



is in the business organizing the world's information, making it accessible and useful. Their use of cutting edge technology and insightful innovation is what has made Google such a successful brand.

That being said,

how could we contribute to this brand progression
technologically and ideologically?

Here's our idea.

Google™ layers 

What is Google Layers?

It's a whole new way of communicating with people. Simply put, Layers would allow users to see the world around them in a new and engaging way.

How would Layers work?

By combining two forms of current technology, Geo-tagged Media and Augmented Reality (AR), Layers would give users an interactive portal through time and space.

Imagine

visiting the Lincoln memorial, standing on the steps, activating Layers on your Smartphone and having the ability to witness Martin Luther King Jr.'s famous, "I have a dream" speech.



Visualize

standing atop Coit Tower in San Francisco and panning the cityscape with your phone, but instead of only seeing it's current state, experiencing the impact and devastation of the 1906 earthquake.



Now

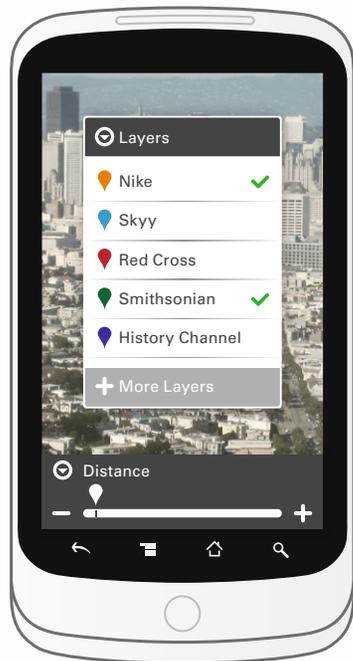
experiencing history firsthand is as easy as downloading an app, going to where the event took place and holding up your phone.

Google Layers and advertising?

As a foundation, Layers would offer brands a new way to communicate with the consumer that is engaging, interactive and above all fun.

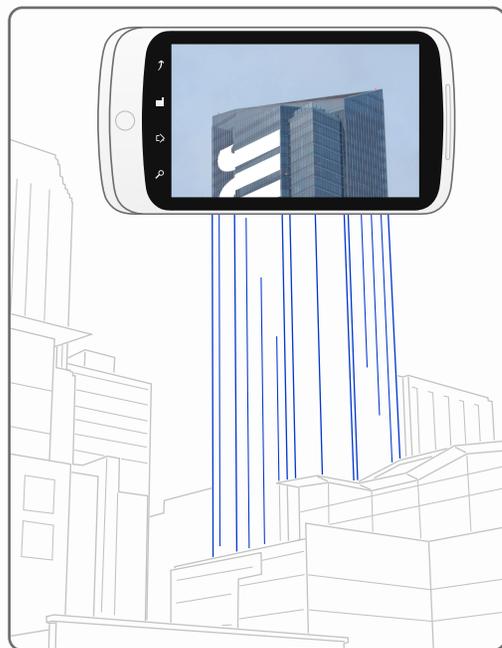
Brand Layers

Brands would have the ability to create their own layers that users can subscribe to depending on their interests. With a subscription, users would have access to the media that the brand feels would communicate best with their target.



Secret Billboards

Want to wrap the Sears Tower, or the Pyramids at Giza for your campaign? How about give an existing billboard new life? With Layers, your canvas and what you create on it is limited only by your imagination.



Augmented Reality Events

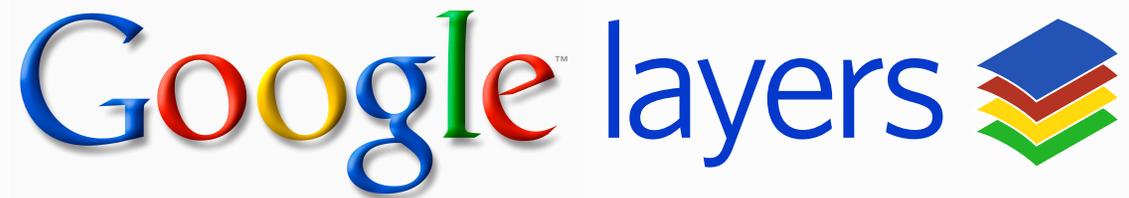
Turn Grand Central Station into a Ringling Brothers Circus, with acrobats flying through the air above the atrium and exotic animals roaming the platforms. Give people an experience that is exciting and ultimately something they want to talk about.

Brand “In”sight

So far, the majority of AR has been used to work outwards from a package or publication, what if you used it to look in. Picture a windowless wall of Toys “R” Us during Christmas, when looked at with Layers Santa’s workshop is revealed.

In closing

By effectively creating a new medium through which brands can communicate, Google will be taking the ultimate step in self-promotion while simultaneously offering the same opportunity to other brands. We look forward to seeing the impact Layers could have both on education and in advertising.



Your perception of the world just got a little bit deeper.

Thanks for looking.
Jordan Goldschmidt & Amir Hadjhabib