

Case Study: ARHT Netflix

ARHT is a leading brand that is developing AR-based hologram technology solutions for commercial purposes. Our team worked on 3 specific different projects for ARHT and one of them is ARHT Netflix. The company approached Digital Aptech to design and develop a web app for its Capsule, a patented 4K holographic kiosk offering life-like and life-size human interaction.

Avg. reading time: 2 min



Project Overview

- ARHT is a Canada-based brand that approached us to create a specialized web application
- This specialized web application would have the requisite specifications and technology to support holographic structures and accompanying other AR-VR-based solutions

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ARHT is invested in designing and building AR-based technology solutions which are right now used significantly across various industry verticals today. The newly invented Capsule, for which we were to design this web app, would help in making commercial ads more personalized with the help of hologram technology.

Client Background

- ARHT is a global brand dealing with creating Augmented Reality and hologram technology-based solutions for multiple industry verticals like education, luxury retail, entertainment, corporate and others.
- ARHT has been engaged for more than a decade in developing cutting-edge technology that is revolutionizing how humans interact and communicate bridging physical space while saving time.



Challenges

- Robust Video Management: Implementing mechanisms in the browser to download, cache, and manage numerous high-resolution 4K videos for seamless playback without buffering on client kiosk systems.
- Local Storage Requirement: Ensuring all 4K videos are pre-cached on the kiosk systems to guarantee uninterrupted playback.
- Codebase Optimization: Enhancing and optimizing the project's codebase to seamlessly integrate with the client's CMS (Navori) for efficient deployment to their kiosk systems.
- Integration with CMS: Achieving seamless integration of the video playback solution with the client's CMS (Navori) to effectively manage and deploy content across their network of kiosk systems, adhering to memory and storage restrictions.
- Data Collection: Ensuring accurate and reliable collection of analytics data, including video views, user interactions, and other metrics, across all deployed kiosks.

