

**nextech AR**  
your metaverse company



# Nextech AR Solutions 2022

CSE: NTAR  
OTC: NEXCF

# Disclaimer / Safe Harbour



This communication may contain statements, other than statements of current or historical fact, that constitute “forward-looking statements”. In some cases, you can identify forward-looking statements by terminology such as “anticipate,” “believe,” “expect,” “intend,” “estimate,” “project,” “forecast,” “plan,” “predict,” “seek,” “goal,” “will,” “may,” “likely,” “should,” “could,” and similar expressions or expressions of the negative of these terms. This presentation contains forward-looking statements that are based on our management’s current estimates, beliefs and assumptions which are based on management’s perception of historic trends, current conditions and expected future developments, as well as other factors management believes are appropriate in the circumstances. Although we believe that the plans, intentions, expectations, assumptions and strategies reflected in these forward-looking statements are reasonable, these statements relate to future events or our future financial performance, and involve known and unknown risks, uncertainties and other factors that may cause our actual results to be materially different from any future results expressed or implied by these forward-looking statements. Although the forward-looking statements contained in this presentation are based upon what we believe are reasonable assumptions, investors are cautioned against placing undue reliance on these statements since actual results may vary from the forward-looking statements. Forward-looking statements involve known and unknown risks, uncertainties and other factors, which are, in some cases, beyond our control and which could materially affect our results. These risks are described in further detail our Management’s Discussion and Analysis for the year ended December 31, 2021 and are discussed more fully in Nextech’s filings with the Ontario Securities Commission (OSC).

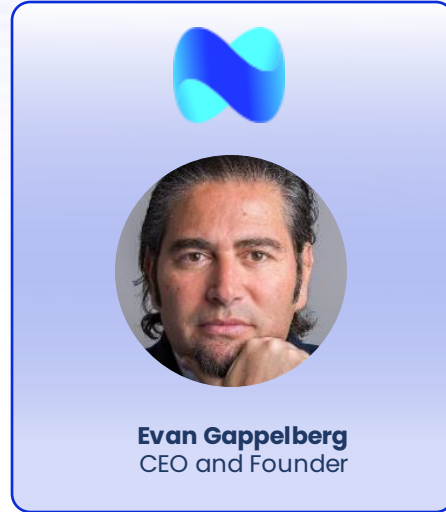
Total Bookings and Backlog are not defined by and does not have a standardized meaning under International Financial Reporting Standards (“IFRS”) as issued by the International Accounting Standards Board. This non-IFRS financial performance measure is defined below. Non-IFRS financial measures are used by management to assess the financial and operational performance of the Company. The Company believes that this non-IFRS financial measure, in addition to conventional measures prepared in accordance with IFRS, enables investors to evaluate the Company’s operating results, underlying performance and prospects in a similar manner to the Company’s management. As there are no standardized methods of calculating these non-IFRS measures, the Company’s approaches may differ from those used by others, and accordingly, the use of these measures may not be directly comparable. Accordingly, this non-IFRS measure is intended to provide additional information and should not be considered in isolation or as a substitute for measures of performance prepared in accordance with IFRS.

Total Bookings: the total dollar value of technology services and license services included in contracts with our customers. ‘Value’ is the total revenue (recognizable or not) associated with each transaction, as opposed to the amount invoiced or recognized as revenue in the period. This information provides the user with information on the performance of our sales efforts in the period, as there is a timing difference between when we close a deal and when it is ultimately ‘earned’ as defined in IFRS for revenue due to the term of our contracts and delivery timelines.

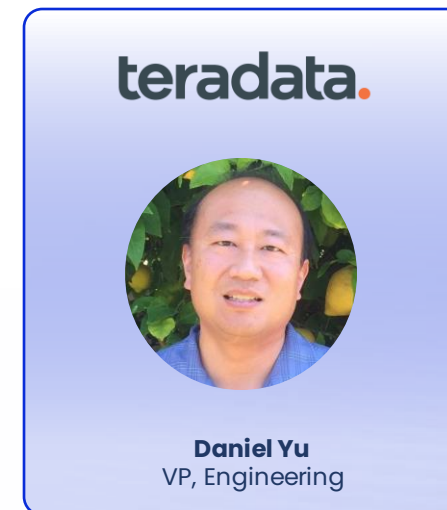
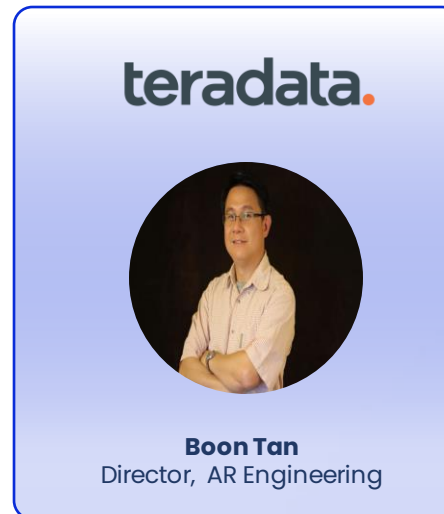
Backlog: the estimated unearned portion of technology services and license services in customer contracts that are in process and have not been completed as at the specified date. This includes billed and unbilled amounts within each contract. Since our revenue is recognized as earned, this will translate to total bookings to date less earned revenue recognized on the financial statements. This information provides the user with an estimate of the work expected to be completed and earned in the future at a given point and is used by management to allocate resources to our revenue delivery team.

Total Bookings and Backlog should not be considered a substitute for or in isolation from measures prepared in accordance with IFRS. These non-IFRS measures should be read in conjunction with our annual audited consolidated financial statements for the year ended December 31, 2021. Readers should not place undue reliance on non-IFRS measures and should instead view them in conjunction with the most comparable IFRS financial measures. See the reconciliations to these IFRS measures in the “Reconciliation of Non-IFRS Measures” section of the recent MD&A dated May 19, 2022, found on Sedar.com.

# Blue Chip Leadership Team



## Engineering Team





# Rapid Expansion Is Happening...



## Partnerships



## Integrations



In 2022 we are experiencing a rapid expansion of MAJOR 3D modeling customers



# Reasons to Invest in Nextech AR

## Market



Booming market – \$5.5 Trillion eCommerce industry where 3D models are fundamentally transforming online shopping

## Timing



Demand for 3D models is taking off, Driven by big tech. Nextech has 4 years of experience in this space anticipating this moment

## Scalability



Disruptive Business Model –MRR/ARR, highly scalable SaaS based vertically integrated AI technology

## Technology



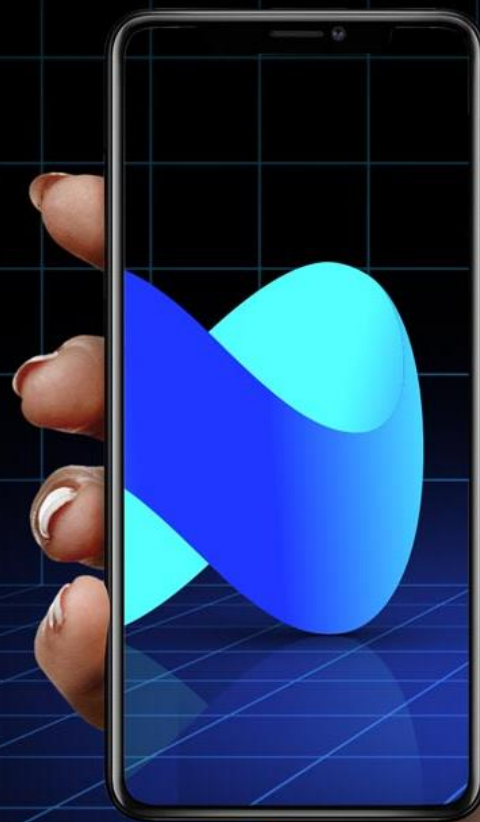
Fully Integrated solution driven by AI which has enabled Nextech to scale 3D models, only public company scaling 3D models for AMAZON, CB2, Kohls

