



Press release

JAMES & NICHOLSON launches new Augmented Reality App for partners

Albstadt, December 6th, 2019. For the new Bestseller Catalogue the Swabian company based in Albstadt has come up with something special for their partners. Combined with the new Augmented Reality App "JN Augment", all the favourite products of the last few years are brought back to life.

Bestsellers in motion

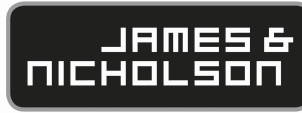
In The product diversity of JAMES & NICHOLSON and myrtle beach can be experienced anew in the current Bestseller Catalogue. By means of the Augmented Reality App 'JN Augment' product images are even more tangible and special experiences are created. Your customers are given the chance to open up this new virtual world to industry customers on site. The new feature, which was presented for the first time at this year's Choice press brunch, projects an image on the user's field of vision, thus reality and illusion blend more and more into each other. Therefore, the classics of JAMES & NICHOLSON and myrtle beach also make a great appearance again after many years. 'With the app we will go a step further towards digitalisation and branding experiences. We would like to make our brands even more fashionable and perceptible for our customers', says Tobias Seidel, Head of Marketing of JAMES & NICHOLSON and myrtle beach.

And this is how the app works ...

For a long time, Classic Polo Ladies (JN071) or Men's Knitted Fleece Hoody (JN589) have been among the best selling classics of the successful manufacturer of high-quality corporate- and function wear. These and other highly appreciated favourites are given a new look by the Augmented Reality App.

The procedure is simple. The user can download the 'JN Augment' app in the Apple App Store or in Google Play Store free of charge onto his smartphone or tablet. As an alternative, the QR-code on the first page of the Bestseller catalogue can be scanned. Having been successfully downloaded, the app on the digital device can be immediately started and the individual product pages of the catalogue can be scanned. Thus the users experience an unprecedented degree of interaction and are automatically referred to the online shop and product details.

More information on the products and image material for downloading can be found at www.promotextilien.de/en.



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About JAMES & NICHOLSON und myrtle beach

Both in textile promotion and in corporate fashion JAMES & NICHOLSON and myrtle beach are among the most popular brands in Europe. Every year the wide product range is supplemented by about 100 fashionable novelties. The two brands cover the areas of promotion, sport, leisure, business and workwear.