Technology Stack used



VueJS



ReactJS



PHP



NodeJS



Laravel

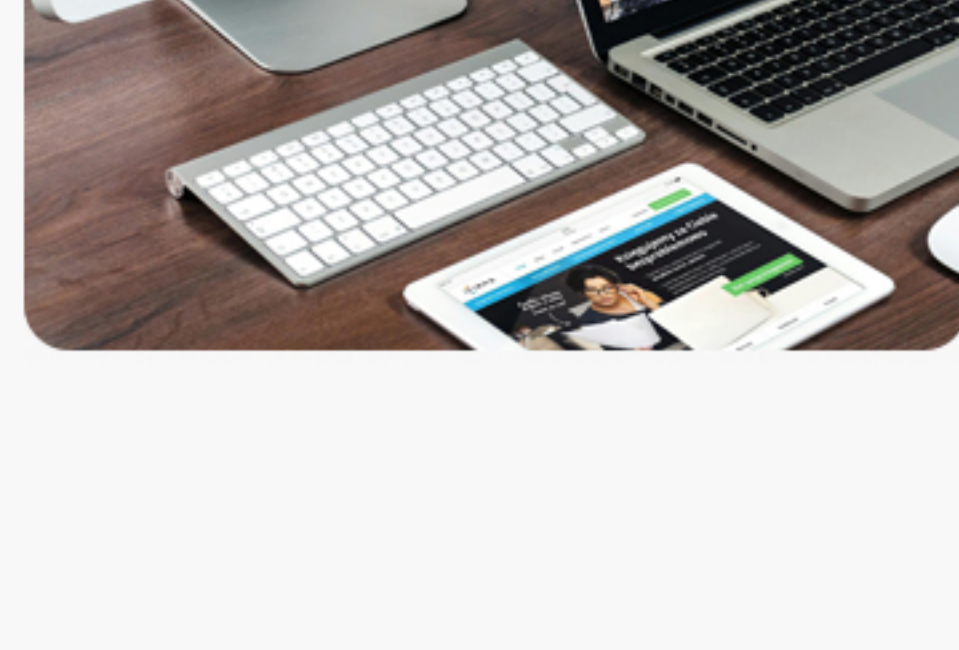


AngularJS

The Solution Provided

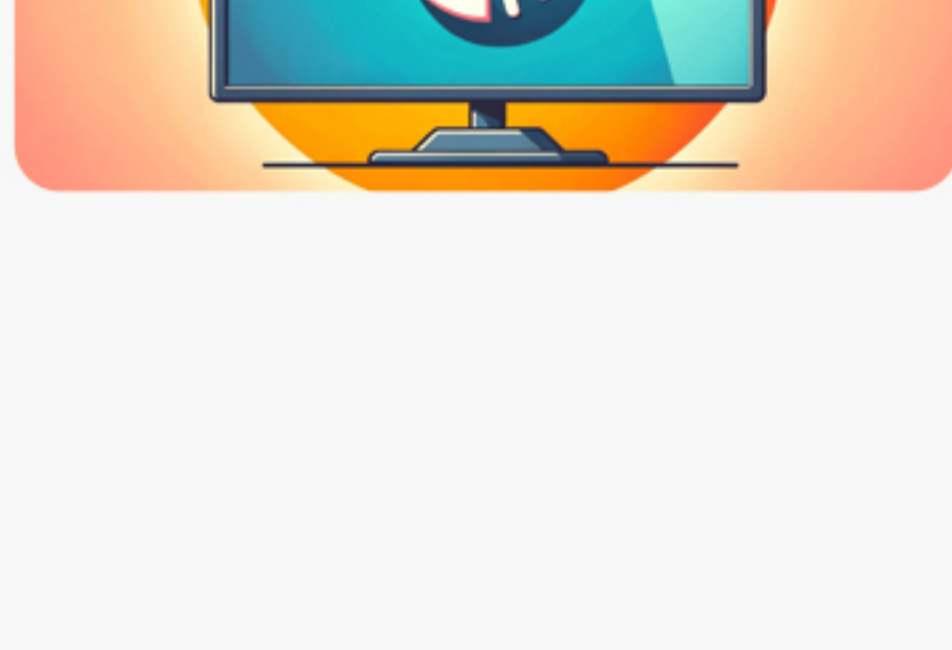
Solution #1

A well-designed, smooth, fast and secure web app



Solution #2

Smooth, lag-free display of 4K high-resolution videos without buffering



Solution #3

A world-class web application compatible with holographic technology used in ARHT Capsule



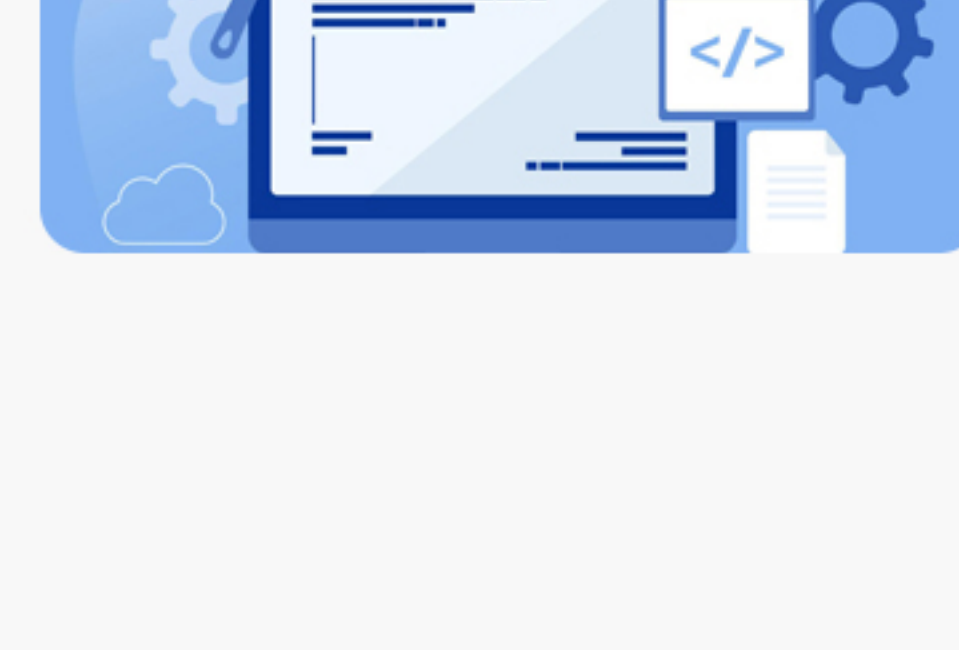
Solution #4

A web application that provides a smooth display of Netflix's stock option videos



