



Democratising access to Augmented Reality!



European
Innovation
Council



Co-funded by the Horizon 2020 programme
of the European Union



Microsoft
For Startups

OUR PROGRESS

2016 - 2018 - R&D stage. It was funded by a EUR 200K governmental and EU grant;

2019 - Official launch of indexAR in the market;

- Attended InnovX Accelerator by BCR in Bucharest;

- Won a Horizon 2020 Grant for researching the feasibility of indexAR in the market;

2020 - Received a Microsoft for Startup Sponsorships;

- Got certified as a Microsoft Independent Software Vendor;

2023 - Exhibited in the EIC Pavilion at MWC Barcelona and IFA Berlin.

The AR campaigns



indexAR enables companies
to bring their products and services in front of customers
fast & cost-effectively, through Augmented Reality
while being assisted every step of the way.

Fast means:

it takes at most 30 minutes and
a few drag and drop actions

Cost-effective means:

monthly subscription fees starting at
500 EUR/ month/ AR campaign

Support services / assistance means:

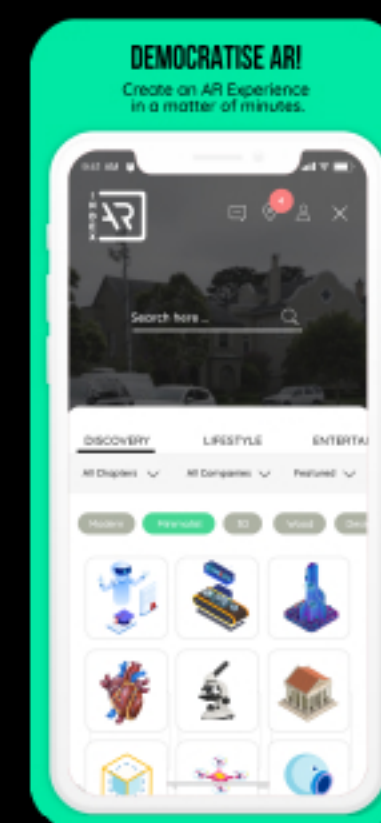
- 1) Assisting with content creation:
 - insight regarding AR technical limitations,
 - UX best practices for AR
- 2) 3D content creation services (through partners)
- 3) Onboarding and setup on the CMS web platform

indexAR, “The  of 3D content”

Streaming 3D content in Augmented Reality becomes as simple as streaming a video through YouTube.



The Content management platform allows companies to **BUILD, SETUP & DEPLOY** an **AR CAMPAIGN** in a matter of minutes with just a few drag & drop actions.



The free mobile AR app allows customers, with the help of their mobile device, to **BRING IN FRONT OF THEM** that company’s entire product portfolio.

SUPPORT SERVICES

Assisting with campaign concept creation - 3D content creation services - Onboarding and setup

The AR SDKs we use:



*compatible with iPhone 6S
or more recent models



*compatible with more than
1000 devices

THE DIFFERENTIATORS (1)



