

Rightside Up Apparel Uses Augmented Reality In A Unique Way

Rightside Up Apparel Has Clothing With a Positive Voice



Minneapolis, Jan 18, 2019 (Issuewire.com) - Mother and son team Nancy and Shawn Bergstrand want more positivity in the world, and they are delivering it in a unique way. Using augmented reality technology, Rightside Up Apparel has created an app for the consumer to use with their clothing that enables the user to access a positive message video on their cell phone. Using a physical clothing tag is what makes this so unique. It's easy for everyone to use. Use it anytime, anywhere and no extra equipment is required.

The idea for the app came from Rightside Up Managing Director, Nancy, 71 years old. "Shawn asked me how we could make our brand more engaging, recalls Nancy. "I suggested we bring the BSITL tag to life. Let's give it a voice with a positive message." Then came 8 months of research, and today all Rightside Up Apparel can deliver a positive video message using the interactive BSITL touchpoint tag. It's a positive user experience that engages the user and encourages ongoing user interactivity. Simply download their Rightside Up Apparel App to a cell phone and then scan their BSITL tag found on every piece of their clothing. A 20-30 second video appears on the phone screen with a positive message for the user. New videos added often.

Started in 2017, Rightside Up Apparel is an online clothing company. The founder and CEO, Shawn Bergstrand, chose quality clothing as the vehicle to convey a positive lifestyle message. There are no elaborate graphics or long messages. There is just the distinctive Rightside Up “R” and the company name that serve as a reminder to make positive choices in life and live life the best that we can, Rightside Up. The letters BSITL have been incorporated into the brand. Every piece of clothing has a BSITL touchpoint tag permanently attached. It is as an acronym for “Be Strong In The Lord”. It is this touchpoint tag that is now the marker for the Rightside Up App. At a time when lives could use more positivity, Rightside Up has a unique way to deliver it.



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