## Leadership



A skilled and experienced blue-chip leadership team with CEO/Founder owning 10%

# The AI Powered 3D Model Factory





# Product-Market Fit Achieved in eCommerce

## Why Products in 3D+AR?

+94%

higher  
CTR rates (1)

+250%

Higher Conversions (2)

-40%

reduction in  
product returns (3)



**Hurley Bike Created for Joy Ride Bikes**

View in 3D



**Sofa Created for Habitt Furniture**

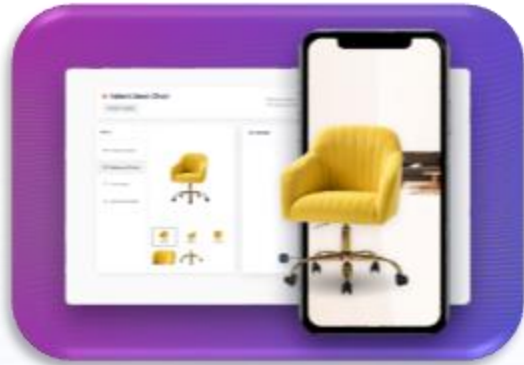
View in 3D



1: Harvard Business Review Article, "How AR Is Redefining Retail in the Pandemic"  
2: Digital Marketing Institute Article, "How Augmented Reality is Transforming Retail"  
3: AR Insider Article, "Does AR Really Reduce eCommerce Returns?"



## 3 Powerful AI technologies powering 3D content creation at mass scale



### 2D – 3D Conversion

Website 2D product images  
into 3D models



### CAD – POLY Conversion

Conversion of manufacturers  
CAD files into 3D models



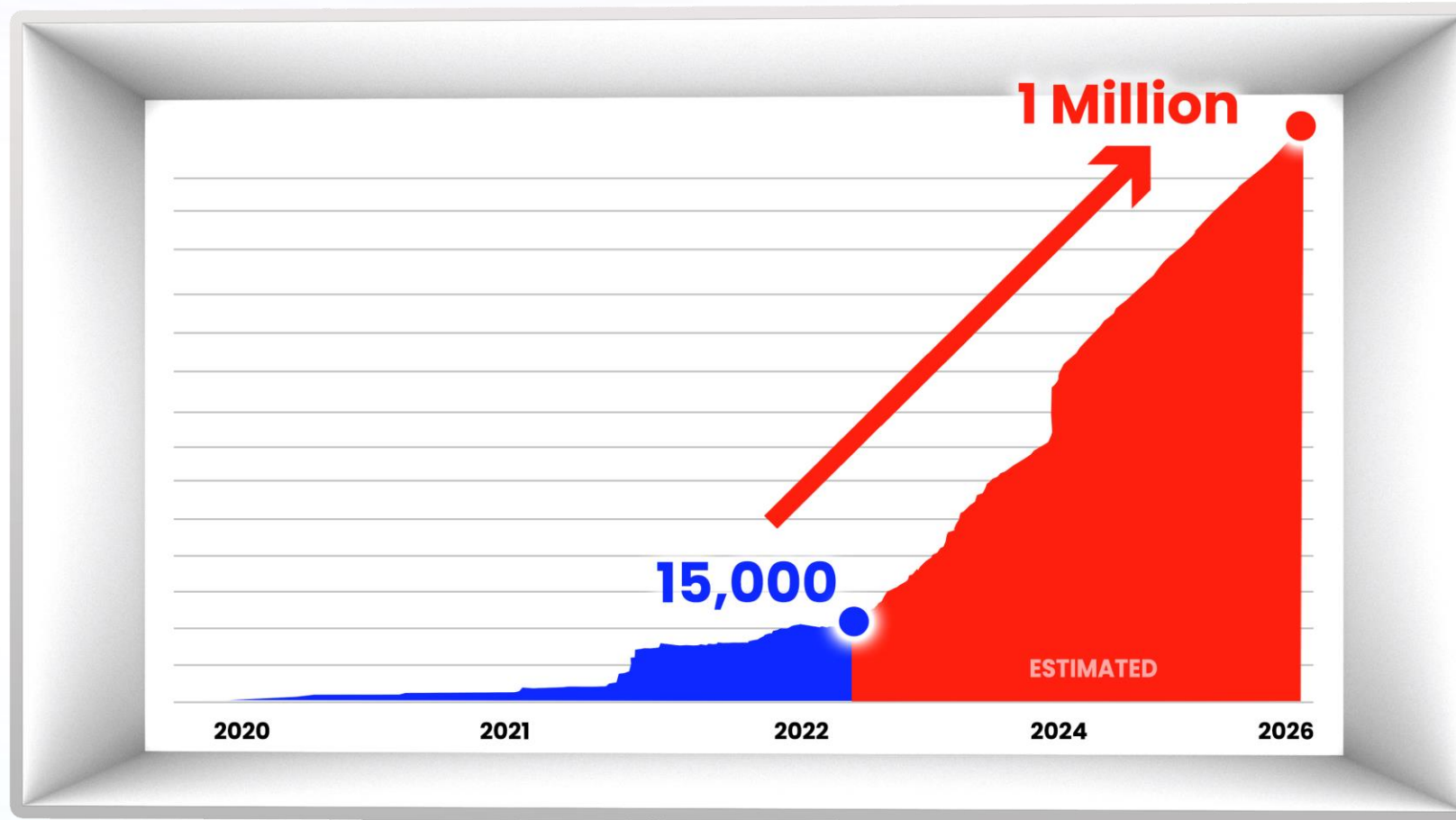
### 1. CAD – Mesh & 2. Mesh – 3D Model

- Conversion of CAD files into plain 3D mesh with no texture
- Custom texturizer turns plain mesh into realistic textured 3D model



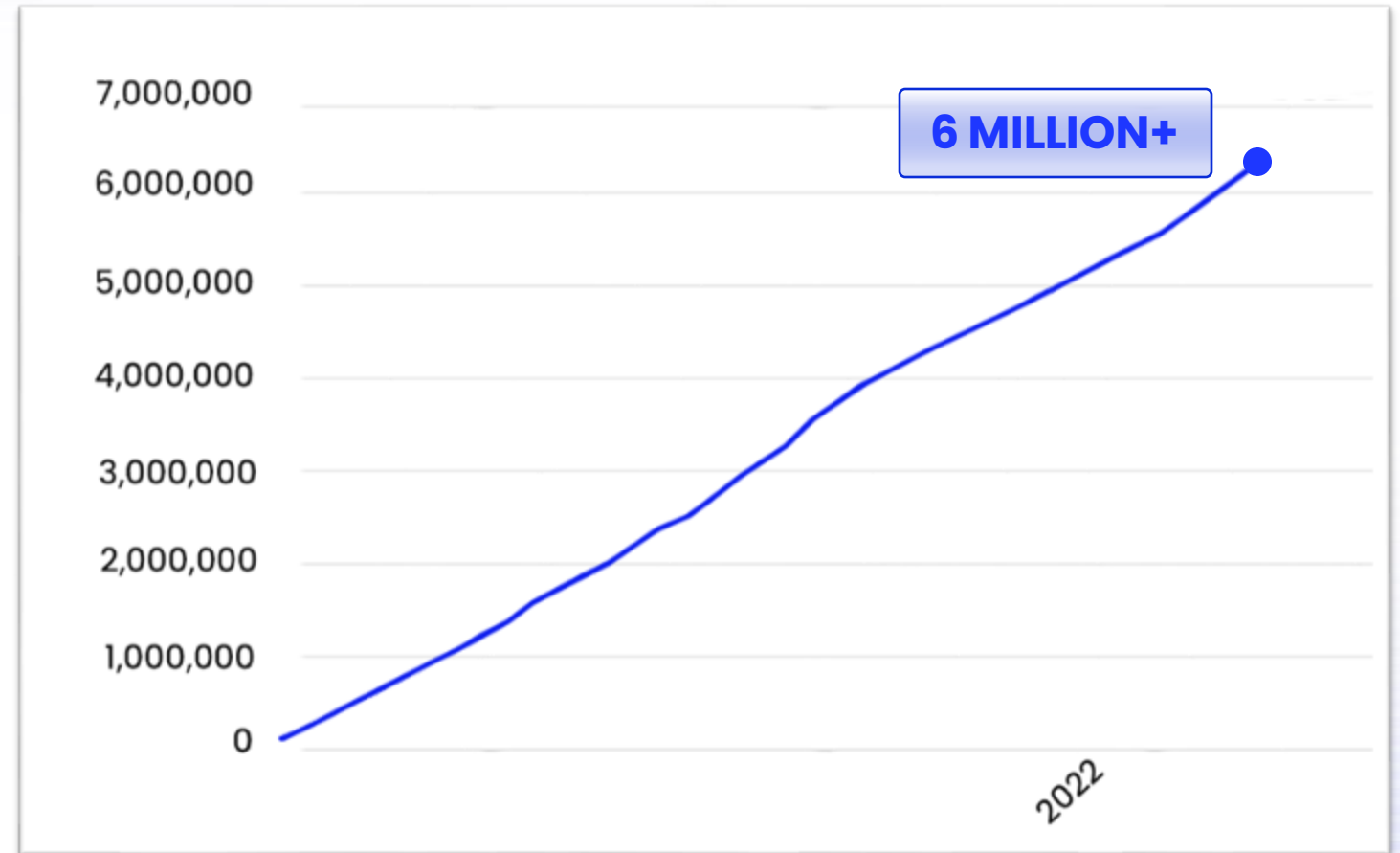
# Exponential Growth is Happening Now!