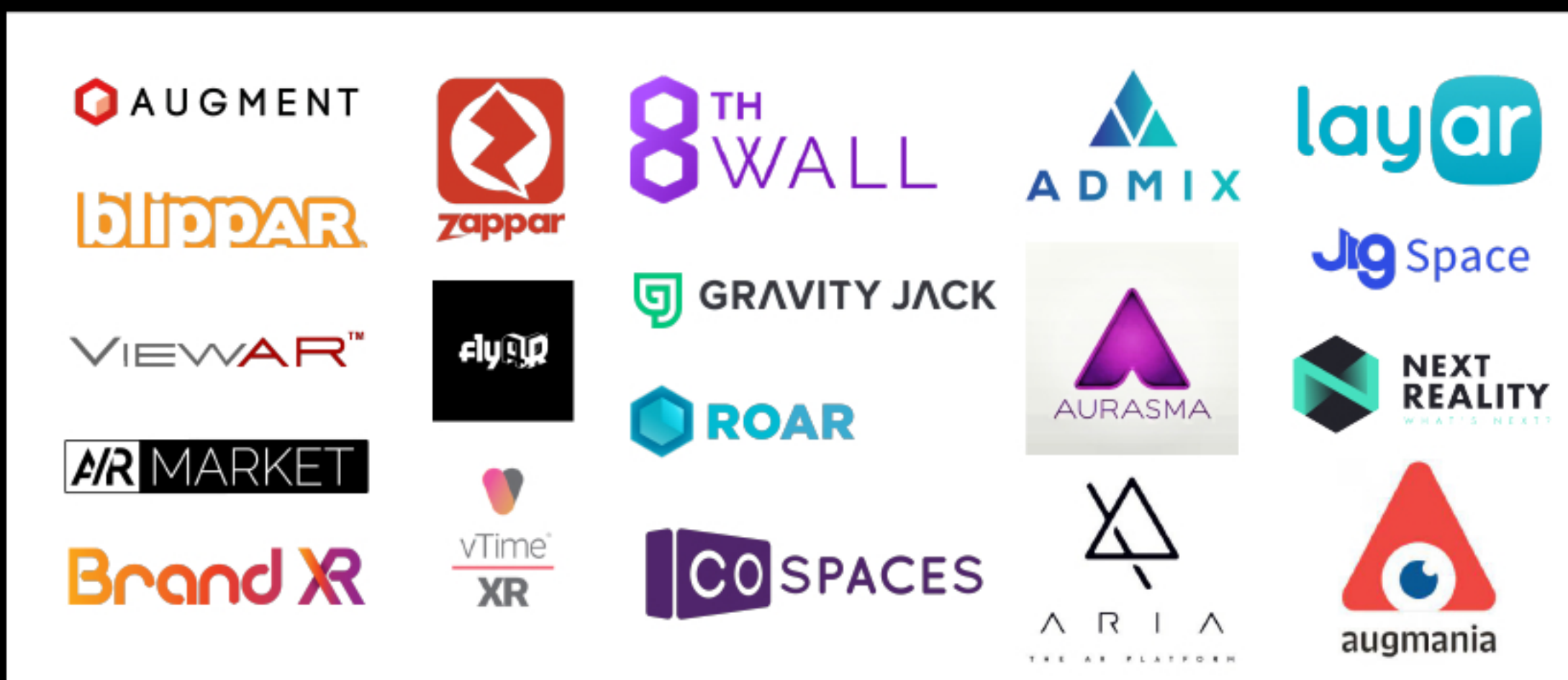
CUSTOM AR APPS

COST: 5 K - 100K EUR
DEV TIME: 1 - 6 MONTHS

We differentiate through:

AFFORDABLE MONTHLY FEES
&
READY TO USE INFRASTRUCTURE

SIMILAR SOLUTIONS



a unique blend of

TECHNICAL CAPABILITIES & FEATURES
&
SUPPORT SERVICES

OUR UNIQUE BLEND OF TECHNICAL CAPABILITIES & FEATURES:

1) Realistic 3D content

Continuous improvement of the visual quality of the AR scene by integrating new technologies or in-house development.

2) Lead generation tool

indexAR is not just a simple AR viewer.

One of the main objectives is to provide a lead generation tool for companies. We provide a smooth user experience that can end with a purchase or another action intended by the owner of the AR campaign.

3) Easy to integrate

Integrate with your website or other marketing tools through a link.

4) Adaptive versatility

We can address multiple use cases from different industries.

OUR SUPPORT SERVICES:

1) User Experience insights

They include insights regarding the optimal manner of content delivery, recommendations regarding the type of content that can be streamed in AR, and the optimal mix between different types of content.

