

Revealit – Shop What You See

Transforming Video Streaming with Augmented Reality Shopping Experiences

1. Client Profile

Client: Revealit Technologies

Industry: Media, Entertainment, and eCommerce

Solution Type: Ad-free Video Streaming & Interactive Shopping Application

Technology Partner: Taasha Technologies Pvt. Ltd.

Objective: To develop an **AI- and AR-powered mobile platform** that allows users to instantly shop products featured within streaming videos — creating an immersive, ad-free entertainment and commerce experience.

2. Executive Summary

Revealit – Shop What You See is an innovative mobile application that merges **Augmented Reality (AR)**, **Artificial Intelligence (AI)**, and **eCommerce** into one seamless interactive video experience.

Developed by **Taasha Technologies**, Revealit empowers viewers to **shop directly from video content** — pausing, exploring, and purchasing any product they see on screen. The platform redefines digital engagement by eliminating ads and introducing real-time, contextual shopping integrated within entertainment.

Through a combination of **Google's ARCore**, **AI-powered object detection**, and **intuitive UX**, Revealit sets a new benchmark for immersive, user-driven retail experiences in the media domain.

3. Challenges

Building such an advanced streaming and commerce platform posed several technical and experiential challenges:

- **Ad-free Monetization:** Creating an engagement-driven revenue model without traditional advertisements.

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CIN: U72900GJ2019PTC108141

- **AR Integration:** Enabling users to visualize products in real environments using augmented reality.
- **Object Recognition:** Implementing AI-based detection of products within video frames.
- **User Experience Design:** Maintaining high-quality video performance while embedding interactivity.
- **Multi-Platform Responsiveness:** Ensuring smooth performance across devices and display resolutions.

4. Solution Delivered

Taasha Technologies designed and implemented **Revealit**, a next-generation **interactive streaming and shopping platform** that seamlessly blends entertainment and eCommerce using **AI and Augmented Reality**.

Key Features & Innovations:

1. Ad-Free Streaming Platform:

- High-quality video content without intrusive ads.
- Native monetization via product placement and shoppable videos.

2. Shop What You See:

- Every visible product in a video is clickable and shoppable.
- AI automatically tags products with embedded metadata for instant discovery.
- Real-time redirection to shopping sites for instant purchase.

3. Augmented Reality (AR) Visualization:

- Users can virtually “try” or “place” items in their real environment using their mobile device camera.

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- Powered by **Google ARCore**, it offers accurate spatial visualization of colors, dimensions, and textures.

4. **AI + AR Integration:**

- AI detects objects within video frames and links them to product data.
- AR brings those objects to life, allowing users to interact before purchase.

5. **Social & Contextual Engagement:**

- Users control their viewing and shopping journey — pause, explore, and interact with products in-frame.
- Built with a “viewer-first” approach to enhance engagement and satisfaction.

Example Flow:

A viewer pauses a video, taps on a featured item — say a jacket or gadget — and instantly sees details, color variations, and a “Try in AR” option. They can visualize the product in their own space and proceed to buy it directly from the linked eCommerce site.

5. Technology Stack

Mobile Platform: Android

Core Technologies: Artificial Intelligence, Augmented Reality (Google ARCore), Machine Learning Models for Object Detection

Frontend: Android Material Design

Backend: Java, MySQL

Integration: Real-time eCommerce linking APIs

Deployment: Android Play Store

AI & AR Frameworks: TensorFlow (for object recognition), Google ARCore SDK

This robust technology foundation ensures real-time performance, immersive visuals, and a frictionless shopping experience.

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6. Implementation Details

The development approach focused on creating a **real-world interactive ecosystem** combining media, AI, and AR.

Implementation Highlights:

- Designed the UI using **Google Material Design** principles for an intuitive and premium experience.
- Integrated **AI-powered tagging** that identifies objects frame-by-frame.
- Developed an **AR view engine** using ARCore to allow real-time spatial visualization of products.
- Ensured optimized streaming performance and low-latency object rendering.
- Deployed a modular architecture for scalability, enabling easy expansion to VR and iOS in future iterations.

This blend of **AI precision and AR immersion** delivers a one-of-a-kind experience — turning passive video viewing into active, intelligent engagement.

7. Results & Impact

The **Revealit** platform successfully introduced a **new era of interactive video commerce**, combining storytelling with instant gratification.

Key Outcomes:

- **Enhanced Engagement:** 3x higher average session duration compared to traditional streaming apps.
- **Seamless Shopping Experience:** 60% of viewers interacted with at least one shoppable element per session.

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- **Increased Brand Value:** Enables creators and brands to monetize content through direct product sales.
- **Immersive User Experience:** AR visualization increased user trust and conversion rates by 40%.
- **Innovative Market Positioning:** Positioned Revealit as a pioneer in AR-enabled video commerce.

Revealit bridges the gap between **content, commerce, and community**, redefining how users watch, explore, and buy online.

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