Scaling 3D model creation has only just begun!



# Growing 3D Model Views & Engagement!

- **Total 3D models served all time: Over 6 MILLION**
- **Total 3D models served in Q1: Approx. 1.2 MILLION**
- **Average/month last year: 47,161**
- **Average/month in Q1 2022: 72,536**
- **Increase in average download: 154%**



# We Have a **Major** Competitive Advantage



## 3D + AR for RETAILERS



**ARitize 3D**

2D to 3D

## 3D + AR for MANUFACTURERS



**ARitize CAD**

CAD to 3D



Our pricing, quality & scalability  
in **BOTH retail & manufacturing** is unmatched



# ARitize 3D Now Available On...



## ARitize 3D

- ✓ **2D Images to 3D Models**
- ✓ Available on:
  - Shopify
  - BigCommerce
  - WooCommerce
- ✓ Highest quality models
- ✓ Scalable
- ✓ Competitive pricing



## ARitize 3D



# Fast 2D Images to 3D Models

## Create models in 3 simple steps



Share your reference  
images



AI creates your  
models



Show off your  
products in 3D

3D model creation for mass-production.

### ALL PLANS INCLUDE

- ✓ 3D Model Creation
- ✓ 3D Model Hosting
- ✓ Integration Support

# TRY IT YOURSELF: 2D to 3D Examples

Use Your Smartphone Camera To Scan The QR Codes

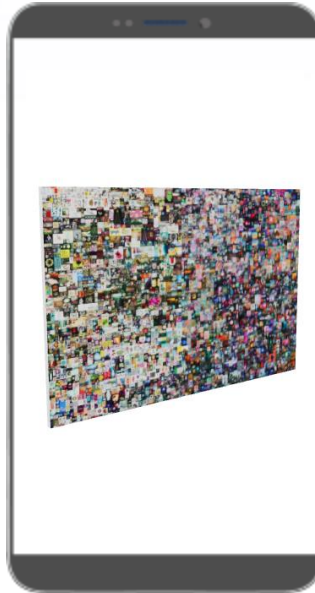
Accessories



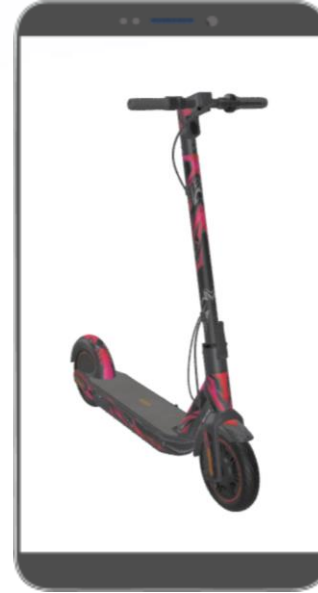
Furniture



Artwork (NFT)  
Beeple \$69M



Scooters



Sports Equip



Bikes





# TRY IT YOURSELF: 2D to 3D Examples

Use Your Smartphone Camera To Scan The QR Codes

Jewelry



Electronics



Shoes



Small Appliances



Large Appliances



Clothing



# CAD to 3D Examples

Use Your Smartphone Camera To Scan The QR Codes

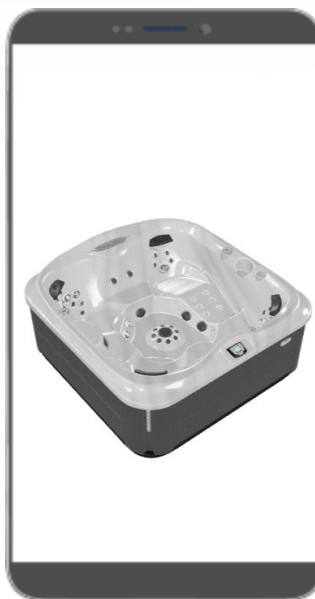
FORD  
Mustang Mach-E



FORD  
Escape Hybrid



Jacuzzi



Boat



Boat



# Massive \$5.5 T eCommerce Demand for 3D Models



<sup>1</sup><https://www.emarketer.com/worldwide-ecommerce-will-approach-5-trillion-this-year>



# eComm Returns Cost **\$1.47 T** Annually



**\$4.9 Trillion<sup>3</sup>**

**\$1.47**  
Trillion in  
Returns

Avg. Return Rate<sup>4</sup>

**30%**



**\$565 Billion<sup>2</sup>**

**\$170**  
Billion in  
Returns

<sup>2</sup> <https://nrf.com/research/customer-returns-retail-industry>

<sup>3</sup> <https://www.emarketer.com/worldwide-ecommerce-will-approach-5-trillion-this-year>

<sup>4</sup> [https://www.cbre.us/cbre-forecasts-online-returns-to-hit-record-\\$70-5b-this-holiday-season](https://www.cbre.us/cbre-forecasts-online-returns-to-hit-record-$70-5b-this-holiday-season)

<sup>5</sup> <https://arinsider.co/2020/06/29/does-ar-really-reduce-ecommerce-returns/>

# Big Tech is Driving 3D Adoption



Indexing 3D models for higher  
search ranking



"The **Future** of  
eCommerce is **3D**"

