



Wikitude and Constantia Flexibles announce strategic partnership to revolutionize consumer packaging with augmented reality

Salzburg, AUSTRIA - October 15, 2018 - Constantia Flexibles, headquartered in Vienna, is one of the world's leading producers of flexible packaging for the food and pharmaceutical industries. The company's customers include international food, pet food, personal care, and pharmaceutical corporations. Be it a chocolate bar, a pet food container or a yogurt: the packaging of these products could soon be enriched with digital information experienced by consumers via smartphone. This feature also allows brands to learn a lot about customer shopping habits. With that in mind, the company has developed the innovative platform "Constantia Interactive".

Strategic technology partner is Wikitude, the world's leading independent AR technology provider. Thanks to the AR software from Salzburg, smartphones can easily recognize a variety of shapes and packaging. The aim of the partnership is to jointly expand the "Interactive Packaging" market.

69 percent of consumers want more information

Conscious buyers want to know more: "What is really in the product?" "What else can I use it for?". There is usually not enough space for extra information on a drink or medication package. However, consumers want precisely that.

"[According to our survey](#), 69 percent would rather choose a product for which they can call up useful additional information with their smartphone," says Alexander Baumgartner, CEO of Constantia Flexibles: "Our answer is 'Constantia Interactive'. As soon as the smartphone camera detects the

innovative product packaging, additional information about ingredients, instructions for use or interactive marketing campaigns appear.”

Augmented Reality: from niche to the hands of every consumer

Exactly because packaging comes in different shapes and sizes, it’s important to have a reliable mobile app that can recognize them all. Augmented reality apps based on Wikitude can do that whether the user has an Android, iOS or Windows devices.

Wikitude CEO, Martin Herdina is confident these capabilities will change the world: *“Google search revolutionized the Web 20 years ago. Likewise, augmented reality will fundamentally change the way we consume information.”* The strategic collaboration with Constantia Flexibles is another important step in that direction. *“When customers unite product discovery with such apps on their everyday shopping, augmented reality will soon be the norm to every consumer”*, says Herdina.

Pack Expo in Chicago: Interactive Packaging is a hot topic among packaging champions

For Constantia Flexibles, '[Interactive Packaging](#)' will be one of the key topics at this year's Pack Expo, the largest packaging trade show in the world which takes place in Chicago from October 14 to 17. For brand owners the benefits of interactive product packaging and the associated customer relationship platform are obvious: they learn a great deal about the wishes and habits of their consumers. With this valuable data, companies can improve their products and target consumers more effectively without having to pass on data to third parties. All of this strengthens the customer's relationship with the brand.

Download „Constantia Interactive Demo App”

[Apple App Store](#) or [Google Play Store](#)

Download Wikitude Software Development Kit (SDK) 8

<http://www.wikitude.com/download/>

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Image 3: Constantia Interactive - Marketing-Tool with WOW_Effect© Constantia Flexibles

Image 4: Example AR Packaging © Wikitude

Image 5: SDK 8 Product Augmented Reality by Wikitude © Wikitude

About Wikitude:

Wikitude® is the leading independent augmented reality platform for phones, tablets, and smart glasses with over 100,000 registered developers, 25,000 published apps, and 1 billion app installs. Wikitude enables developers, agencies, and enterprises to create AR experiences that delight, amaze, and provide tangible return on investment. Learn more at www.wikitude.com

About Constantia Flexibles:

Constantia Flexibles is the world's fourth-largest producer of flexible packaging. Based on the guiding principle of People, Passion, Packaging, some 8,300 employees manufacture tailor-made packaging solutions at 40 sites in 18 countries. Many international companies and local market leaders from the food and pharma industries choose the sustainable and innovative products of Constantia Flexibles.

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