Solution #5

Seamless integration with the client's existing CMS



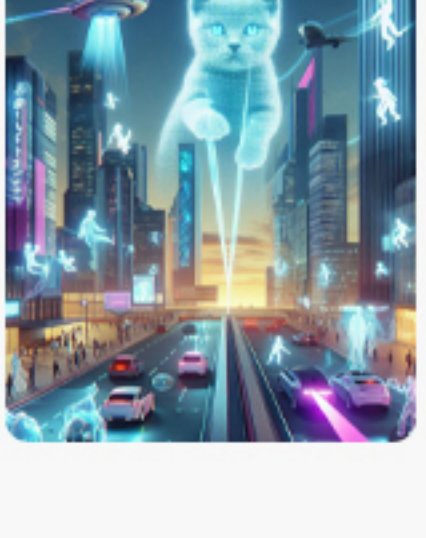
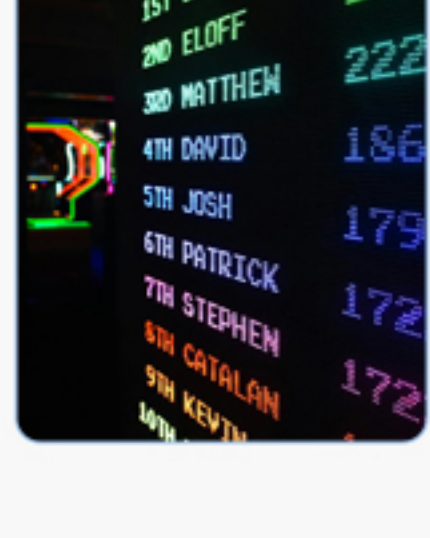
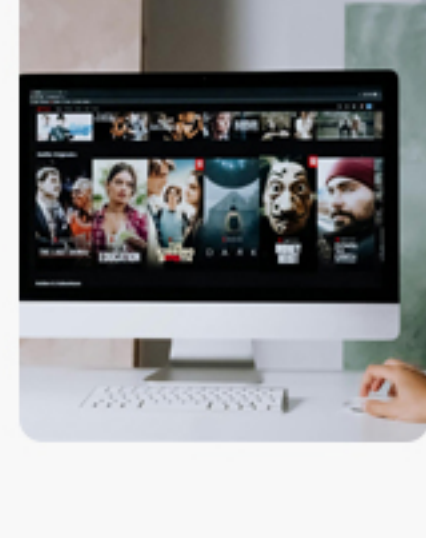
Solution #6

Real-time collection of data and storage



Key Features and Benefits

- Showcasing stock option videos of Netflix on various sites
- A trivia game for Capsule games on the kiosk with questions, scores, leaderboard
- Life-size display of ads with hologram and AR technology combined
- 4K-enabled life-like display

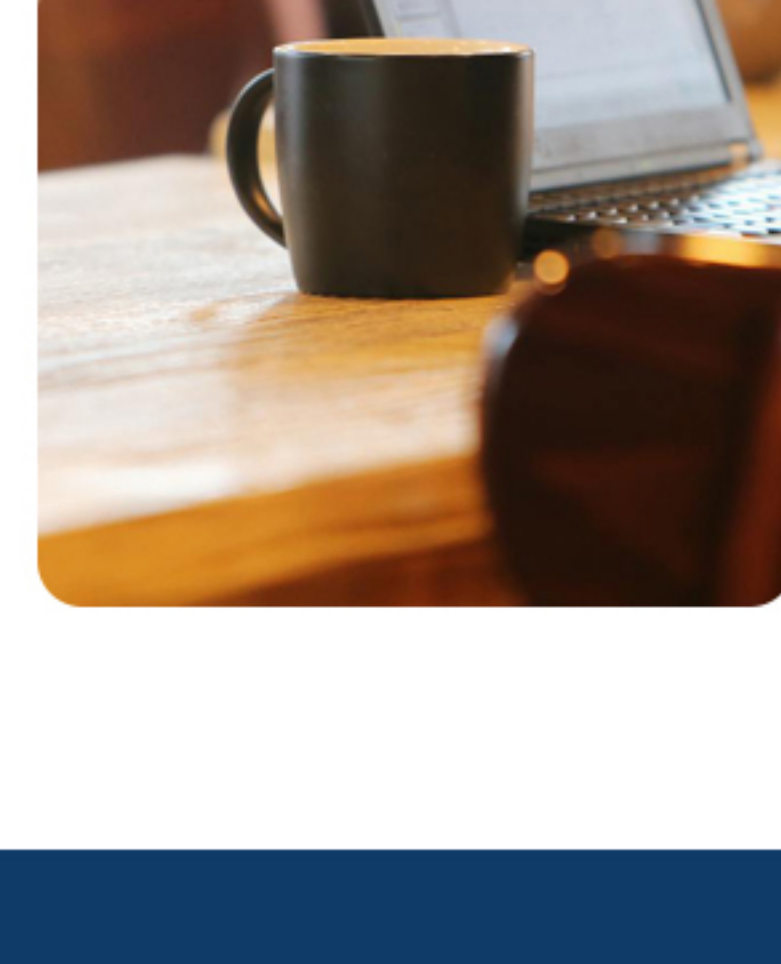


The results

- Fast, secure, and smooth web app
- Better display of stock videos from Netflix
- Improved user experience and customer engagement
- Immersive experience with zero lag

Conclusion

- With such an improved web application, users and prospective clients got access to detailed ideas and understood how the Capsule could help them.
- The platform witnessed improved efficiency and scalability of the operation through reliable staff augmentation services via the Dedicated Resource Model
- Well-functioning and interactive web app have enabled the brand to manage its operations efficiently



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