

SXSW ↙  
2018

# NEW WAYS TO COMPARE APPLES AND ORANGES

**SEAR: SHOPPING ENHANCED BY AUGMENTED REALITY**

by Fjord

**VIDEO**[Click Here](#)**THE BREAKDOWN**

This proof-of-concept lets shoppers imagine just walking into a store, pulling out their phone and unlocking all the hidden info they want and need at a glance as if they could reach out and touch it. That's the promise of code name SEAR—Shopping Enhanced by Augmented Reality—and we're using it to reimagine the retail experience.

**THE DEMO**

We teamed up with 365 by Whole Foods Market to create SEAR, an experience as simple as glancing at your phone. As customers cruise the aisles of their local 365 store, smartphone in hand, product information tailored to their specific needs will instantly emerge, giving them the food facts they crave—from nutrition facts to allergy info and recipe ideas—in a cool, interactive and easily digestible format.

We're utilizing the latest beta version of ARKit to leverage camera auto-focus and the cutting-edge 2D image recognition feature to drive the experience. We're also using Apple's 3D game engine (SceneKit) to render the AR content which includes physics-based animations and advanced lighting models. At SXSW, we're demoing on the iPhone X, which is running iOS 11.3 beta.

**OTHER APPLICATIONS**

Augmented reality has never been more impressive and accessible than it is today, and the technology, as demonstrated in SEAR, has the potential to facilitate fun, efficient, exciting, helpful and transparent experiences in all kinds of retail environments. We see huge implications and use cases in fashion, automotive and beyond. Not only does AR make for an impressive experience, but it gives brands new ways to tell their stories—particularly around sustainability, fair trade, social responsibility etc.—and provides customers with access to more information, empowering them to make the best decisions based on their preferences and better navigate the world around them.