



CEREC PRIMESCAN AR EXPERIENCE

**SIMPLIFYING COMPLEX
TECHNOLOGY FOR AN
EFFECTIVE TRADE SHOW
EXPERIENCE**

Here's how **Gravity Jack** helped **Cerec Medical** dominate their **trade shows** with an unforgettable AR experience that ultimately:



GENERATES MORE FOOT TRAFFIC



**INCREASES ENGAGEMENT AND
QUALITY LEADS**



EASE OF TRANSPORTATION



CREATES LASTING IMPACT

WHO IS THIS CASE STUDY FOR?

If your business relies on trade show experiences and you often struggle with one of these core problems ↓

- Competition stealing your customers away
- Difficulty **explaining** your sophisticated or high ticket product
- **Transporting** your product, if it's even possible.
- Products that are strenuous, messy, or maybe even **impossible to demonstrate.**
- Commanding a line out the venue
- Increasing **time spent** with prospects.
- **Low sales** from trade shows, low quality leads.

LETS BEGIN

BACKGROUND AND PROBLEM



CEREC is a company that designs **complex tools** that can carry a hefty price tag to assist dentists in gathering precise information about their patients. For example: a tool that scans the inside of your mouth to show every bridge, every crown, and every detail of your mouth to give you the best service possible.

Cerec has complicated products that require a thorough demonstration of use in order to get qualified prospects. They wanted to provide their trade show representatives an easier way to interact with prospects that didn't require a long introduction, an effortless way to **demo their product**, a method to **draw foot traffic** to their booth, and leave prospects with an **unforgettable experience** that educates and leaves them top of mind for future prospects.

Cerec's key issue, is that they could not transport their product to trade shows or events where they could possibly demonstrating and gaining quality leads and engagement.

PROBLEMS WE NEEDED TO SOLVE

- Help Cerec stand out from the competition for sophisticated products & sophisticated buyers
- Draw attention to their booth.
- How to demonstrate a device that requires a patient/supplies/cleanup.
- Being unable to travel with device and needed a cost effective solution
- How to leave a long lasting impression & educated consumer
- Streamline a complicated demo process

THE HIGH LEVEL SOLUTION

Help Cerec create a transportable experience that draws **traffic, educates, nurtures quality leads, and creates more sales at trade shows.**



OUR AUGMENTED REALITY SOLUTION

CREATING SOMETHING UNFORGETTABLE

Together, we were able to equip CEREC with an Augmented Reality experience unlike anyone else at the dental trade show.



User Research & Strategy – understand their customers & how an Augmented Reality solution fits in their sales process



Wireframing – to ensure the design, development, & Cerec were aligned on the goal



UI/UX Design – Creating a branded & easy to use experience is what helps drive sales and keep Cerec top of mind for their customers



Development – This is the nerd stuff we LOVE where our team built out this experience line by line



Quality Assurance – Ensuring that each step of this process made sense to Cerec & adjusted in sections that needed feedback



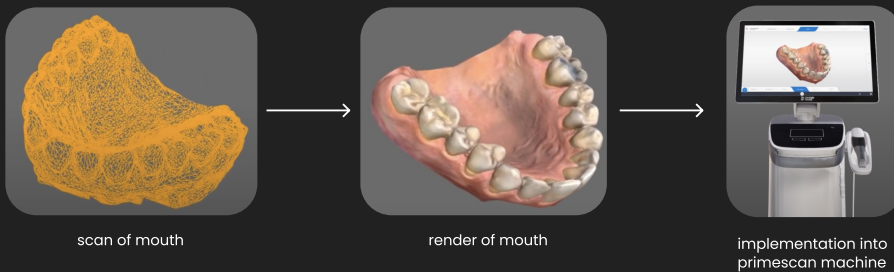
LAUNCH! – We smoothly handed this off to Cerec for their employees to begin crushing it at their trade shows.

WHAT GRAVITY JACK CREATED

AR EXPERIENCES

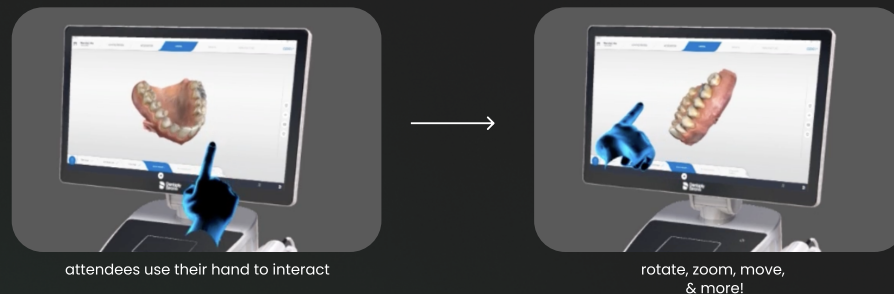
EXPERIENCE 1

Attendees scan a QR code to easily begin this custom experience. Using custom 3D renderings made by the GJ team.



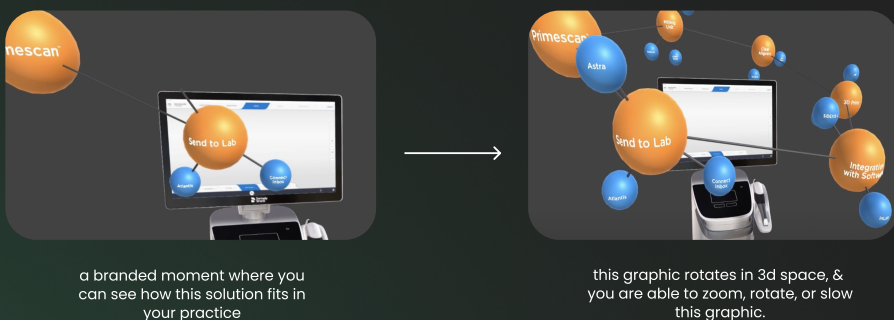
EXPERIENCE 2

In real space, attendees interacted with the PrimeScan machine.



EXPERIENCE 3

Cerec quickly overcame objections by showing the implementation into a clients dental practice.



WHAT CEREC GAINED OVERTIME

AR IS MORE THAN JUST A TOOL, IT'S ABOUT CREATING RESULTS

Cerec gained a memorable trade show experience that increased time spent with their brand, educated and engaged quality leads and truly left a lasting impact.

In addition to their amazing AR experience they also gained

- An app that captured **follow up information** of qualified candidates resulting in **more sales**
- A versatile booth experience that **saves money on transportation** and can go anywhere in the world
- A tool that **does not require Subject Matter Experts** to be present at all locations.

CEREC BECAME A DOMINANT FORCE
IN THE TRADE SHOW SPHERE

**HOW CAN WE HELP YOU
DO THE SAME?**



LEARN MORE ABOUT AR WITH GRAVITY JACK

The oldest AR agency in the United States.



#1 AUGMENTED REALITY DEVELOPERS
LISTED BY INTERNATIONAL BUSINESS TIMES

 **GRAVITY JACK**