**JAJA showcase description**

JAJA, refers to a laughing sound in spanish, is a vegetarian restaurant celebrating happy lifestyle. Brand appoints View-in team to develop multi-screen interactive AR photo experience in 2022. There are “party moment” for VIP and “happy moment” for customer. Taking snap by selecting a theme and filling in own name to capture joyful moment, and it will be shown on the 5 screens. It helps to build engagement between customers and the brand.

JAJA是西班牙文，讀音為「哈哈」，是一間傳達快樂的素食餐廳。於2022年，品牌任命View-in團隊開發多屏互動AR拍照體驗，並設置於餐廳内。VIP房内設有5個大小螢幕，顧客選擇主題濾鏡，並輸入自己名字，便能成爲畫框主人公。此體驗幫助品牌增加客人互動和品牌認知度。

DESIGN PRODUCTION

USER INTERFACE

DIGITAL PROGRAMMING

HARDWARE RENTAL

<https://www.youtube.com/watch?v=OLC_6khNgLA>