



EXCITING
REALITY

CATALOGUE OF AR/VR SOLUTIONS



LIVING PRINT MEDIA

Mobile app turns your print media (a catalogue, a leaflet, a calendar, a billboard or a visit card) into a comprehensive 3D presentation of a company or a product suitable for user interaction, un hiding accessory multimedia and reference data.

Make your company presentation even more attractive and make your company looking greater at the state-of-the-art level.

 <http://youtu.be/AyBwZgndOXM>

 http://youtu.be/fd_dVQnpelw



VISUAL INSTRUCTION AT PRODUCTION SITE

Mobile app for training users in complex processing operations with reference to real parts of a device or an instrument.

Visual prompts, stepwise support, free hands, voice control, hands-on onsite performance.

Device operation and inner assembly are demonstrated.

Use handy technologies to build up professionals in your team!

 <https://youtu.be/gnQBGIKjgJQ>



Open the front cover

INTERACTIVE WORK MANUALS

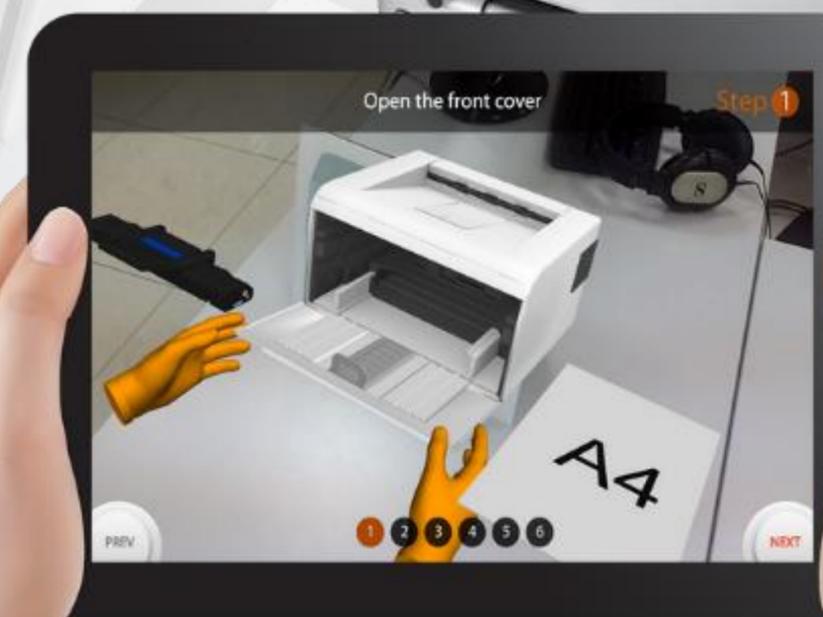
Mobile app to support user interaction with advanced devices or processes: device-based, no training staff needed.

Invite customers or your team to make friends with devices and appliances you sell to them.

<http://youtu.be/S7Wb10aK5WM>

<https://youtu.be/yxtjboRQSJE>

<https://youtu.be/neBioyT5cj4>



LIVING PRINTED TEXTBOOKS

Mobile app to make book pages “living” using AR technology.

Animated three-dimensional scenes and “living” demonstrations are unfolded in front of the book pages owing to AR technology.

Become a Hogwarts magician making textbooks really absorbing and informative like never before.