2) 3D content creation services (through partners)

3) Onboarding and setup on the CMS web platform

THE COMMERCIAL FEASIBILITY ASSESSMENT



2700 Contacts from

Advertising Agencies

(since June 2022)

McCANN **essence****mediacom**



Cheil | Centrade



GRAFFITPR

DDB



PUBLICIS GROUPE



2000 Contacts from

Real Estate; Furniture; 3D
Rendering Studios; Interior
Design; Arch Visualisation.

(since 2020)



ION



Conclusion:

A Top - Down approach is needed
in order to create a market trend for
using AR as a sales & marketing tool.

148 Contacts from

Final Clients

(since 2020)

SAMSUNG

Haier



arctic



KUKA

GEBERIT

SIEMENS



THE USE CASES

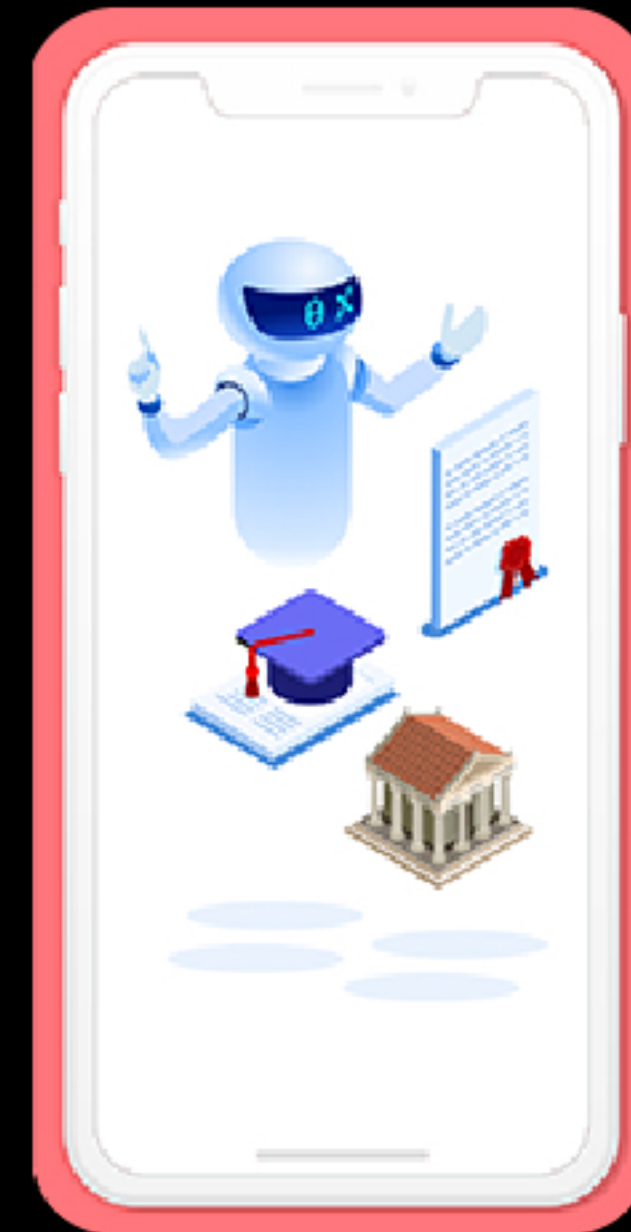
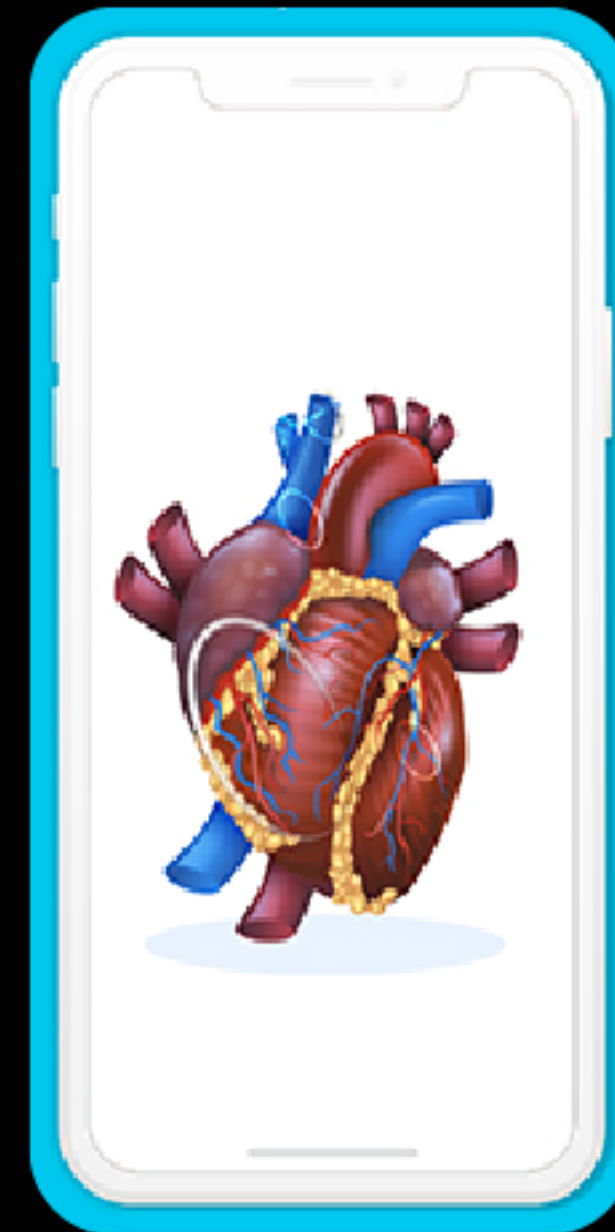
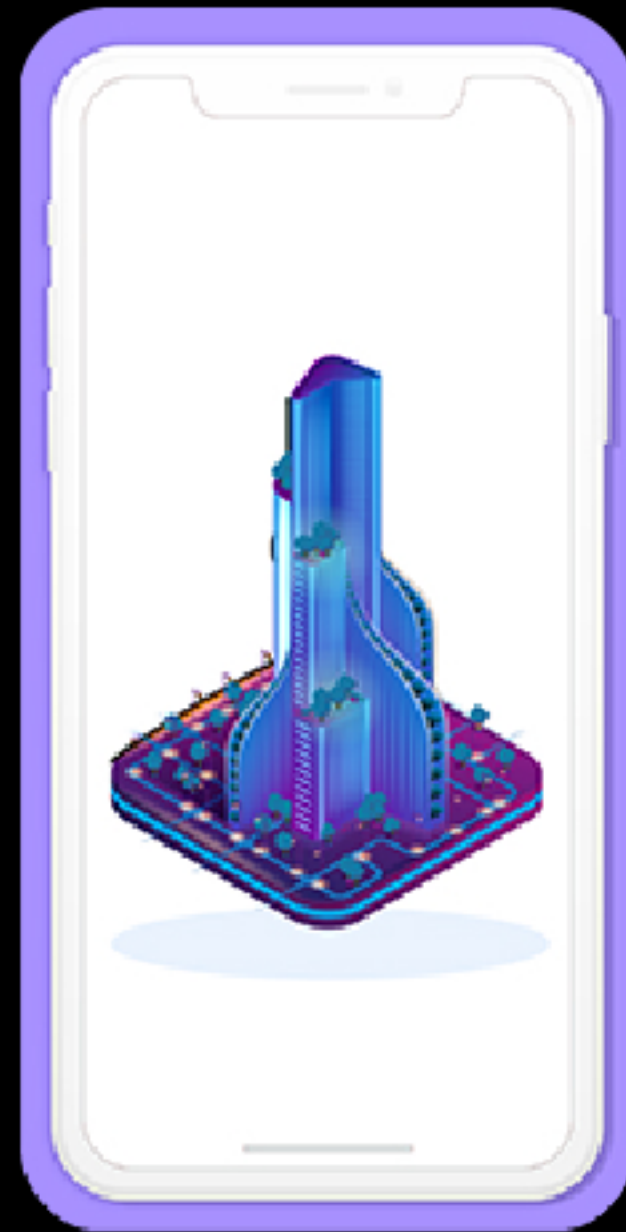


