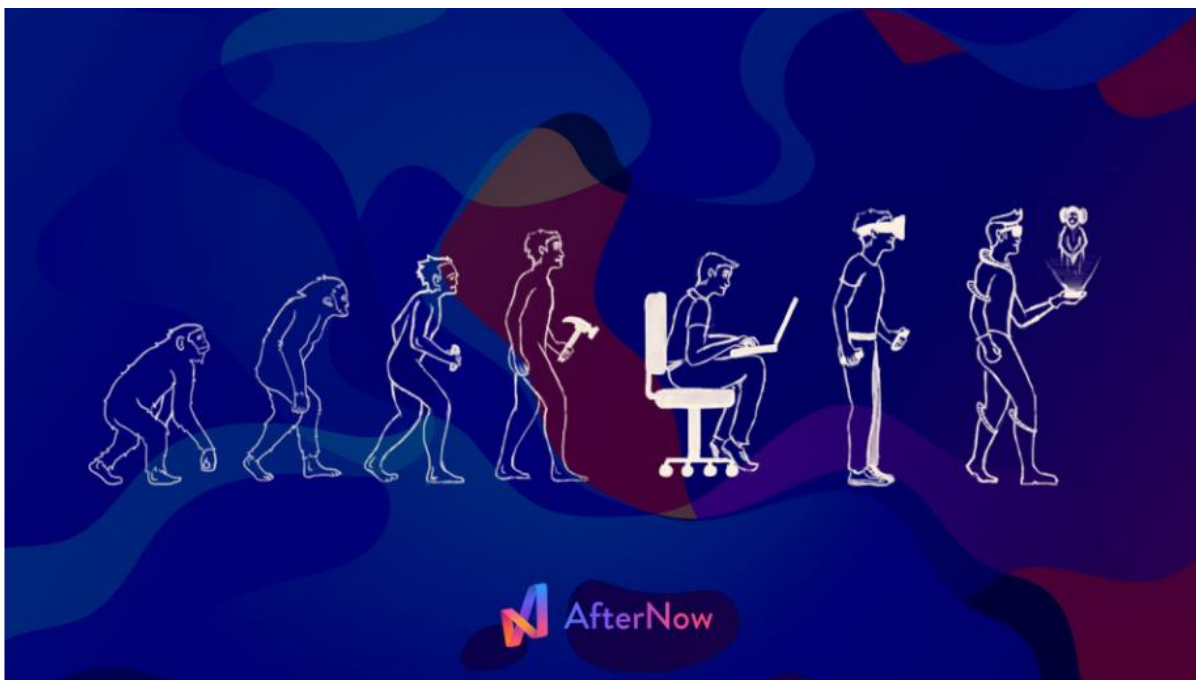


## AfterNow, pioneers in Mixed Reality Design :

With a mission to enhance how humans interact with machines to work, play and socialize, [AfterNow](#) is building the future of spatial computing. The company now specializes in envisioning, designing, and building mixed reality applications for Microsoft's HoloLens (1 and 2) , iOS, Magic Leap and Quest.



Right at the bat, AfterNow sought to step firmly into the 21st century with innovative answers to some huge problems for clients, particularly in the healthcare industry.

### The Problem :

The company required a thorough playbook for how to approach augmented reality for an industry-refining Fortune 500 client. But how is this marketed in the digital space and how can such a complex idea be forwarded in a way that is digestible and easy to understand? Unfortunately, after hiring through rounds of copywriters for the task, none could capture what the client needed.

### Our Solution :

This is where we came in, and urgency was important. The client needed answers to provide

for their customers topping in the hundreds of thousands, and their patience was waning with the number of previous copywriting attempts not bringing in the answers.

While we had a background and understanding in emerging tech, we did not take this for granted. Through extensive research and planning, we were able to expedite the learning curve and further comprehend the very specific and technical needs of the client. We met with the client directly to cover each draft through multiple version rounds, often within quick turnaround times.



Every step of the way, we listened to the client's needs, brainstormed together, adopted changes, applied our research, and diligently crafted a strong plan to support their needs.

### The Outcome :

In contrast to their past experiences, our playbook was approved. AfterNow and their Fortune 500 company, finally had a genuine and suitable plan for how to spread a technical heavy concept in a massive industry space.

AfterNow now partners with Fortune 500 as well as Fortune 50 companies in health care, aeronautics, food, telecommunication, entertainment, and education sectors.

Below are some of their new clients along with one of their awards :

IMAJION

Anthem

T-Mobile

HERSHEY'S

HYPERLOOP  
TRANSPORTATION TECHNOLOGIES

*VARIETY* VR SCOUT Mashable Next Reality

c|net UPLoAD DIGITAL TRENDS TechCrunch

engadget GIZMODO PetaPixel R/focus



WriterArmy is proud to have contributed, in our own way, to the growth of this amazing and hard-working company. As we are proud to work with all of our clients.