IMMERSIVE TECHNOLOGY AT THE SERVICE OF BUSINESS

AR MARKET

COMPANY PROFILE 2024

CONFIDENTIAL

COMPANY

AR MARKET, innovative startup, operates since 2018 in the **AR/VR/XR** market globally and across multiple verticals. We offer an end-to-end service to the companies, from creative idea to tech development and post-sales support.

MISSION

AR MARKET mission is **to empower B2B companies** with innovative solutions powered by immersive technologies to grow their business by offering interactive, engaging and educational experiences to their user targets.
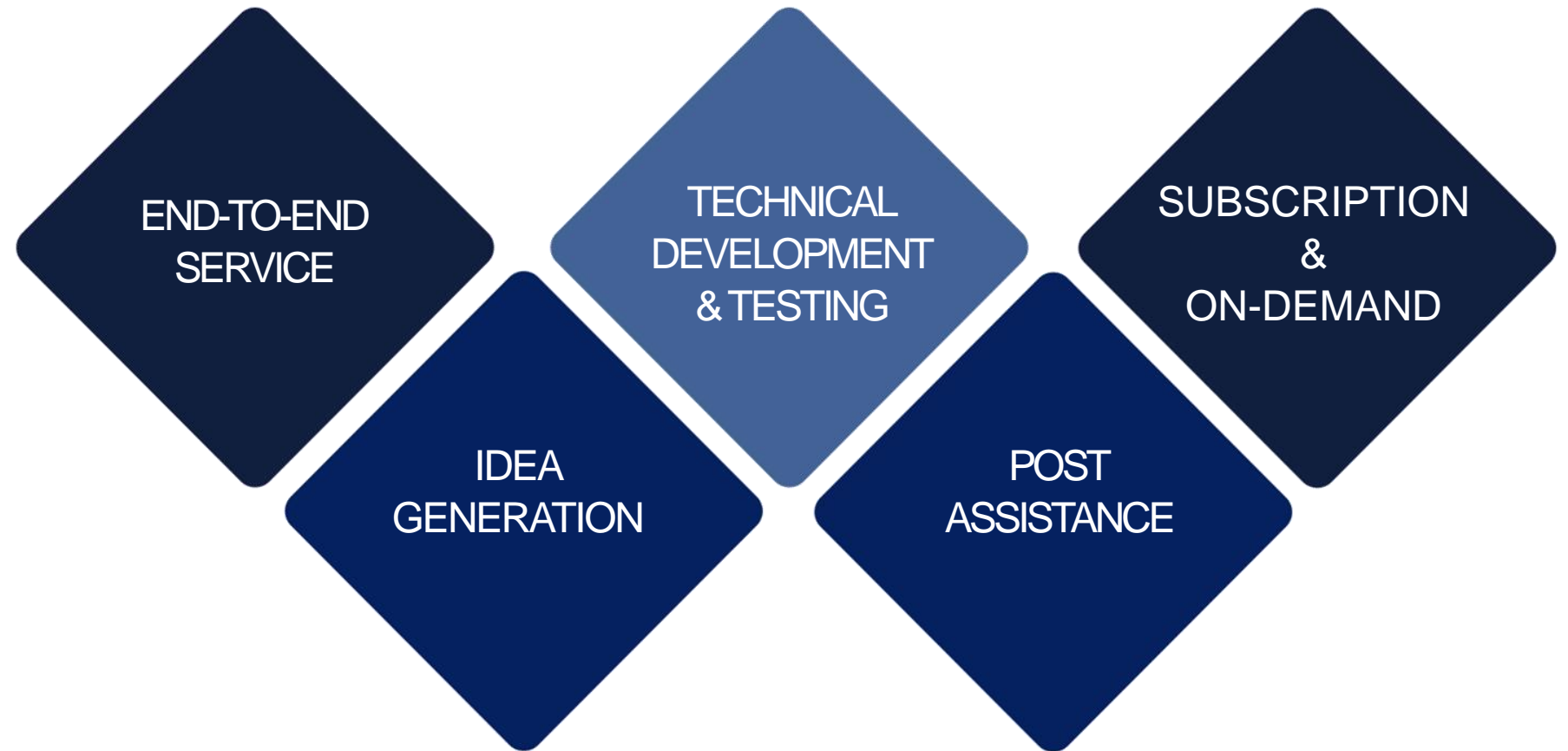
TARGET

Corporate & SME in Fashion, Retail, Entertainment, Gaming, Events, Education.

