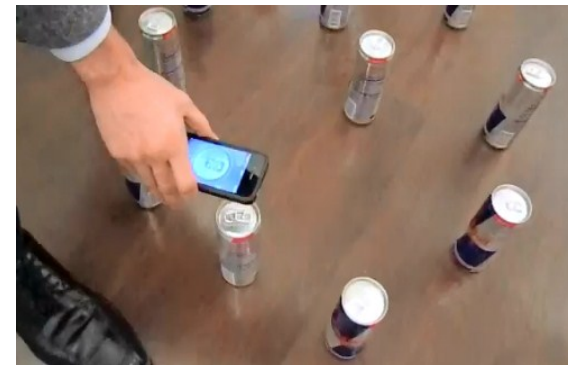
Patched Reality provided technical design and app development. (3d driving engine developed by a 3<sup>rd</sup>-party)

**Location:** iTunes

**Download Links:**

iOS: No longer available.

Video: <http://bit.ly/RedBullARVideo>



## Case Studies – Patched Reality

**Project:** The Orchidia Experience

**Client:** Orchidia Fragrances

**Description:**

Orchidia Fragrances wanted an experience that showcased their 14 fragrances in a captivating way. In the iOS and Android apps, wafting names of the fragrances intermingle with iconic 70s imagery and colored smoke. The AR experience allows a user to record their experience and share it on Facebook, Twitter, and YouTube.

Patched Reality provided technical design, artwork, video production, and all app development.

**Location:** iTunes / Google Play

**Download Links:**

iOS: <http://bit.ly/TheOrchidiaExperienceIOS>

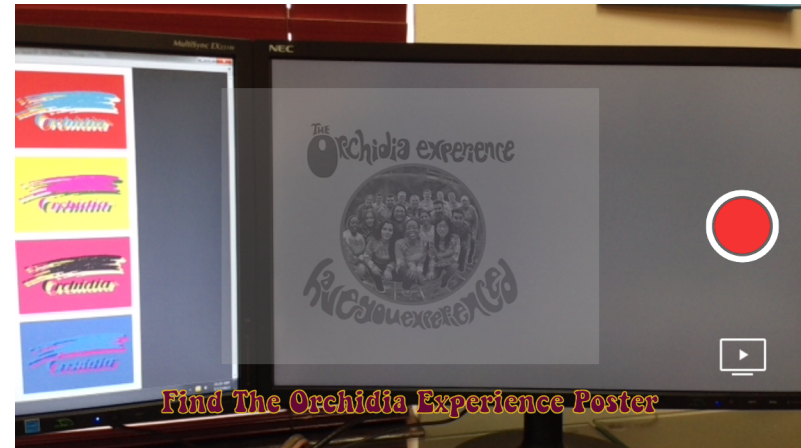
Android: <http://bit.ly/TheOrchidiaExperienceAndroid>

Poster to print:

<http://bit.ly/TheOrchidiaExperiencePDF>

Video:

<https://www.youtube.com/watch?v=IPRkJZ4eJrQ>



## Case Studies – Patched Reality

**Project:** Ben and Jerry's Moo Vision

**Client:** Circ.us, Edelman, Ben & Jerry's

**Description:**

An AR game that let users discover and collect 3D dioramas that emerged from Ben & Jerry's pint lids. The first branded iPhone app ever to use markerless natural feature tracking (NFT).

Patched Reality provided technical design, and all AR feature development. The AR feature was integrated into Ben & Jerry's existing app.

**Location:** iTunes

**Download Links:**

iOS: No longer available.

Video:

<https://www.youtube.com/watch?v=VLKLg2AnvGE>

