

MOBILE

National Bank of Kuwait gives 360-degree augmented reality yacht tour via Snipp Khayal app

July 31, 2013



By ERIN SHEA

National Bank of Kuwait is giving its customers a 360-degree augmented reality of an Azimut Yacht tour that can be accessed by scanning an image with the Snipp Khayal mobile application.

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Luxury Daily

The promotions are currently available for National Bank of Kuwait customers in the Middle East as part of a contest to win a yacht. Offering virtual tours could help consumers get a better idea of products that are not readily tangible.

“Few people probably have been on a yacht like this and therefore, giving them a virtual experience of what it feels like to own one will spur participation,” said Atul Sabharwal, cofounder/CEO of [Snipp](#), Washington.

[Azimut Yachts](#) and the [National Bank of Kuwait](#) worked with Snipp to create the mobile augmented reality tour.

Hop on board

The ad features an image of a 40-foot Azimut Yacht with a call to action that tells consumers to download the Snipp Khayal app and scan the image to get the virtual tour.

Azimut Yacht
Enjoy a 360° virtual tour of the Azimut by scanning this image on your smartphone or tablet.

1 Download the Khayal application from your App Store or scan the QR code above.

2 Open the application and click on 'Augmented Reality'.

3 Scan the Azimut picture above.*
*This may take a few seconds.

4 Click on the white Khayal pop up logo that appears on the picture.

5 Rotate your smartphone to see the inside of the Azimut yacht that could be yours!

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*40 foot Azimut yacht

Contest promotions

Also, there is a QR code provided on the ad that takes consumers to either the App Store or Google Play to download the Snipp Khayal app if they do not already have it installed.

Then, consumers can use the Snipp Khayal app to scan the image on the ad, which takes consumers inside the yacht.



Virtual tour

Customers who download the app enter the contest to view a virtual tour of the Yacht.

Azimut offers virtual tours of their yachts through their Web site as well.

Virtual world

Snipp is using the same technology in Snipp Khayal to give consumers a virtual tour of vehicles as well.

Toyota Corp.'s Lexus is giving Middle Eastern buyers an in-vehicle experience through a partnership with an augmented reality mobile application that puts consumers in the driver's seat.

Snipp Khayal partnered with Lexus Kuwait for its launch. At the launch event July 4,

consumers were able to get a virtual tour of Lexus' IS 2014 vehicles through the app ([see story](#)).

In addition, many jewelers have used augmented reality technologies to allow consumers to virtually try on pieces.

For instance, Swiss jeweler Chopard celebrated the anniversary of its Happy Sport watch through a mobile app that lets consumers personalize their own timepiece and explore other custom creations.

The "My Happy Sport" app gives users complete control of every piece of their watch. By providing the personalization technology, the app likely aims to inspire consumers to purchase their own custom watch from the watchmaker, but does not include commerce ([see story](#)).

Also, precision-cut crystal maker Swarovski pushed its holiday collections through a contest where users on its "Multiface(t)s: Style Yourself with Jewelry" mobile app were able to enter to win prizes by uploading their augmented reality images to Instagram.

Using the augmented reality technology of the Multiface(t)s mobile app, users can virtually try on pieces of jewelry ([see story](#)).

However, in the case of a contest such as Azimut Yachts contest, augmented reality can be a teaser promotion to drive consumer interest in the product and the contest.

"Augmented reality feature enhances the experience and the excitement of the reward in this case," Mr. Sabharwal said.

Final take

Erin Shea, editorial assistant on Luxury Daily, New York

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