Media & Adv Agencies

Public Administrations

AR MARKET

BUSINESS MODEL

END-TO-END SERVICE

IDEA GENERATION

TECHNICAL DEVELOPMENT & TESTING

POST ASSISTANCE

SUBSCRIPTION & ON-DEMAND

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TRACK RECORD

2023 €120K Estimate 2024 €200K	**€100K** Immediate Accelerator	• **IMMEDIATE** (RS Productions) • **CALL4INNOVIT** (Invitalia)
Turnover	**Fundraising**	**Acceleration Programs**
• America Innovation (ITA/US Foundation) • Horizon SOE • WMF Dynamo/AWS • Ernst & Young Marzotto	• SaaS Web Builder • VR projects: Turnkey Solutions • Mobile Apps • AR Books	STRATEGIC to: - Create Synergies - Grow Client Base - Increase Know-How Company Evaluation range: €4-6 million
Awards	**IP**	**Exit**

AR MARKET

TEAM
Founders

Andrea Baldini
Founder & CEO

Flavia D'Altrui
Co-founder - COO

Alessandro Conti
Co-founder CFO

Francesco Iafolla
Co-founder Sales

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TEAM
Staff

Agostino Solagna

Art Director – 360° Developer

Roberto Pompili

3D Artist

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SOLUTIONS

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EASY360WEB: SAAS WEBSITE BUILDER

- To turn Traditional Websites into immersive, interactive and navigable Web

- Preset / Full Custom 360° Virtual Websites or Digital Twins, with Digital/AR upselling and customization on demand

- Unique CMS self-provisioning functionality to allow Clients to update content quick & easily through simple "drag & drop", no tech skills required

- Multi-device: work on desktop, mobile, VR headsets and cardboards for higher immersive experience

- Hosting Service included

- https://easy360web.com/

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PORTFOLIO: IP 360° VIRTUAL PROJECTS

EUFMD FAO: 360° Virtual for Global VETs Event

MED: 360° Virtual Training & Store

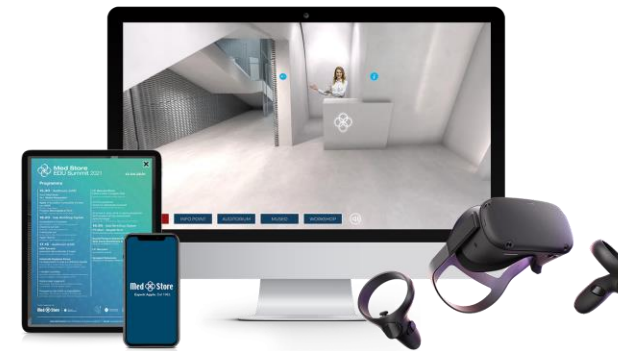**INNOVIT:** Italian Innovation Hub San Francisco

PROCTER & GAMBLE: 360° Virtual Plant

ROLLING STONE : 360° Virtual for Venice Film Festival 2022

BASE MILANO: 360° Virtual for LINECHECK Event

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PORTFOLIO: 360° VIRTUAL OTHER USE CASES

- ART: Piero orlando- Immaginario
https://demo.easy360web.com/Piero-Orlando-Immaginario/