 <http://youtu.be/Py7bmoZclpU>



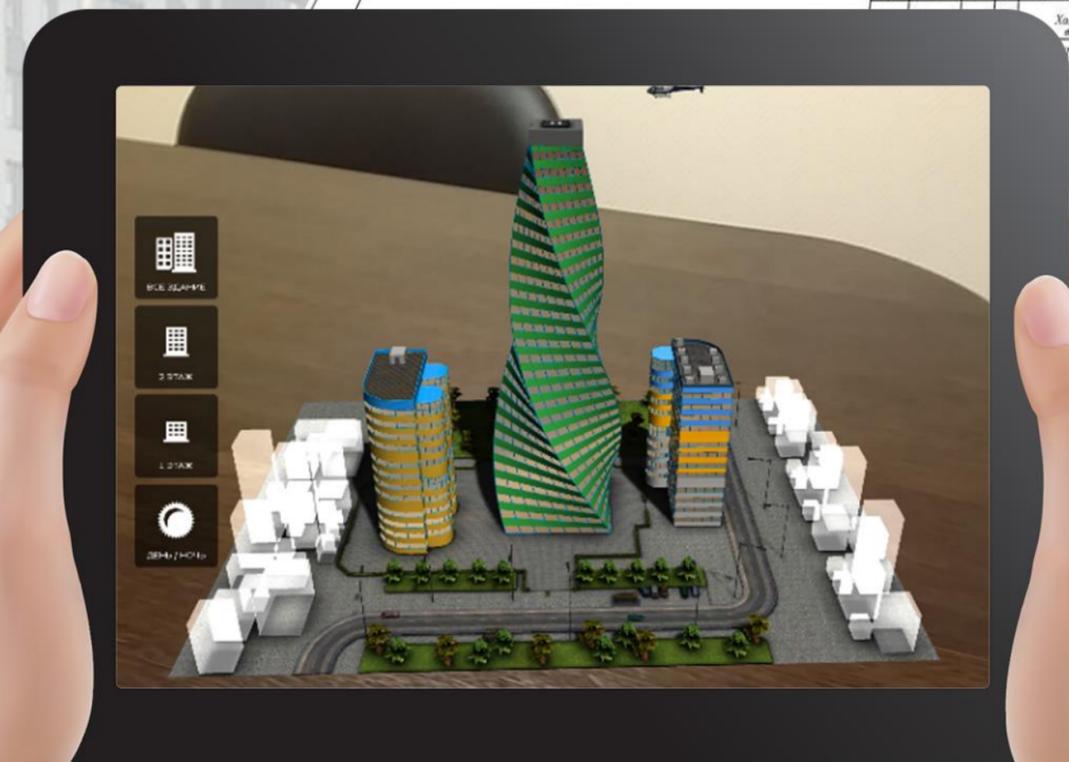
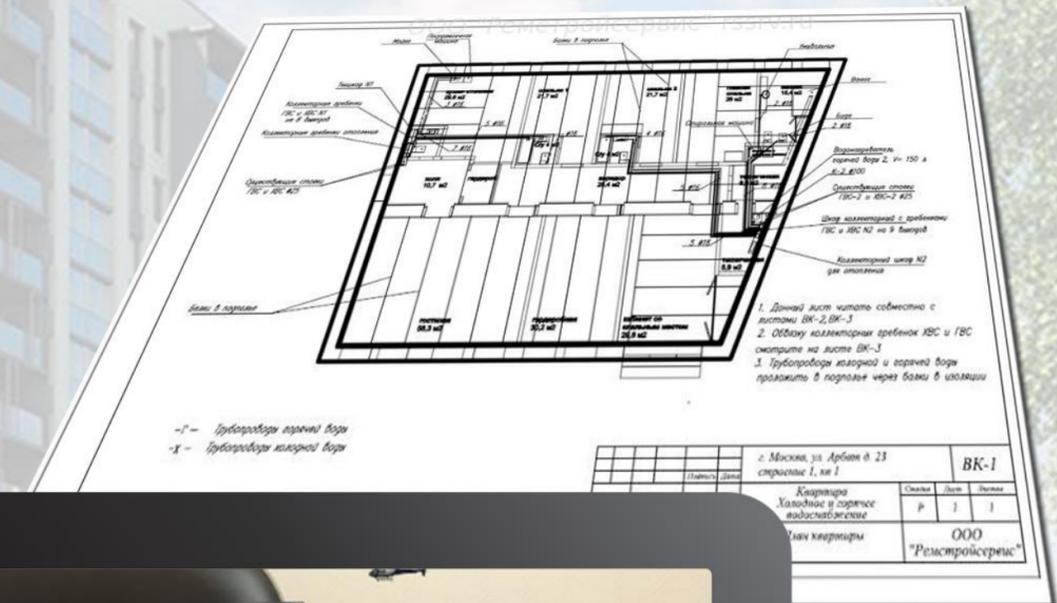
VIRTUAL PROTOTYPE MODELS

Construction simulation in virtual space, making drawings, plans and layouts visual as interactive 3D models and 3D presentations.

Layouts, panoramic fly-around, floor-by-floor or block-by-block model structure, internal premises demonstration, section viewing of facilities.

