



Hard Rock Hotel and Casino's global brand will extend its reach by empowering millennials and its guests 365 days a year with Augmented and Virtual Reality and enhanced by its Social Media Broadcast Channel. <http://www.mstvmedia.com/casino/>

AR/VR is a great way for Hard Rock to engage its guests in their global travels and capture the imagination of new customers. Augmented reality works on almost all mobile devices we carry worldwide. **MSTVmedia** with **MyPocketCasino** has the solution for marketing to younger generations...by reaching them where they live...on Mobile...in social communities.

It can enhance and track your guests' experiences, bond with interests and friends. Your advertising mailers and posters and printed material become an interactive experience. It is a powerful portal to concerts, menus, video, events, and gaming. Augmented and Virtual Reality are truly a marketing monster.



Hard Rock casino resorts with its restaurants, pool experience, rock shows, events and attractions we will illustrate the use of interactive marketing techniques for augmented reality. We intend to implement the experiences and reap the benefits of this growing trend in mobile entertainment and advertising. It's enhancing the moment and engaging the animal spirit of your motto: *Love All – Serve All, All is One, Take Time to Be Kind, Safe the Planet.* It is capturing the imagination through social networking that your experience increases sales, overall enjoyment, and word of mouth through social Media Marketing. <https://spark.adobe.com/page/faq7JKxGmODBm/>



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1. The sign in.

Augmented reality is very popular. People use augmented reality through magazines, marketing items, toys and games. Hard Rock's ecosystem will use a combination of email alerts, at the check-in desk, advertising, and a series of giveaways. The software will be provided for free in exchange for signing in to the database and downloading the software. The database information will be invaluable.

2. Tracking

As people learn there are specials and discounts and rewards for using augmented reality markers, they will seek them out for the fun experience and the benefits they provide. Each time they interact with your database, we capture their behavioral profile to be used for marketing. These data sets have value, and allow Hard Rock to tailor experiences to the guest.

3. The data base.

The database will be used to push social engagement by demographics, locale, and area of interest. By sharing augmented reality games and reward systems with friends, the



database will grow through normal social media channels. The database will also track movement and points of interest for each individual that is using the system. This will show trends and marketing opportunities, advertising efficiency and effectiveness.



4. The experience

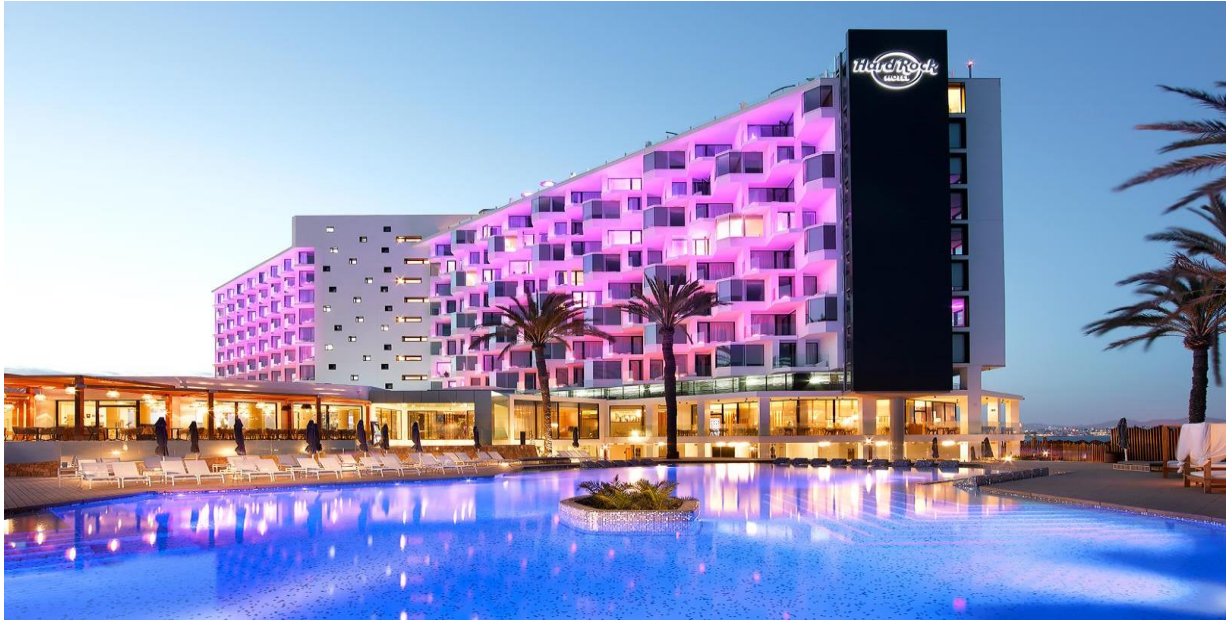
If it's a concert <https://mstvmedia.com/music/> sports <https://mstvmedia.com/sports/> cars <http://mstvmedia.com/cars/> fashion <https://mstvmedia.com/fashion/> or food <https://mstvmedia.com/food/> the promotional prompt ties in your global facilities. If it's gambling you'll be able to play games that mirror your favorites. With a special code, even gamble right from your room. These all come with chances to save money or be able to attend special activities to further their enjoyment of Hard Rock. These can also be used globally for specials if marketing determines the need for more patronage.

5. The marketing.

Hard Rock goes with you globally. While your guests are out and about they never miss a beat of Hard Rocks latest events. Enjoy yourself. Remind your customers of what they like and why, and how much they miss it. Encourage them to share it with a friend, just forward the invitation to meet in the pool or dinner. <http://www.mstvmedia.com/casino/>

Enhanced experiences, more eyeballs, more interaction, more effective communication seductively increases sales. Your guests' mobile experience is a combination of social media engagements, community building marketing of tailored interest games, events, and entertainment.





6. The printed interactions.

Printed items will trigger the augmented reality experiences. The integrated triggers can be added to existing material. This will go for all printed material to be used for marketing such as postcards, menus, posters, business cards, stationery, area maps, event rooms, showrooms, gift cards, announcements and more.



7. The applications.

Gaming experiences are made mobile by the icon that triggers the augmented reality. We will be partnering with popular, proven game technology to maximize the experience. Mutual Marketing agreements will help both strategic partners achieve high impact sales. Our partners include experts in Social Media Platforms, Cloud and Serverless computing, Artificial Intelligence and broadcast augmented reality patents. The goal is for guests to have fun reasons to return to your destinations.



8. The future

Play the slots while sun bathing. Play *Texas hold 'em* while waiting for a tee time. Get your seats for the concert and make reservations for dinner and even choose what dish you want while you're at the pool.

Mailers will give your guests opportunities to win discounts for attending any Hard Rock event, and by sharing with a friend you'll get another chance to win. While waiting for dinner see songs from the band that are playing that weekend, they may have one of your favorite songs you didn't know about. Even in your room, all the games that you love will be available for you to play in bed. You will be able to practice on the actual Hard Rock golf course. Coaching instructions from experts on how to play poker or roulette.

Hard Rock's augmented reality services will include advertising opportunities for local businesses and attractions. Increasing the likelihood of visitors to come to Hard Rock destinations with its friendly strategic partnerships.

Onsite gambling through augmented reality can be played for money. Offsite any advertisement or promotional item can be used to win rewards, a discount, or promotional prize. Augmented reality will allow people to try out new things, see a new perspective, and capture the imagination.

Your mobile guests will be planning their events and gatherings at your destinations.



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