

## SOBO CONCEPTS INTRODUCES SWAG 3.0

*Branded Products take on a whole new dimension with Augmented Reality*

MIAMI, FL, UNITED STATES, August 22, 2013 /EINPresswire.com/ -- [SOBO Concepts](#), known for it's SWAG with Style has just raised the bar when it comes to providing customers with branded products with the recent launch of it's new app, [SWAG 3.0](#).

SOBO recently partnered with STARTIT, an Italian based company made up of some of the world's leading designers and engineers to build the foundational technologies that make [Augmented Reality](#) possible. Using their technology, SOBO Concepts has developed an app, the first of it's kind, called SWAG 3.0. This app allows customers to include augmented reality in any of it's merchandise to give a more personal experience.



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Augmented reality is a way of viewing the world with added information and images. AR can be used to make point of sale or in-store experiences stand out so they are more innovative and memorable.”

*Dean Schwartz, CEO of SOBO Concepts*

What is augmented reality you may be asking? SOBO Concepts CEO Dean Schwartz explained it this way, “Simply stated, augmented reality is a way of viewing the world, just like you always do, but with added information and images. For instance, AR can be used to make point of sale or in-store experiences really stand out, create a ‘try before you buy’ experience, or drop traditional brochures in favor of something more innovative and memorable.”

If you think Augmented Reality sounds expensive, it can be which is why SWAG 3.0 is so exciting. It allows anyone to take advantage of this amazing technology without building it from the ground up and spending a fortune.

This technology is not just a novelty, it has a huge variety of commercial uses that is expected to grow dramatically over the next 12 - 24 months.

According to Juniper Research, "Mobile augmented reality to generate 1.4 billion downloads by 2015 as major brands embrace the concept."

To learn how SOBO Concepts can help you take advantage of Augmented Reality, call 888.752.0432 or visit our website.

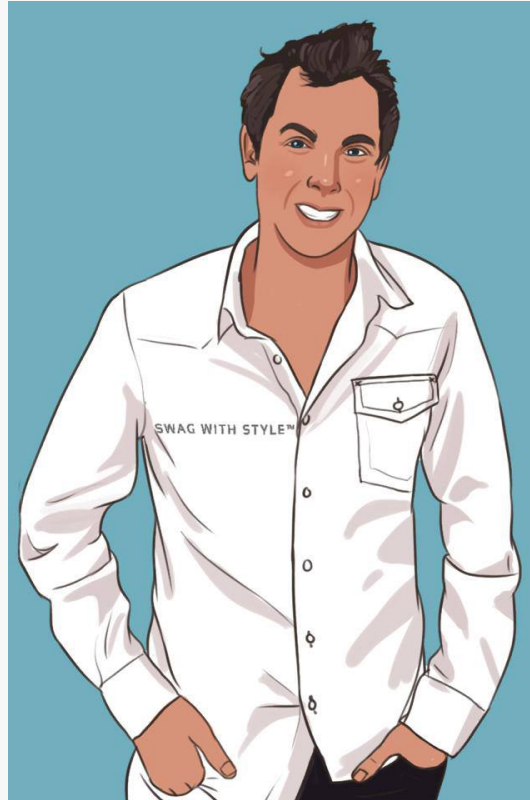
SOBO Concepts is a championship-level team with a collective background in entrepreneurial and brand-building success. SOBO has deep experience in graphic and product design; marketing, specifically in sports, youth, Latin America and Hispanic-oriented markets; and licensing and consumer products. Long story short, SOBO Concepts knows what it takes to connect with customers. Most

importantly, we know how to balance creativity with economical and logistical practicality – and that's what sets us apart – well, that and our good-natured personalities. Some of our clients include: Kellogg's, Dr. Pepper/7-Up, MasterCard, Bank of the West and more... you'll be in good hands. Click for more about what we do.

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# SOBO Concepts®

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