

Dell | Bridging Innovation and Immersion with Augmented Reality

A case study exploring how Dell partnered with Centric to create an innovative augmented reality experience that seamlessly bridged their offline and online brand presence, engaging a new generation of technology enthusiasts.

Experience Beyond Reality.



About Dell: Innovation at Its Core

Dell Technologies stands as a global leader in digital transformation, empowering millions worldwide through cutting-edge technology solutions. With a longstanding legacy of innovation, Dell has consistently pushed boundaries to help individuals and organisations unlock their fullest potential.

Their commitment to technological advancement has positioned them as pioneers in the computing industry, offering everything from personal computers to complex enterprise solutions.

- ① Dell's mission extends beyond providing hardware—they aim to create technology that drives human progress and enables people to do more with less environmental impact.

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The Challenge

Bridging Online-Offline Divide

Despite Dell's strong offline presence and customer relationships, they needed to create cohesive digital experiences that maintained their brand integrity whilst engaging new audiences.

Engaging a Digital-Native Generation

Capturing the attention of younger, tech-savvy consumers required innovative approaches that would showcase Dell's technology leadership in interactive, memorable ways.

Demonstrating Innovation Tangibly

Dell needed to translate their reputation for innovation into experiences that customers could directly engage with, creating emotional connections with the brand beyond traditional product displays.

The primary objective: Create an experience that embodied Dell's innovative spirit whilst driving meaningful engagement across both physical and digital touchpoints.

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Our Approach: Merging Reality with Digital Innovation

Centric developed a strategy that would leverage cutting-edge augmented reality technology to create an immersive brand experience that would:



Technological Innovation

Showcase Dell's commitment to technological innovation through interactive gameplay



Shareable Moments

Create shareable moments that would extend reach beyond the physical activation



Digital Natives Appeal

Appeal to digital natives through engaging, competitive experiences



Offline-Online Bridge

Bridge offline retail environments with online engagement



Consumer Data Collection

Collect valuable consumer data whilst providing entertainment value



Reinforce Leadership

Reinforce Dell's positioning as a forward-thinking technology leader

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Experience
Beyond Reality®

The Solution: An Immersive AR Experience



QR Activation

Participants scan QR codes in mall locations, transforming them into virtual entry points for the augmented reality experience



LED Display Interaction

Players see themselves on large LED screens with virtual basket overlays, creating an immersive mixed-reality environment



Gamified Experience

Users catch falling gold coins whilst avoiding red ones, creating an engaging, competitive experience with real-time feedback

This interactive AR game blended physical presence with digital game play, creating a memorable brand touch point that demonstrated Dell's innovative capabilities through direct consumer engagement.

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Technical Execution



UI/UX Design Excellence

Centric's design team crafted intuitive interfaces that made the augmented reality experience accessible to users of all technical abilities. The design maintained Dell's brand identity whilst introducing playful elements appropriate for the gaming context.