- ARTIST: Virtual Mizet Singer
https://demo.easy360web.com/360virtualclub/

- ART: Art Gallery
https://storage.net-fs.com/hosting/6608950/187/

- TOURISM: Virtual Barcheria
https://www.labarcheria.it/virtual_tour/

- TRAINING: Fire Estinguisher
https://storage.net-fs.com/hosting/6608950/202/

- TRAINING: Beauty Center
https://storage.net-fs.com/hosting/6608950/65/

 - RETAIL: Armani Store in Cloud
 https://storage.net-
fs.com/hosting/6608950/42/WWW.AREALITYMARKET.COM

- RETAIL: Demo Pharmacy
https://storage.net-fs.com/hosting/6608950/196/

- RETAIL: Door Distributor
https://storage.net-fs.com/hosting/6608950/181/

- RETAIL: Gold Wine bar
https://storage.net-fs.com/hosting/6608950/171/

- RETAIL: Hardware Store Demo
https://storage.net-fs.com/hosting/6608950/198/

- PRODUCTS: Lamborghini Demo
https://storage.net-fs.com/hosting/6608950/195/

- EVENT: Presentation Area
https://storage.net-fs.com/hosting/6608950/184/

- REAL ESTATE: Modern House
https://storage.net-fs.com/hosting/6608950/197/

- HEALTH/LAB: Lab 3D
https://demo.easy360web.com/ForterisLaboratory/

- EDUCATION / GAMING: Space Edu Park
https://demo.easy360web.com/ESA-Space-EduPark/

- EDUCATION: Virtual Egosostenibilità
https://demo.easy360web.com/egosostenibilita/

 - HORECA: Luxury Hotel Custom Editor
https://storage.net-fs.com/hosting/6608950/190/

- HORECA: Surgeon Restaurant
https://storage.net-fs.com/hosting/6608950/121/

- HORECA: Star Home Virtual
https://demo.easy360web.com/StarHome/

- GAMIMG: The hidden grave of the Pharaohs
https://storage.net-fs.com/hosting/6608950/96/

- GAMING: The Xmas Escape Room
https://demo.easy360web.com/XmasEscape/

-   GAMING: History Game
https://storage.net-fs.com/hosting/6608950/212/

VR / AR SOLUTIONS

- Customized development of Virtual and Augmented Reality Solutions for B2B across verticals

- Turnkey VR Gaming Package for Entertainment at Events and Exhibitions

- AR/VR development cross-platform for any device (Android/iOS)

- AR development with native App or in WebAR

- 3D development in –house to feed AR/VR experiences

- EDTech Publications in AR/VR for young generations

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PORTFOLIO: IP VR SOLUTIONS

PERONI EVENTI PER STELLANTIS : VR Driving game for Career Day Stellantis

ESA: VR Space Edupark Game to educate on Earth Science

BCC PAY: VR Educational on BCC Pay Financial products

REGIONE CALABRIA – CARABINIERI BIODIVERSITA': VR Educational on Sila Naturalistic Environments
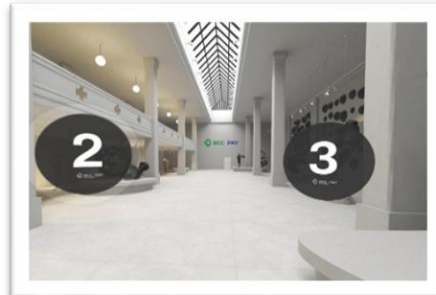
TURNKEY VR GAMES (Racing, Walking, Shooting, Basketball, Sales Training, Escape Room): for Entertainment during Events & Fairs

STELLANTIS
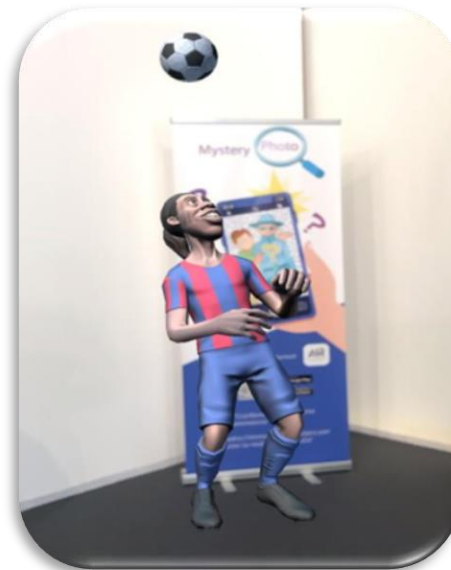
ESA

BCC PAY

TURNKEY VR GAMES

PORTFOLIO: IP AR SOLUTIONS

Augmented Reality Solutions to boost storytelling and power up :

