



ca | color alliance

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Exhibition Calendar and World Premiere from Color Alliance

SGIA/IFAI Expo Orlando, Viscom Duesseldorf, Heimtextil Frankfurt, Wetec Stuttgart and Fespa Munich

World Premiere »CA WatchAPP« for virtual Projection of Products based on Augmented Reality is in the Focus of all Exhibitions

Vlotho, September/October 2013

Color Alliance (CA) is a leading provider of web to print software for printing plants and LFP service providers. The specialist for digital large format printing invites to numerous exhibitions in autumn and spring to present their latest highlight *CA WatchAPP*: SGIA/IFAI Expo (Orlando, September 23rd - 25th), Viscom (Duesseldorf, November 07th - 09th), Heimtextil (Frankfurt, January 08th - 11th) Wetec (Stuttgart, February 13th - 15th) and Fespa (Munich, May 20th - 23rd).

The world premiere from the German software company is based on augmented reality. *CA WatchAPP* allows users to project products which were designed in *CA Smartshop* to any location they want in order to evaluate the product in terms of look-and-feel, impact or coloring directly on-site, e.g. in their own home. In this way lamps, decorations, toilet seats and many other products can be placed in a room in a virtual manner, on the display of a smart phone or tablet.

Background Information: About Augmented Reality

Augmented Reality is considered as inter-relation between the real and virtual world. It is already being used by leading companies e.g. large furnishing houses and fast food restaurants.

Detail Information about CA WatchAPP

CA WatchAPP is an extension of the web to print software *CA Smartshop* with *CA Smarteditor*. It allows transferring a 3D product preview which was developed in *CA Smarteditor* into an augmented reality environment. The designed not yet existing product can be visualized using the camera of an iPad or iPhone. By doing so one can test how the self-designed wall decoration, lamp, etc. will look in their own rooms. Visualization is possible for all products available in the shop, e.g. for banner ads, canvas images and more.

Advantages for the online shop

CA WatchAPP offers online shops important advantages: It communicates innovative capacity towards the customer, improves the service level of the e-business application, increases relevance for the target group and boosts the traffic for the shop.

About Color Alliance

Color Alliance (CA) in Vlotho/Germany, develops and markets web to print software for printing plants of every size. The company is specialized on digital large format printing. Referring to their motto: "committed to people" CA aims to simplify production processes as well as ensure productivity and process reliability for print service providers, dealers, print buyers and end users.

With *CA Web2Print Shop* Color Alliance has developed an user-friendly solution for small print service providers, giving them a fast and easy market entry into online business with large format printing (LFP) products at affordable costs. For large printing companies the LFP specialist offers customized, highly individual web to print portals with appointed rights, production control and open or closed shop option.

Pricing Information and Availability

The free of cost APP is available for Apple iOS, an Android version will follow in Q4.

Photo Caption

Augmented Reality – World Premiere for virtual projection on exhibition tour.

For Publication: Contact and Infos

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