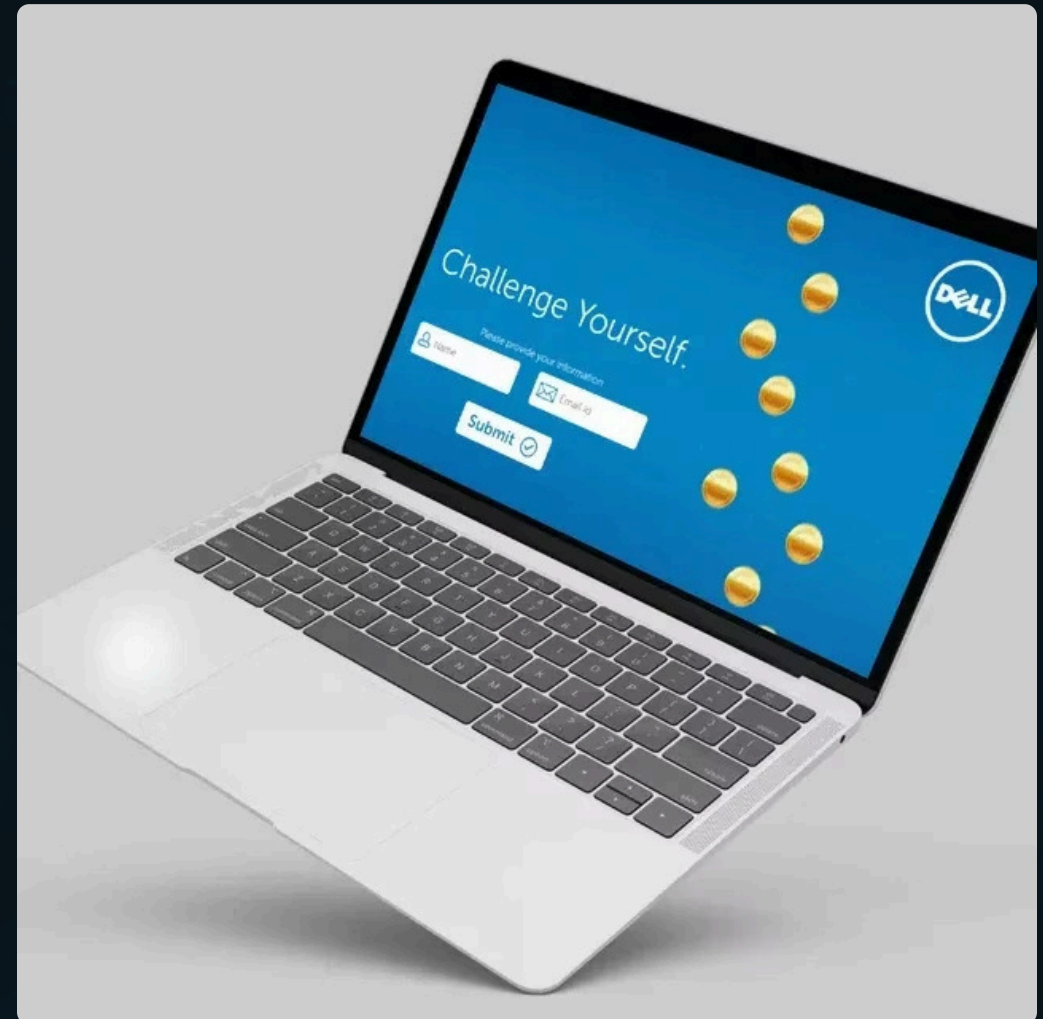
App Development Expertise

Custom application development enabled seamless integration between QR code scanning, augmented reality overlays, and the interactive game play mechanics, ensuring responsive performance even in busy mall environments.



Concept Development

The creative concept balanced technological innovation with accessible fun, ensuring the experience would appeal to tech enthusiasts whilst remaining engaging for casual mall visitors encountering the activation.



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Impact: Exceeding Expectations

85%

Youth Engagement

Significant increase in brand engagement amongst the crucial 18-34 demographic, establishing stronger connections with next-generation consumers



50K+

Participants

Game participants in the first month alone, demonstrating remarkable adoption and enthusiasm for the interactive experience

1.2M

Impressions

Social media impressions generated organically through participant sharing, extending the campaign's reach far beyond the physical activation

□ The augmented reality experience delivered exceptional return on investment, driving meaningful engagement whilst creating lasting positive associations with the Dell brand.

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Key Success Factors

Seamless Technology Integration

The experience flawlessly merged physical and digital elements, creating a cohesive interaction that felt magical rather than technical. This smooth integration reinforced Dell's reputation for reliable, intuitive technology.

Strategic Location Selection

Deploying the experience in high-traffic mall environments maximised visibility and participation, whilst creating natural opportunities for spectators to become participants after witnessing others engage.

Compelling Gamification

The coin-catching mechanic provided just the right balance of challenge and accessibility, ensuring broad appeal whilst maintaining enough difficulty to encourage repeat plays and friendly competition.

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Lessons for Marketers

Key Takeaways for Marketing Professionals:

Physical-digital hybrid experiences create memorable brand moments that traditional advertising cannot match

Augmented reality offers accessible entry points for brands exploring immersive technology

Gamification significantly increases engagement duration and emotional investment

Interactive experiences generate valuable first-party data whilst providing entertainment value

Technology demonstrations are most effective when experienced rather than explained

Let's collaborate!

Let's Connect and Innovate

Ready to transform your brand's engagement through immersive experiences? Centric specializes in cutting-edge augmented reality solutions that captivate audiences and drive measurable results. Let's partner to bring your vision to life and set new standards for digital innovation.

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