Make all the advantages of your project truly visible!

 <http://youtu.be/MGO6--jzBYw>



CONSTRUCTION MONITORING

Track progress of construction and repair works visually.

Systems of video recording, analytics and alerts.

Real-time monitoring of infrastructure facilities using 3D-modelling tools.

Keep a close watch on the construction progress and demonstrate it to the stakeholders.



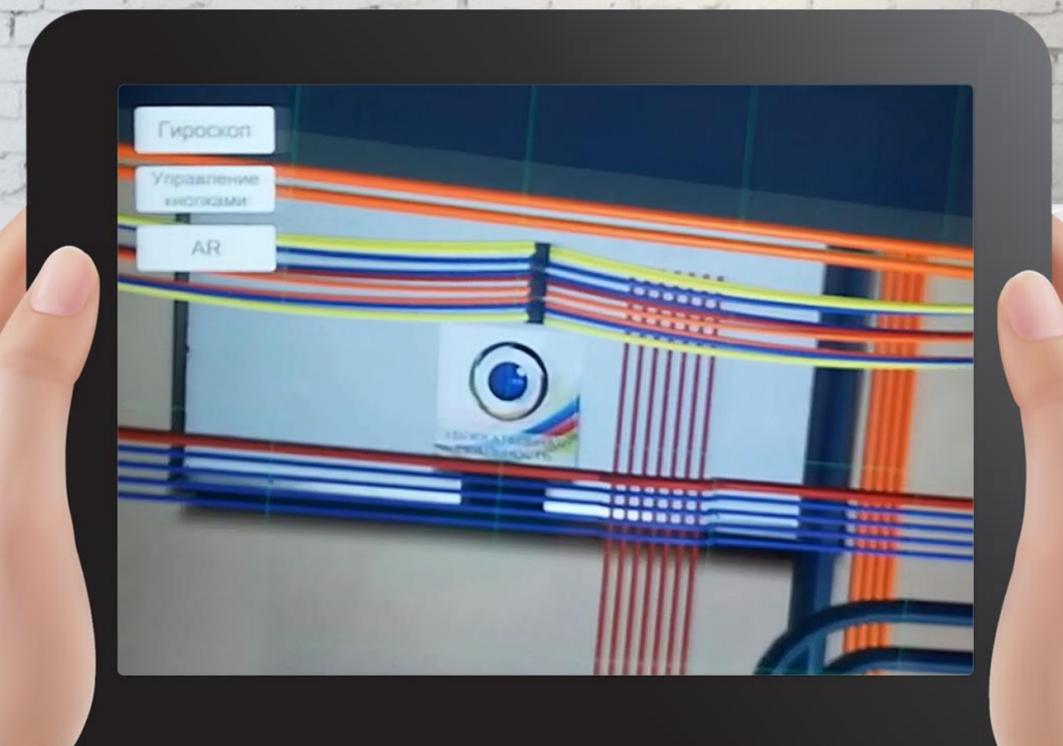
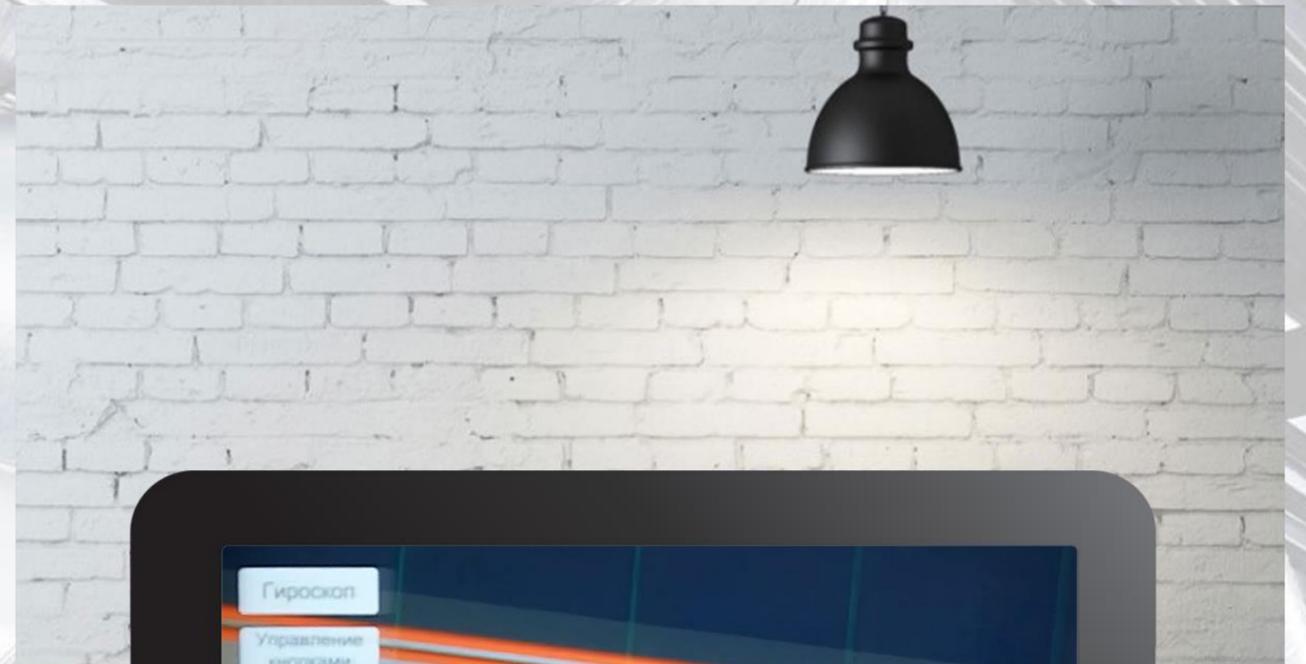
VISUALIZATION TOOLS FOR HIDDEN LATENT OBJECTS