- **Marketing & Companies Material -** Logos, Business Cards, Digital Catalogues, Billboards, Product Packages, Gadgets, Flyers, Products in 3D, Marketing Filters

- **+94% E-Commerce Sales** thanks to AR and 3D content

PORTFOLIO:
IP AR/VR BOOKS
EDTECH

DEVELOPER AND PUBLISHER

ILLUSTRATION, AR/VR DEVELOPMENT, TRANSLATION, E-COMMERCE/AMAZON SALES

2 COLORING BOOKS with AR characters and games, multilingual

1 FAIRY TALE with AR characters and games, multilingual

1 ADVENTURE BOOK with AR & VR* experiences (English only)

AR DEVELOPER for "THE GLOBAL KID"

* in partnership with Museum Ltd.

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PORTFOLIO: IP APPS

ESA: gamified Apps for Climate Change and Earth Science Education

DURACELL: white label APP to innovate the "Sales Experience"

PROCTER & GAMBLE: AR Quiz Game for Training

MAKER FAIRE: white label Maker ART App for European Maker Faire Event

LABOR: white label APP for moves and relocations for big Corporates & SME

PMS: white label for ADV Agency for AR on magazines/newspapers

TOKLENS: brings NFT to life with AR content
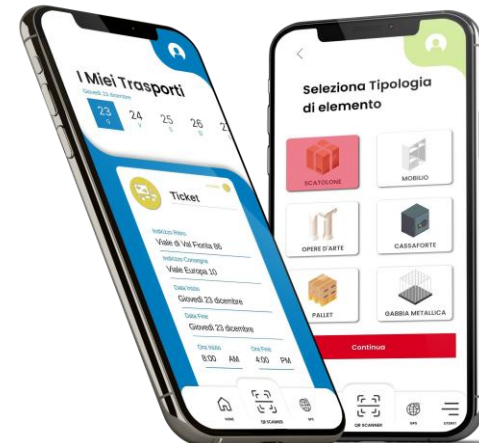
3 AR MARKET APPS for B2C EdTech

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LED WALL & VIDEO MAPPING

- Led Wall technology for reproduction of videos and images by means of a computer or video processor. Can be visible on daylight or darkness and at distance. It allows video production with dynamic background and synchronization with people or objects for a 3D effect and scene depth.
https://www.youtube.com/watch?v=gXj10tGusCw

- Video Mapping technology allows to turn any surface in a dynamic display.
https://www.youtube.com/watch?v=jtFthRSqRwQ

- Led Walls and Video Mapping can be used to offer more immersive experiences to a larger audience.

CLIENTS

MAIN CLIENTS

esa

Educational APPs for Earth Science and Climate Change Education

P&G

Gamified Digital Training APP & AR Experiences for Recruiting Events

eofmd
european commission for the control of foot-and-mouth disease

360° Virtual Space for Global VETs Event & Digital Rooms dedicated to Pharmaceutical Sponsors

DURACELL®

Customized APP for Salesforce to innovate the Sales Experience through AR & Digital content

RollingStone

360° Customized Virtual Space for Venice International Film Festival

Med Store

360° Virtual Space for Corporate Training & Apple Store

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MAIN CLIENTS

VR Driving Experience for Stellantis Career Day

WebAR Experiences for B2B Training Platform

360° Virtual Space for LineCheck Music & Arts Event

VR Experience for Biodiversity Education
(Sila Naturalistic Area)

AR Gaming Experience to innovate new products at launch

Faro products in AR to bring innovation to physical booth at Event in Germany

AR MARKET

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