SALES

PRESENTATIONS

BRAND AWARENESS

ONBOARDING & TRAINING



SALE STRATEGY

DIRECT SALES

PARTNERS

Advertising Agencies

 Belgian Luxembourg
Romanian Moldovan
Chamber of Commerce

 PROPTechlab

PRICING

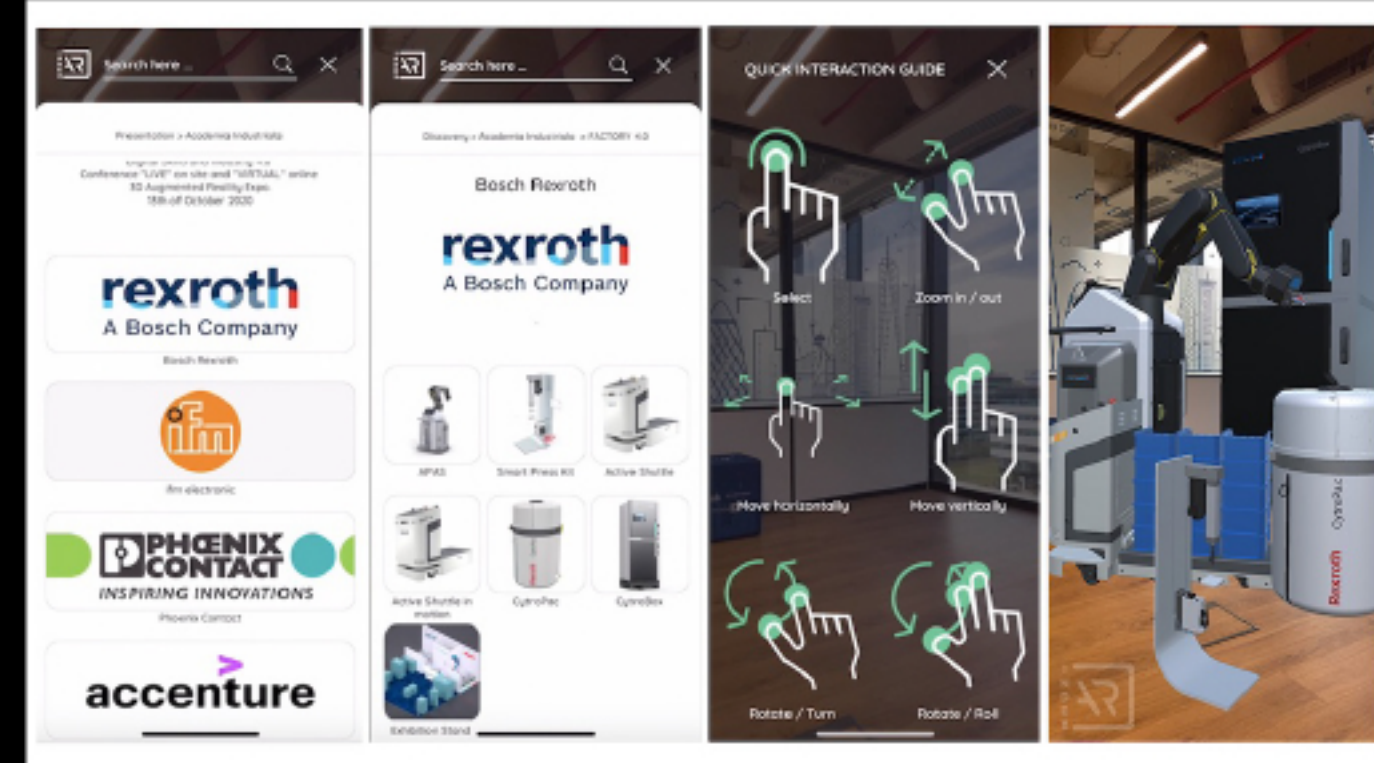
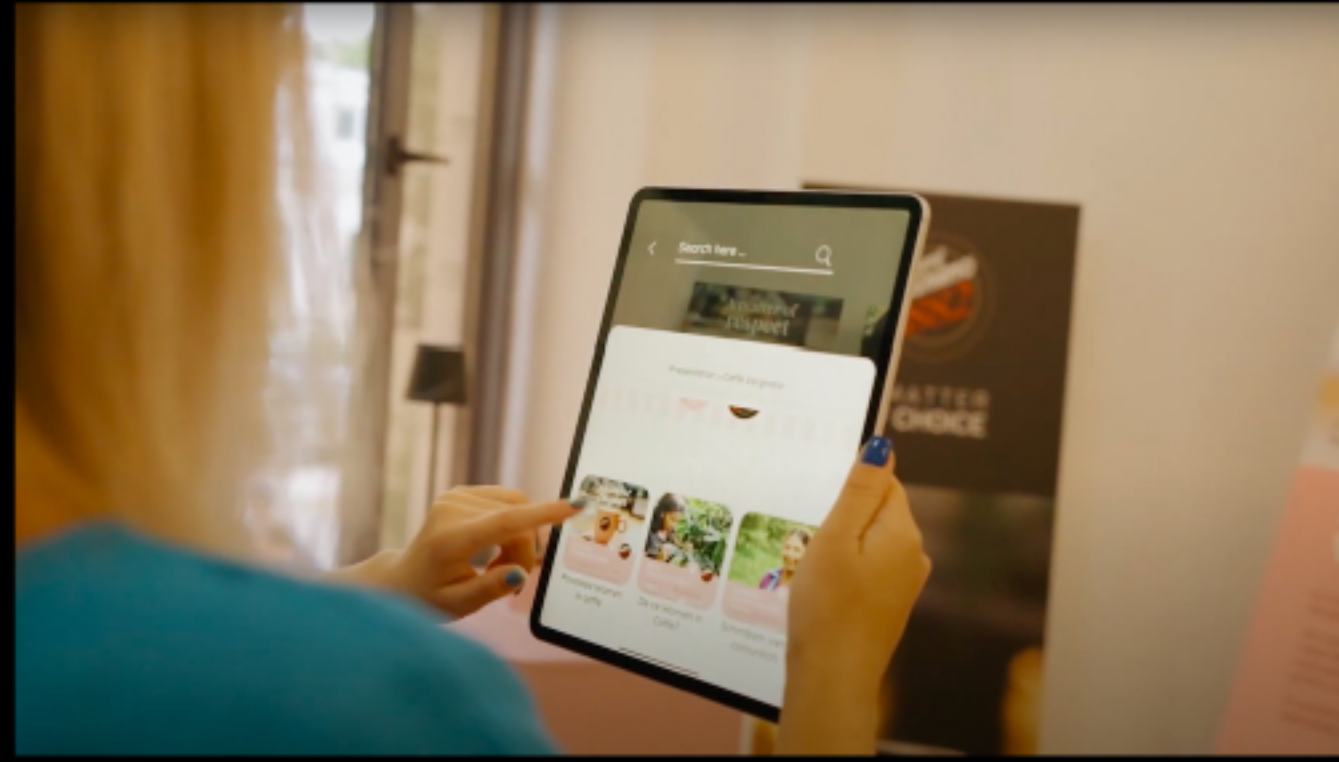
MONTHLY FEE

Starting at 500 - 1.000 EUR
/month

ANNUAL FEE



THE PROJECTS



CONTACT



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