TO SEE UNSEEABLE

AR-based mobile app to uncover/visualize hidden hard-to-access lines, pipelines and communications.

It is of no need now to use ineffective tools or hardly readable graphs – one glance and you see what is inside the wall.

 <http://youtu.be/P4wbKz2uyHo>



NAVIGATION WITHOUT AVAILABLE GPS

Visual indoor real-time navigation system using AR trackers without communication tools needed.

Real image is augmented with virtual data containing layers.

Help customers find themselves inside your office and guide them right to the spot where they are intended to be.

 <https://youtu.be/Mg0ojPUgXx8>



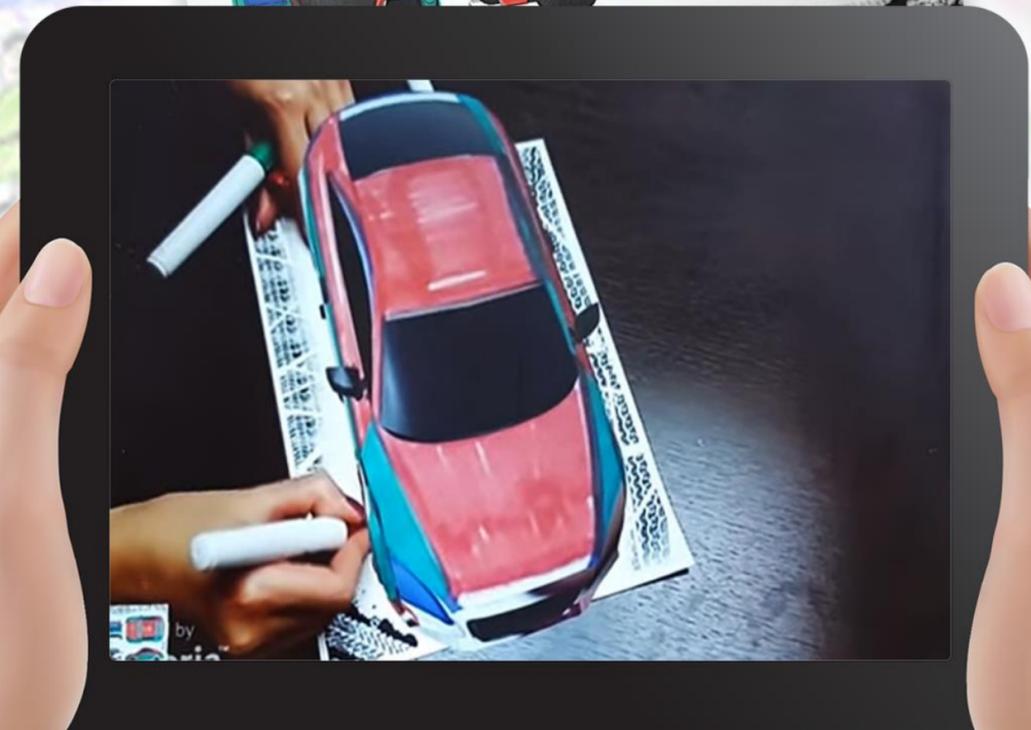
COLORING PAGES COME ALIVE

Mobile app to animate a hero or an object from a coloring page.