Shopify<sup>8</sup>

<sup>8</sup> <https://www.shopify.ca/blog/3d-model-products>

# With AI Nextech is Disrupting the Market on **Price** & **Scale**





# FULLY INTEGRATED 3D + AR

Packaged into a SaaS solution built for scale for eCommerce



Create 3D



Host



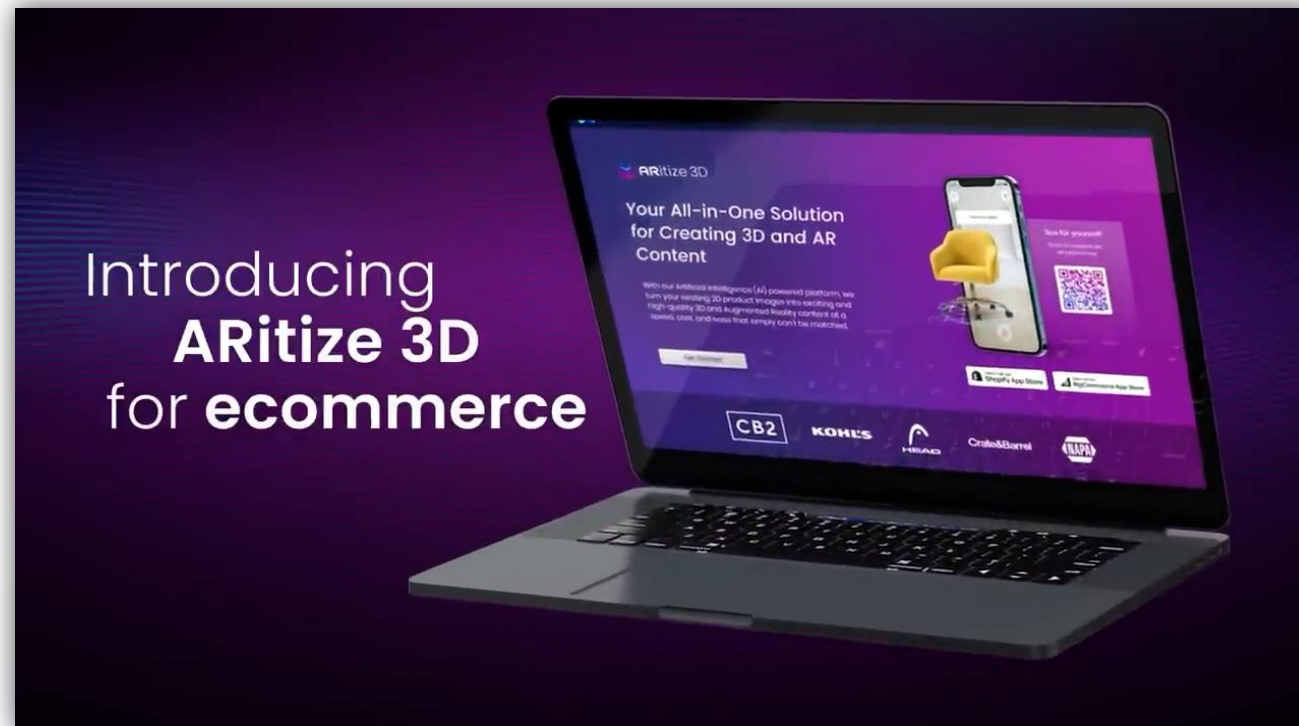
Configure



Distribute



Transform



# Enhancements to 3D/AR Content

## Product Hotspots



 [Watch Video](#)

# Enhancements to 3D/AR Content

## Animations



 [Watch Video](#)

# Enhancements to 3D/AR Content

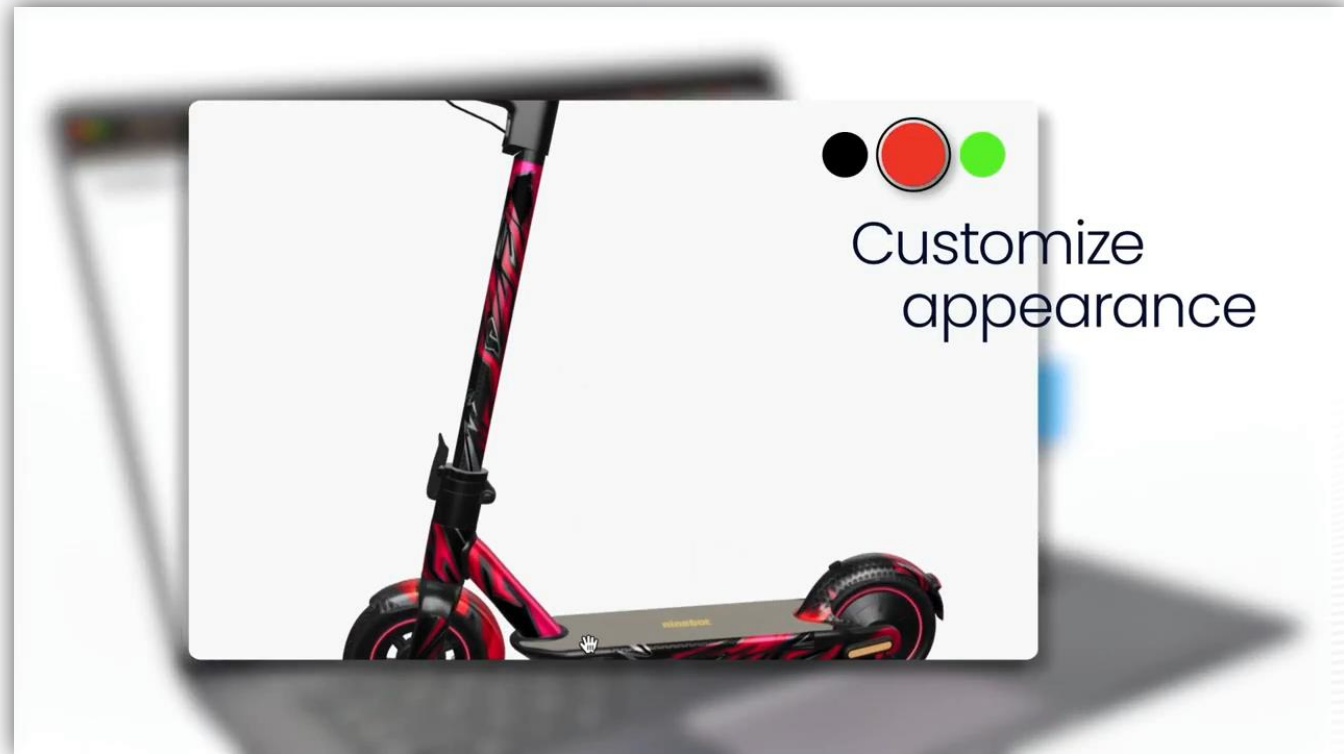
**360 + Exploded Views**



 [Watch Video](#)



## Configurator



 [Watch Video](#)

# Enhancements to eCommerce Sites

## **B2B Virtual Staging + Product Photography**



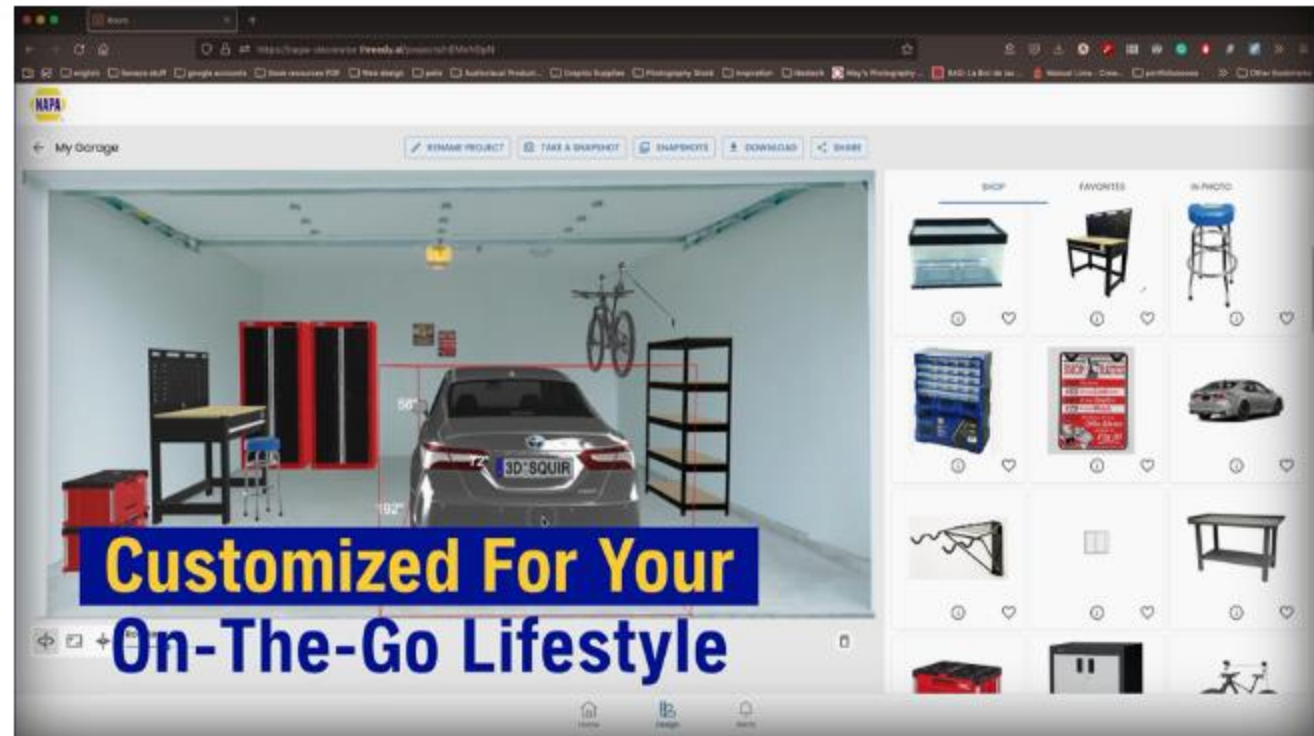
 [Watch Video](#)

