



REDBUBBLE AND EYEJACK AUGMENTED REALITY COLLABORATION

Welcome to the future

Melbourne, Australia; October 15th, 2018: Redbubble Limited, the leading global marketplace for independent artists, recently teamed with EyeJack (an Australian based Augmented Reality app and platform), to bring the designs of 12 Redbubble artists to life. See video link [here](#).

The majority of visitors to the Redbubble marketplace use mobile devices, so this partnership was a perfect opportunity for these artists to layer stories into their artworks, creating another level of engagement for users when they view the works through their smartphones.

As a technology platform, Redbubble is at the forefront of discovering new and interesting ways to introduce augmented reality features that can enhance users' experiences (both on and off-site) while encouraging storytelling in a social context.

To download the EyeJack app, customers simply scan (or point their camera at) the QR code below. They then tap on the Redbubble event and 'Launch AR' to see relevant artworks come to life on their awesome new products.



Links to the artists involved in the project are below:

[Katiecrumpton](#) [irtsya](#) [strangethingsA](#) [Dylan Morang](#) [FalcaoLucas](#) [Joanna Davidovich](#)
[Maria Rodilla](#) [Leire Bueno](#) [aozop](#) [Alexander Hare](#) [MARCOMATIC](#) [Jeremylord](#)

*Please note that animations work best on flat products and may not animate on curved surfaces.

For further information, please contact:

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About Redbubble

Founded in 2006, Redbubble is a global online marketplace (redbubble.com) powered by over 700,000 independent artists. Redbubble's community of passionate creatives sell uncommon designs on high-quality, everyday products such as apparel, stationery, housewares, bags, wall art, and more. Through the Redbubble marketplace, independent artists are able to profit from their creativity and reach a new universe of adoring fans. For customers, it's the ultimate in self-expression. A simple but meaningful way to show the world who they are and what they care about.