A flat image with AR-technology touch becomes a 3D model colored just as you did it.

Let your kid him/herself model reality or try it for yourself!

 <https://youtu.be/JIE1iTy-IYM>



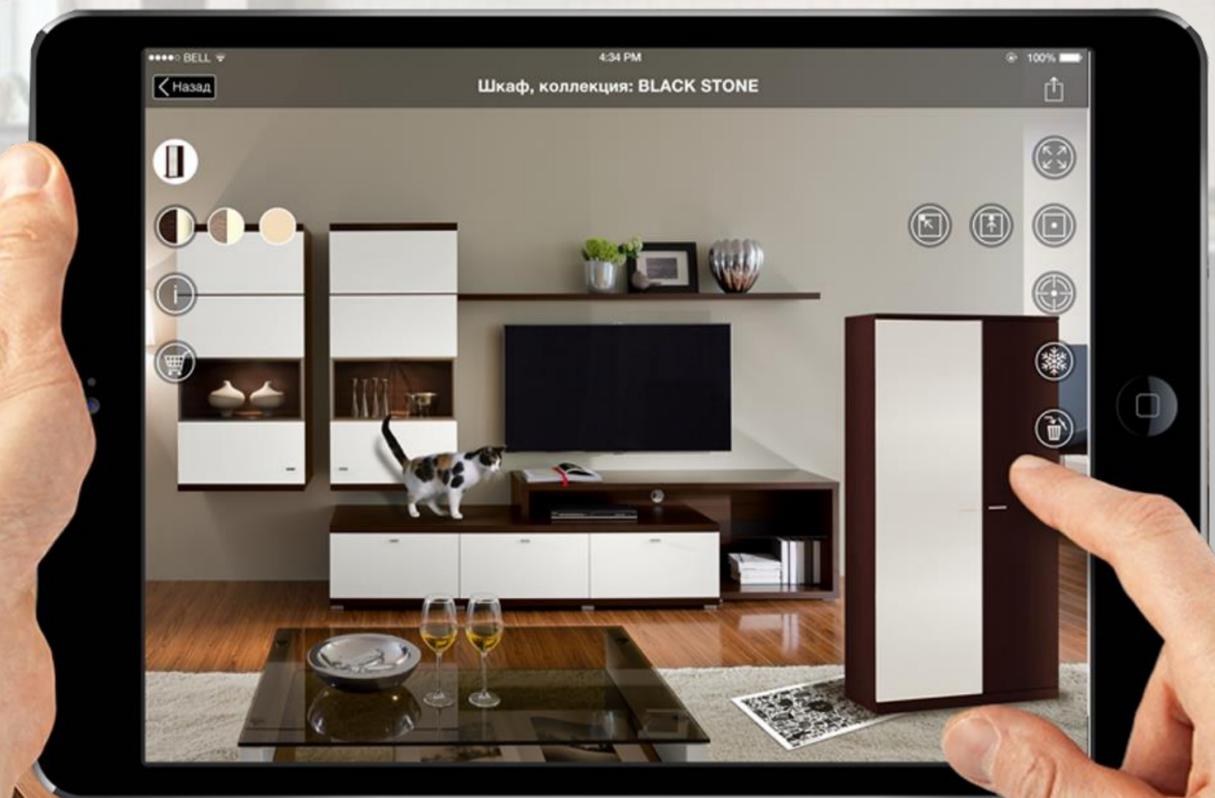
FURNITURE AND OBJECTS SPOTTING

Mobile app for virtual selection and spotting objects of the interior scene in the real room.

Design of apartments, offices and retail spaces, selection and furniture “trying-on” in real surroundings.

Vary outlook, scale, shape and angle by changing AR-tracker spot.