# Enhancements to eCommerce Sites



# ARitize Decorator Client Use Case

## Garage Builder for NAPA Auto Parts





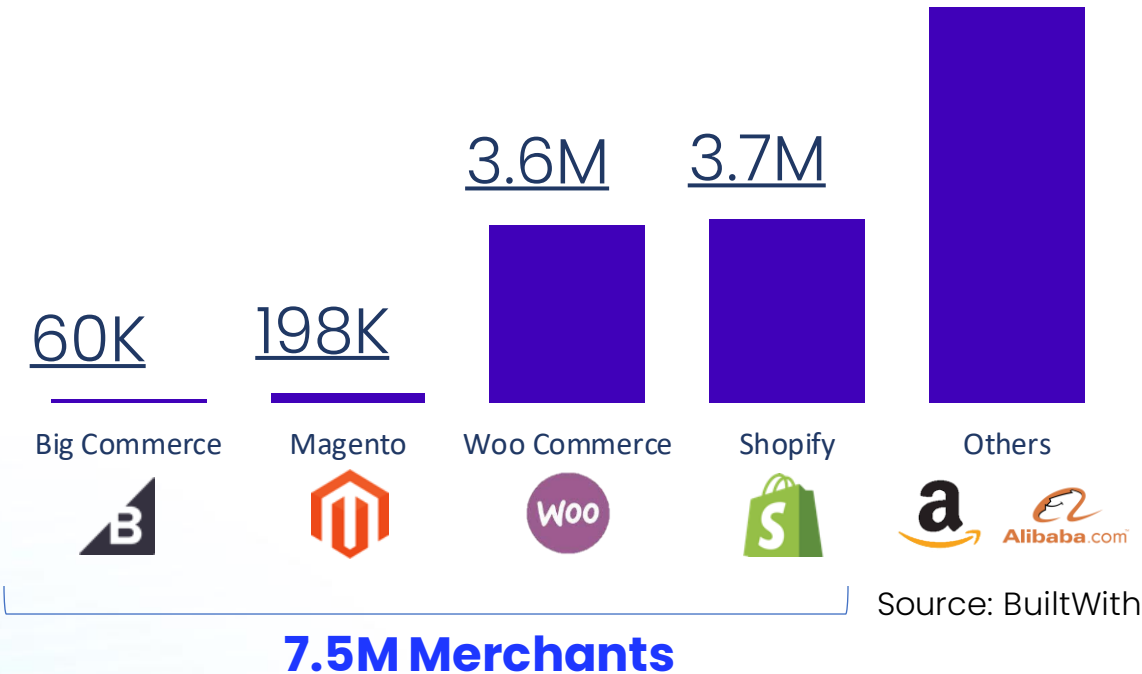
# ARitize 3D TAM

**Demand – 16 Million**

E-Commerce Stores Worldwide<sup>6</sup>

**>400 Million** 3D models need to be created<sup>7</sup>

## Merchants on Major E-commerce Sites (Global)



**TAM:** **MRR \$ 14 B**  
**ARR \$ 147 B**

**7.5 Million Merchants Globally**  
(SMD, Mid-Market, Enterprise)

**400 Million Product SKUs**  
across all merchants

**TAM factors in**  
3D model creation + increased  
revenue opportunity with 3D  
model enhancements:

- ✓ *Product Hotspots* ✓ *Animations* ✓ *360 Exploded Views*
- ✓ *Color Configurator* ✓ *3D Swirl Ads* ✓ *3D Carousel*
- ✓ *Virtual Staging* ✓ *Room Decorator*

<sup>6</sup> <https://wpforms.com/ecommerce-statistics/>

<sup>7</sup> <https://www.jakobstaudal.com/how-many-products-should-an-e-commerce-site-have/>

# 2022 3D Model Customers for eCommerce

## Brands We Work With



# Q3 Major WIN & Growth Opportunity With ...



**After significant testing, on July 12th 2022, Nextech AR announced that it began supplying the world's largest Prime eCommerce marketplace with 3D models – which represents significant room for potential growth for many years to come!**

**6.3 Million** registered  
Amazon sellers worldwide

**1.5 Million** active sellers  
worldwide

Average of **1800** new  
sellers a day

Products in all categories  
and industries

**12 Million** Amazon  
product skus & **338 Million**  
Marketplace seller  
product skus

**95 Million** Amazon Prime  
subscribers in the US

# Potential Future Catalysts

**Nextech AR** is in talks with some of the world's largest brands to supply **many thousands of 3D models**



→ The world's largest retailer claiming a 12.67% retail share of the market, equating to \$572 billion in sales.



→ One of the United States' largest hot tub manufacturer's with 1.29 Billion in annual revenue



→ A leading manufacturer of home and security products with annual revenue of 7.7 Billion



# The 3D AR MODEL Journey

## One 3D AR MODEL = Endless Uses

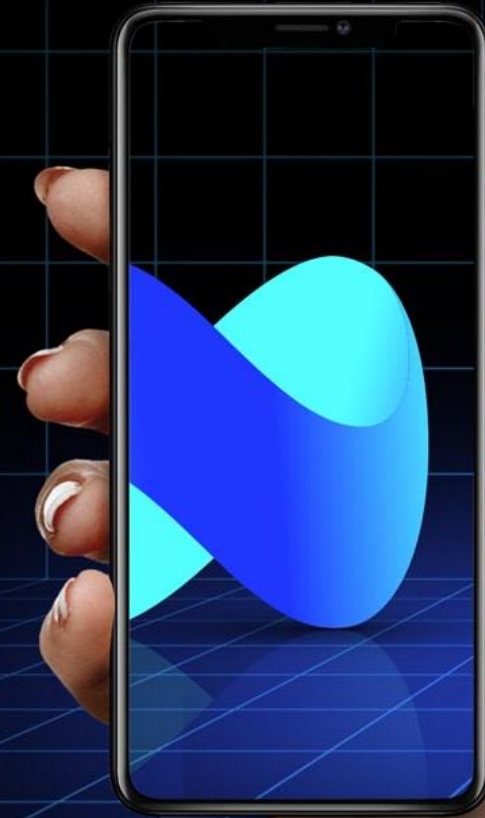
 **ARitize 3D**

Turn your **2D** images  
into **3D** models



 [Watch Video](#)

# SaaS Third Party eCommerce Platform Integration



# Third Party eCommerce Platforms

**Integration** with third party ecommerce platforms gets Nextech's 3D + AR Model creation solution in front of **millions** of merchants **globally**

