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The Gyndog Experience

Gyndogs create an augmented reality experience to enhance the recruitment process for potential future Gyndogs.

The UGA Gyndogs have teamed up with the New Media Institute to create "The Gyndog Experience", which is an Augmented Reality program that lives natively on the Gyndogs social channels. The product includes features such as face filters featuring the signature "Georgia G" and the "Savage" confetti bucket that is accessed through using cameras on stories through Instagram, Facebook, etc. Additionally, these programs will be used on direct mail and potentially the Gyndogs website through the use of scan codes. By using our AR features, prospects will have exclusive access to what life would be like as a Gyndog.

Due to safety concerns and suspension of in-person D1 recruiting, it is more difficult for prospects to get a feel for the University and Gymnastics program. Our product allows Gyndog recruiters to give prospects a glimpse of what UGA and the Gyndogs are about from anywhere in the country, or even the world, while simultaneously delivering a unique experience for prospects during the Pandemic.

To access these features, prospects simply have to go to the Gyndog's social channels and give the platform permission to access their camera. Once allowed, viewers can access the features while using their cameras within these social media platforms.

"With the help of our product, the UGA Gymnastics program will stand out against other programs. The experiences we create will make a lasting impression on recruits as well as convey the spirit of the program and university." - Anna McCarthy, Project Manager

"I was blown away by the level of creativity the Gyndogs incorporated into their recruiting process. It really shows that there is a lot of thought put into the program. The features were fun and easy to use. It gave me a great sense of what I can expect as a Gyndog."- Anonymous Future Gyndog

Go cartwheel, back handspring, or round-off over to the Gyndogs social channels to check it out. For more information, visit the FAQ page listed below or contact acm96404@uga.edu.

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Frequently Asked Questions

What is AR?

According to Business Insider, Augmented Reality (AR) is a digitally interactive experience combining 3D digital features with real world environments.

<https://www.businessinsider.com/what-is-augmented-reality>

Where can I access these features?

These features can be accessed through the Gymdog social media channels and through QR codes that may be present on recruiting flyers/mail or the Gymdogs website.

Do I need an account for Instagram, Facebook, etc.. to access the AR features on the Gymdogs social channels?

Yes. The AR features currently reside on the social channels of the Gymdogs and accessed through the camera features. In order to access the camera features, you must have an Instagram, Facebook, or other social media account also used by the Gymdogs.

Will AR work on my devices?

According to KITS Knowledge Center, your device just needs to have ARKit or ARCore depending on if your device is Apple or Android. ARKit can be added to your iPhone if it has an A9 processor or newer, iOS 11, or an iPhone 6 or later. ARCore can be added if your Android is 8.0 or more and has internet access.

Latest models will be more likely to work. For more information, go to

<https://www.kisp.com/kits/knowledgecentre/is-my-phone-ar-compatible/>



Frequently Asked Questions

Do I have to be a recruiting prospect to be able to access these features?

No! Features that reside on the Gymdog's public social channels can be accessed by anyone with a social media account. Only features that reside on QR scan codes located on recruiting mail cannot be accessed by non-recruits.

Will these features help me connect with recruiters easier?

These features will not allow you to reach recruiters more accessibly. They are made to enhance the experience of recruitment and to give a sneak peek of what being a Gymdog is all about.

How can I use scan codes to access the AR features?

You can download free QR code apps that can access your camera and scan codes. Some later smartphone models can scan QR codes by simply using the normal camera feature.