 <http://youtu.be/N7s2HWzrPbw>



LAND IMPROVEMENT

Mobile app to perform virtual land improvements for villas and urban areas.

Design of adjacent areas, selection and “trying-on” of exterior objects.

Handy selection of elements from a catalogue.

Manage objects tied to real surroundings and landscape.



INTERACTIVE MIRROR

Virtual dressing room technology optimized for multiple retail channels. Our software works with regular webcams and Kinect, while also offering tablet integration for our Kiosk software.

Social sharing and analytics are fundamental to all of our virtual dressing room technologies to help increase purchase intent.

 <https://youtu.be/F-3qC4q8toU>



БЦ РОССИЯ и СНГ: + 17%

- Рост продаж в химическом бизнесе
в Янв.–Сент. 2012: 17%

- Количество сотрудников: 991
(исключая ст. «Нефть и газ»)

- 13 компаний, группа BASF

GESTURE CONTROL

Take your presentation to the next level to persuade clients, woo customers, and train internally by delivering your presentation using gesture control devices like Microsoft Kinect and Leap Motion.

No more added complexities, configurations, or expensive hardware. Simply use intuitive gestures to control your presentation while keeping your hands free.

 <https://youtu.be/SJDWfbjEUPo>



INTERACTIVE DEMOS FOR GROUPS OF PEOPLE

Utilizing Augmented Reality is a great way to interact with your customers when they're at your stand. Using graphical trigger points you can make your stand or banner come to life by using a AR app which can show, videos, photo presentations, and 3d or 2d animations using a mobile device or tablet on either android or iOS apple mobile devices.

Demo stands with animated mobile and interactive models. The interaction accompanied by visual effects.

 <https://youtu.be/5QDB7CDD5aA>



ATTRACT ATTENTION TO YOUR BRAND

Easy way to revitalize your brand, make it great again or perform a promo.

Marketing mini-game AR app to animate your product or service.

Your product is in the customer's limelight with a packing box as a suggested option for an AR tracker.

 <http://youtu.be/Z4kU2IF-xtg>

 <http://youtu.be/jcrOEQhDGfs>



VIRTUAL GUIDE: MUSEUM ASSISTANT

Imagine being surrounded by a world of ghosts, things that aren't there unless you look hard enough, and in the right way. With AR&VR technologies, that's possible.

Augmented and virtual reality let museums superimpose their virtual world right over what's actually in front of you, bringing exhibits and artifacts to life in new ways.



STREET OBJECTS ANIMATION USING AR TECHNOLOGY

ANIMATION OF STREETS AND BUILDING

With new informational layers, geo-linking buildings and objects you acquire a fantastic tool for presentation real objects and territories with just a mobile device needed.

Provide people with additional stunning details and gamify for your benefit!