Easily integrates with any ecommerce platform and website

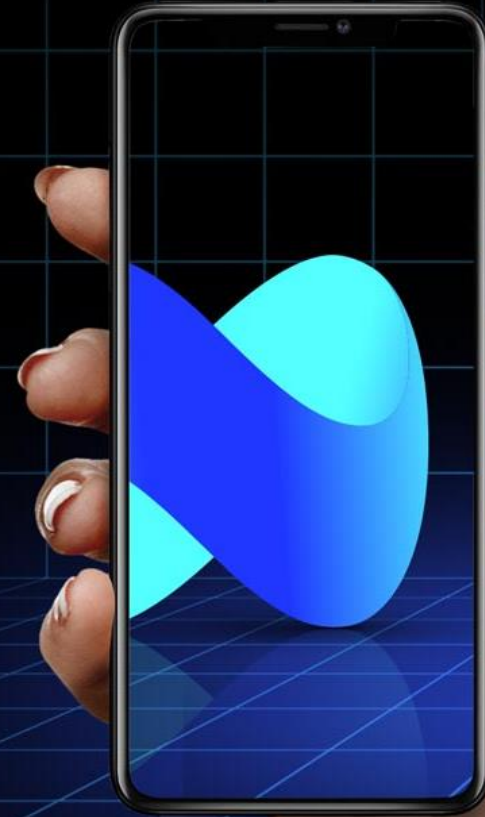


\*Not limited to the platforms above

# We are Creating the **Metaverse!**

*"With the Metaverse, we are transitioning from viewing a 2D world looking at the internet to living inside the internet in a 3D world."*

*-Dave Waters*



# Enter the **Metaverse**!

## The Metaverse is the new Internet

Enhanced to deliver **3D content**, spatially organized information & experiences.



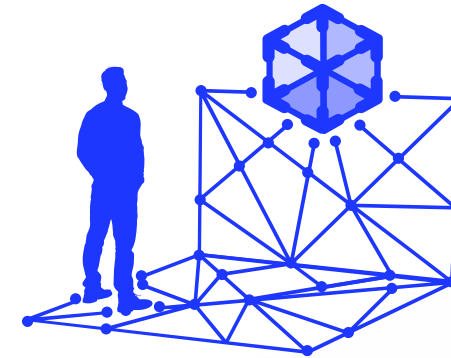
### WEB 1.0

The Internet  
connected us to  
**information**



### WEB 2.0

Social media  
connected us to  
**people**



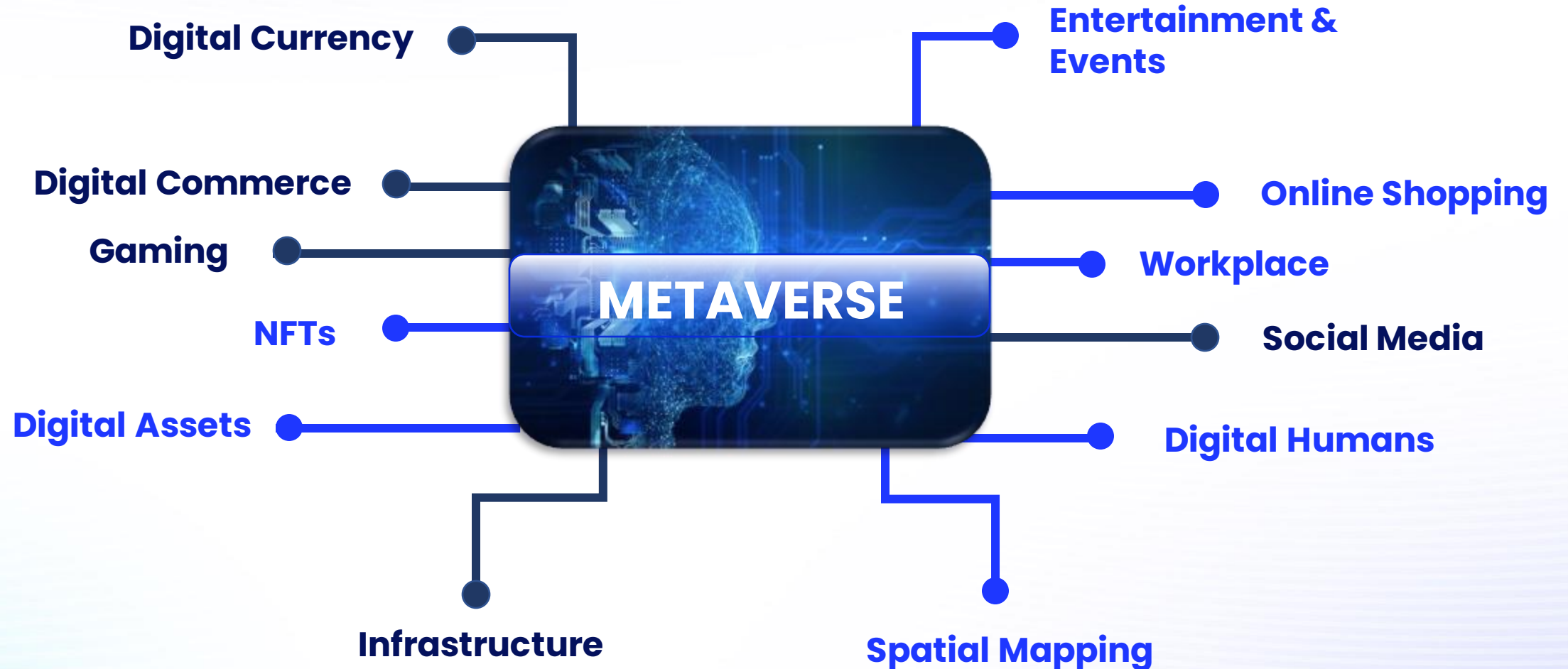
### WEB 3.0

The **Metaverse** will  
connect **objects**,  
**people**, and **places**



# Elements of the Metaverse

*Where Nextech Operates* ●



# The Metaverse is the Future of Connectivity



Nextech AR has been building the Metaverse since 2018

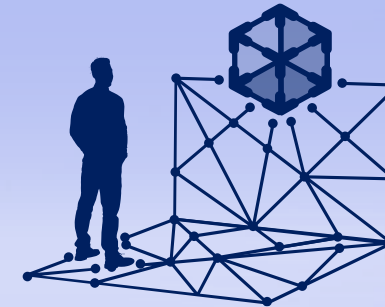
## CONTENT

**AR/3D** content, including 3D models, human holograms, NFTs & more.



## ENVIRONMENTS

Through **spatial mapping** & the AR cloud, data is anchored to physical places to enable AR devices to trigger the right experiences.



***“The metaverse is a 3D model version of the Internet and computing at large”  
– Matthew Ball***



# ARway

**ARway** is a next generation  
**spatial computing platform**  
for the real-world metaverse  
that drives new revenue for  
properties and brands with  
out-of-box augmented  
reality ("AR") experiences  
and mapping solutions.



