2026 AUGMENTED REALITY - FAQs - CF CARREFOUR LAVAL

What is Augmented Reality (AR)? Augmented Reality (AR) lets you see digital fun layered right on top of the real world through your phone's camera. Instead of replacing what's around you, it adds magical 3D elements and interactive features to your actual surroundings on screen.

What exactly will I see during this specific AR experience? This experience magically brings the Garden space to life! When you view the space through your phone's camera, it will transform into a winter wonderland. You will see it snow throughout the entire space, complete with large crystals appearing in the atrium and a northern lights show.

Is the experience interactive? Yes! As you walk around and explore the Garden through your screen, you can interact with the digital elements. By tapping 3 snowflakes or crystals on your screen, you will unlock a special surprise and create a spectacular northern light show that illuminates the glass ceiling.

When does the AR experience take place? The experience begins on November 13th and runs until January 3rd.

How much does the AR experience cost? The experience is completely free and accessible to all guests who own a smartphone or intelligent device.

Where is the experience located in the mall? Participants need to be in the Garden space at CF Carrefour Laval to make the experience work. You will see wayfinding floor decals and instructional signage guiding you to scan and bring the holiday magic to life.

Do I need to download a special app to participate? No downloads are necessary. The entire experience takes place through your phone's web browser.

How do I start the experience? To begin your magical journey, follow these simple steps:

- Walk to the Garden space and find the instructional signage.
- Scan the QR Code using your smartphone's camera, which will open up a web page.
- Read the instructions on your screen and allow the webpage to access your camera.
- Your camera will then launch through the AR filter, and the Garden will transform.

What can I do during the AR experience? Once the AR filter is active, you can walk around the Garden and point your camera in different directions to explore and discover hidden surprises and magical features. You can also touch your screen while you walk to

unlock interactive moments.

Can I take pictures or videos of the AR experience? Yes! You can point your phone at your favorite magical feature and capture a one-tap photo or video. Your captures will include a special CF Carrefour Laval watermark that you can keep as a fun holiday souvenir.

How can I share my photos or videos with friends and family? After taking your photo or video, simply click the share button on your screen to open your preferred social media app. A special #CFCarrefourLaval hashtag will automatically appear in your caption so you can easily share the magic.