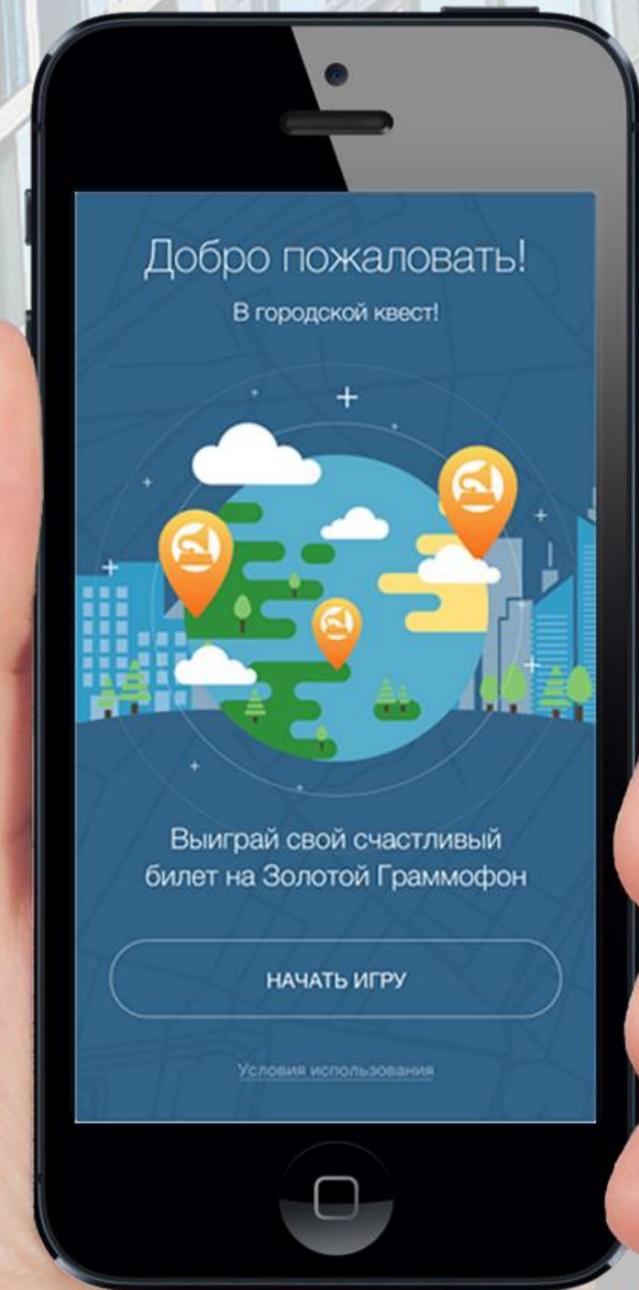


POKÉMON GO – LIKE APPS

A mobile game that uses your phone's GPS data and clock to show objects (like a Pokémon) hidden near your current, physical location. The object which appear on-screen in the app can be captured. As you go to different locations and explore different cities and towns, the types of objects you encounter will change.

Use it for your marketing and promo activities or viral city-quests.

 https://funreality.ru/product/grammofon_gold



YOUR OUTLET IN VR

Sell your products virtually for a user with VR box/glasses from any part of the world. All your products with texture, color, shape and material selection are available for buyers in a virtual media.

Let them rotate it, look through details and appearance to make a decision to buy!

 <https://youtu.be/sHlsv7l6RoU>



VR-PRESENTED DATA

A mobile app to visualize stats and data like never before.

Get much more space to arrange your infographics data with panoramic view, free layout, selection of depth and type to make.

Navigate in oceans of figures and graphs to explore them!

 <https://youtu.be/qLsio1cd5co>

VISUALIZING PLANT PROCESSES

Hi-tech processes available in VR to staff, trainees, students with interactive demos in virtual space.

Create VR-based tours, guides and learning materials on technologies you use for better and hazardless intro for those you want to know internals of your plant or factory better.

Demonstrate 3D models of equipment and product lines with inbuilt accompanying media materials.