# Spin-Out Announced on June 3, 2022

Nextech AR is spinning out to shareholders of record new shares to be listed under a new trading symbol its real-world augmented reality spatial computing platform: **ARway**

## Shareholder Value

Goal to increase Nextech AR shareholder value with the first of many potential future spin-outs

## Unlocking Value

Spin-out unlocks the true value of Nextech AR's technology which the Company has been building over the last several years

## Majority Shareholder

Nextech AR will be the majority shareholder of the spin-out Company

## Listing

Expected to start trading in October, 2022 on the Canadian Securities Exchange (CSE)

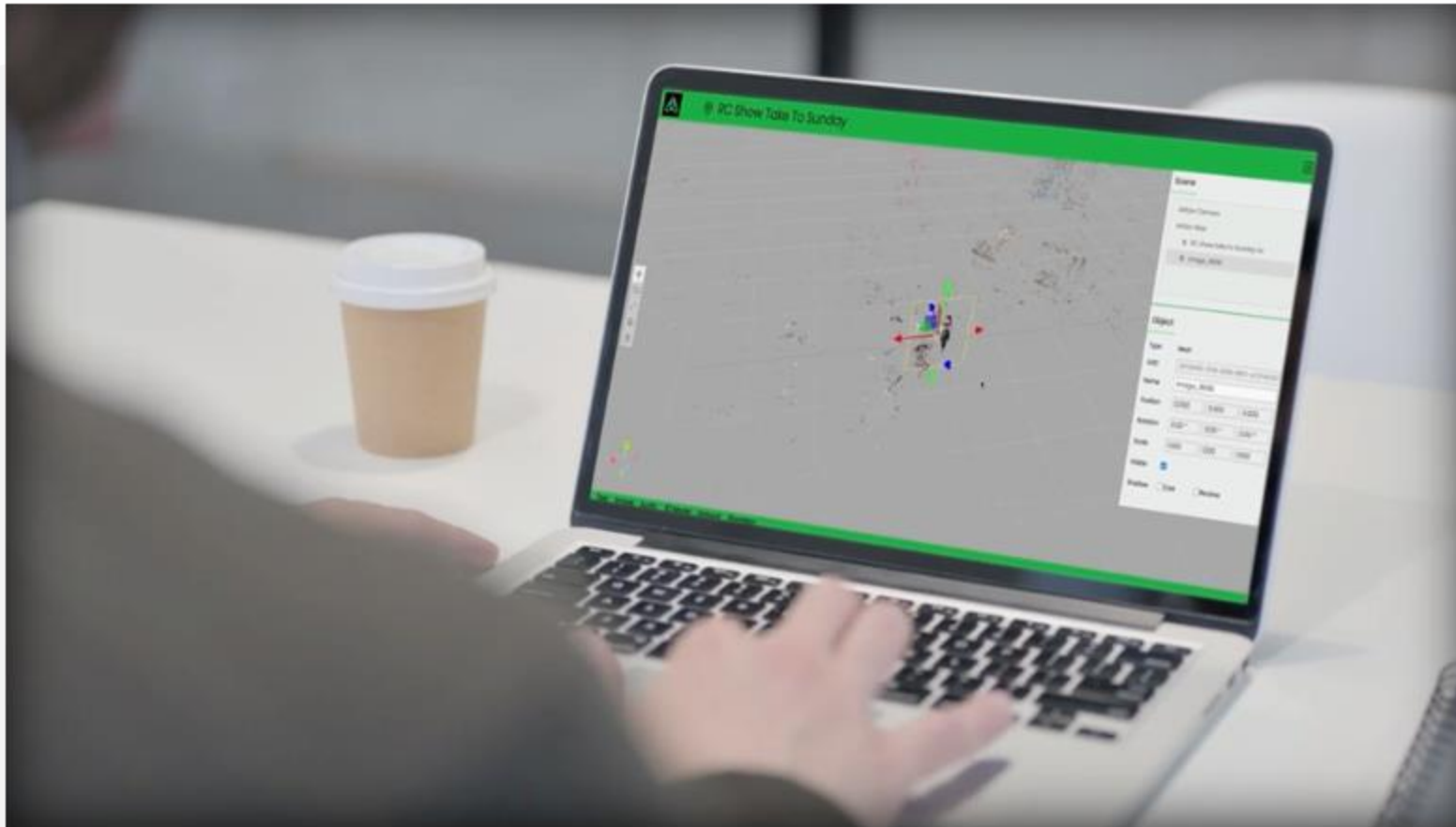
## Direct Spin-Out

This will be a direct spin-out through a wholly-owned subsidiary of the Company



# How Does ARway Work?

ARway enables accessibility to the metaverse for creators and consumers by allowing them to experience and enhance their physical surroundings with AR navigation and interactive experiences.



**2022 RC Show Tradeshow Metaverse**

[▶ Watch Video](#)



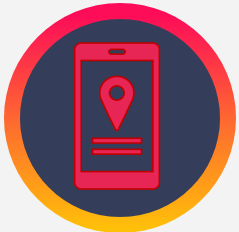
# The Complete ARway Platform

The ARway spatial computing platform is comprised of 3 parts:



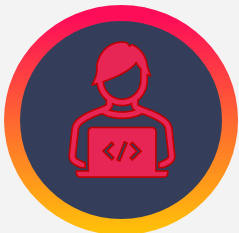
## Web Creator Portal

Provides '**advanced**' **authoring** capabilities. Enables non-technical individuals and teams to drag&drop AR experiences and map them to physical spaces where they will be viewed, including AR wayfinding and spatial activations.



## Mobile App

The Metaverse in your pocket. Spatially map a location in minutes using only **your smartphone**. Populate it with interactive 3D content, AR wayfinding, audio, text, images, and publish to share with friends.



## Software Development Kit (SDK)

Allows developers to **build their own** white label and private label mobile apps on both iOS and Android leveraging ARway's point cloud technology and creator tools to build spatial experiences.

# What Does ARway Offer?

ARway offers the power to transform



## MetaMaps

Reimagine indoor navigation. "Digital blueprints" of physical environments enable new types of wayfinding and interactions with location-persistent AR experiences.



## MetaTours

Deliver incredible immersive experiences. Guide people through a physical space that is augmented and enhanced with contextual information and content.

## Spatials

Create novel content that engages and enthralls. Location-persistent experiences can be shown to the right person, at the right place, at the right time.



## Location Intelligence

Optimize facility operations, management, and marketing. Deep customer insights and location-based analytics make it easy to improve the experience and increase revenue.



# Add a Variety of Interactive 3D Content



## Text Message

Quickly communicate location specific details by displaying messages in AR.



## Notes

Need a sticky note for extra information? We got you covered!



## Audio

Record audio or upload it from your device. You can select audio to play on tap or by coming close to it in the location.



## Images

Upload from your cam roll and place directly into your map!



## 3D Objects

Add objects from the library, or upload your own!



## Navigation

Drag and drop points of interest, and help guide your audience via AR Navigation.



## Hotspots

Drag and drop points of interest, and help guide your audience via AR Navigation.



## Floorplans

Drag and drop points of interest, and help guide your audience via AR Navigation.

# Spatially Map Any Location

Top Industries and Usecases

## Retail



## Sports Stadiums



## Events & Tradeshows



## Universities & Campuses



## Museums & Galleries



✓ Hospitals ✓ Concert Venues ✓ Airports ✓ Real Estate ✓ Corporate Offices & more!

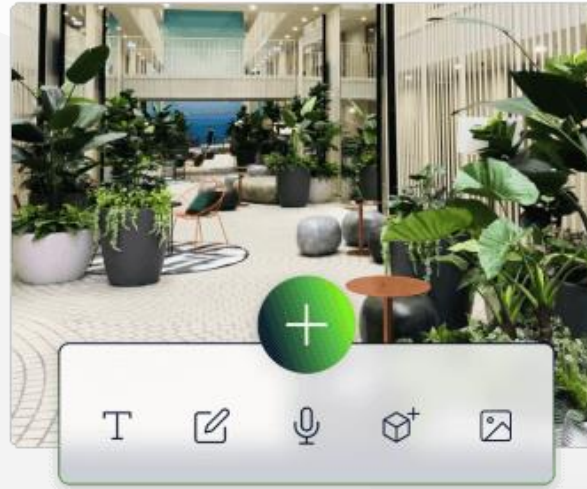


# Create Your Metaverse in 3 Simple Steps



## Create Map

Create location-based AR maps for events, rental homes, advertisements, and more!



## Add Content

Drag and drop 3D objects, text, audio, images, navigation, and more into your mapped location.



## Publish & Share

Once your map is ready, publish it and share with others as your own mini-metaverse.