 https://youtu.be/HShho0pqA_k

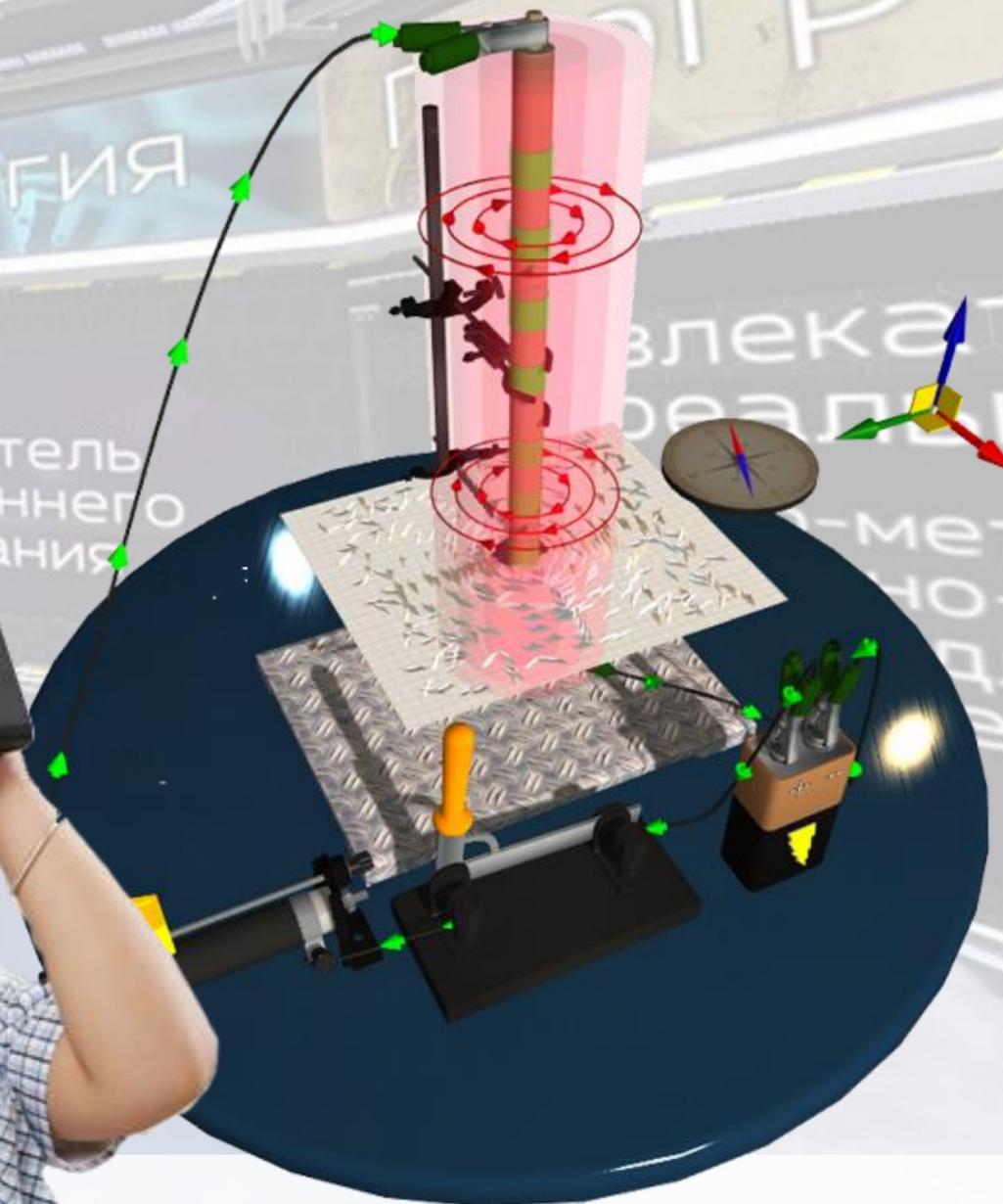


DREAM E-TEXTBOOKS COME TRUE

Enhance your classroom studies with VR classes providing pre-set learning material and tasks in VR or even create VR platform to upload your learning items into virtual space easily.

Wow-effect, interaction, literal diving in-to a learning process with easy comprehension and interaction of students.

 <https://youtu.be/ftJn1p1XHMg>



VIRTUAL TRAVELS

Make virtual tours of gorgeous destinations around the world including resorts, cities and experiences. Get inside, fly-over or make a panoramic view

Add-up objects and information, which do not exist in reality.

Make tours to remote epochs, places and spaces you can finally reach!



FULL-PANORAMIC VIEW

Wide range of technology for 360 pictures, video and VR, from monoscopic rotatable video on a web page or mobile device, through headsets such as Google Cardboard with 3D audio, to high-end headset-based VR experiences allowing full movement and interaction.

Capture and deliver video. With our assistance you can create your unique VR, 3D, full-panoramic experiences and upload them to social media!



BRAND NEW VR EXPERIENCE

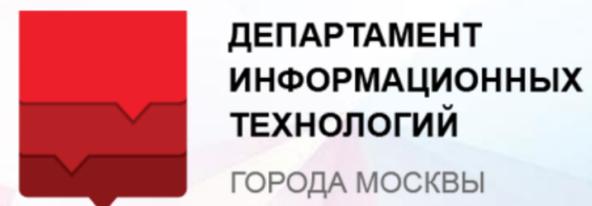
You can escape the everyday into a world of imagination. Play games: RPGs, sports games for various devices, open a browser on a second screen. It's your own game zone, where you are at the center of every adventure.

Use easy view control, unbelievable environment, interaction with other players, enjoy hi-res 3D picture with media effects for new real experience in an unreal world.

 <https://youtu.be/dKtab69wTEE>

 <https://youtu.be/C9FMgWGqlq8>





НАЦИОНАЛЬНЫЙ ИССЛЕДОВАТЕЛЬСКИЙ
УНИВЕРСИТЕТ



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 Funreality promo video