# Financial Highlights & Information



# Nextech's Addressable Market



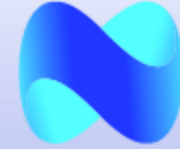
**ARitize 3D**  
**\$147**  
**Billion**



**ARitize CAD**  
**\$9.7**  
**Billion**



**ARway**  
**\$95**  
**Billion**



**Nextech AR**  
**TAM =**

**\$252**  
**BILLION**

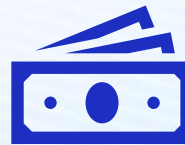
# Nextech AR Positions for Next Level of Growth



**Transition to pure-play Web 3.0 services, and  
winding down of Nextech's legacy eCommerce businesses:**  
Vacuumcleanermarket.com, Trulyfesupplements.com, infinitepetlife.com



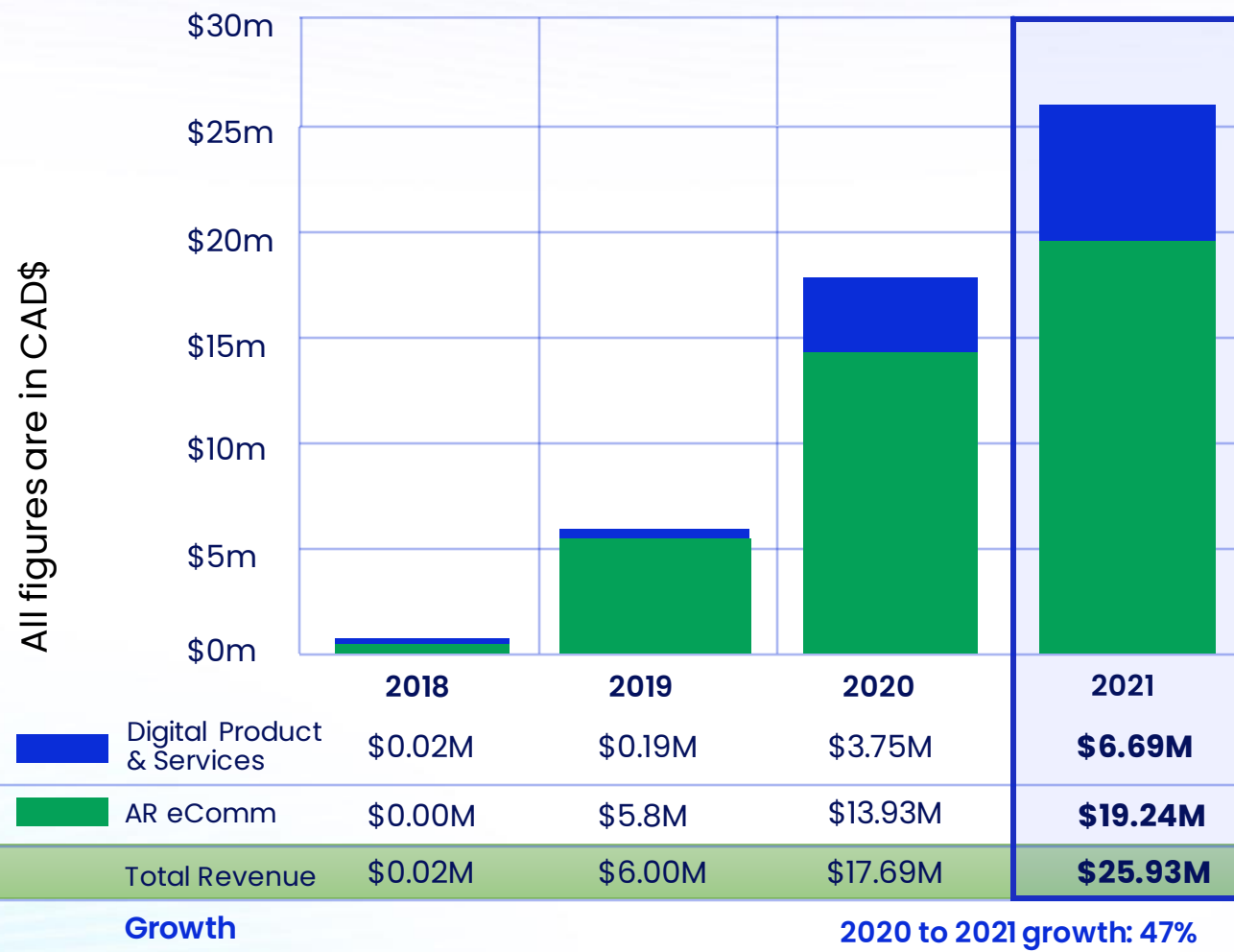
Wind down is anticipated to save the Company \$8-\$10M in annual expenses based on 2021 annual figures



Expected to generate \$1- \$2M in cash from the sale of the inventory in the eCommerce businesses, bolstering Nextech AR's cash position

# Rapid Growth Is Being Fueled by Innovation

## 2018 to 2021



## 2021 Highlights

- Annual Total Revenue \$25.9M (up 47% from 2020)
  - Product Sales \$19.2M (up 38% from 2020)
  - Technology Services \$5.3M (up 55% from 2020)
  - Renewable Software Licenses \$1.4M (up 316% from 2020)
- Annual Total Gross Profit \$9.8M (flat with 2020)
  - Product Sales \$8.0M (up 14% from 2020)
  - Technology Services \$1.8M (not comparable to 2020 as measured on different basis)

# Q2 Financial Highlights



- **30% Q2 sequential growth in Annual Recurring Revenue (ARR) to almost \$1,000,000**
- **Record Q2 ARR and repeat revenue at \$1,566,000**
- **Decreased cash burn to \$1 million per month in Q2 2022**
- **40% Q2 sequential growth in Web 3.0 3D modeling revenue**
- **Two six figure deals in the first half of 2022**



# Q3 Outlook

- Shares for services plan in place, Company will **reduce its monthly burn to \$500,000** per month
- Wind-down of eCommerce business is expected to **add \$1-2 million in cash** to the Company's cash balance and is expected to be completed in Q3/Q4 2022
- Onboarding of major new customers in Q3 is expected to show a **meaningful ramp-up in Q3/Q4** Web 3.0 3D modeling revenue
- ARway spinout** and listing on the CSE is expected to happen in Q3, 2022 and will provide a **stock dividend** of 4,000,000 shares for all Nextech AR shareholders on a pro-rata basis.

# Company Stats

As of Aug 16, 2022

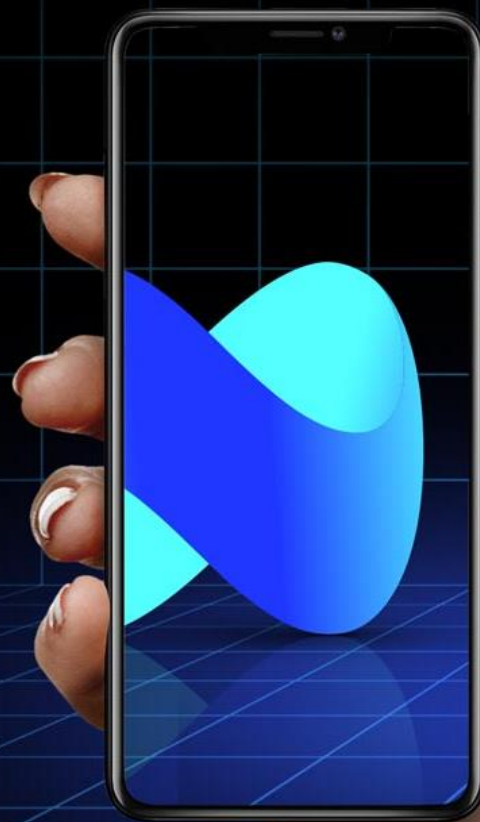
Share Price: <b>\$0.78 USD</b>	
Shares Outstanding	<b>99.6 Million</b>
52 week (high-low)	<b>\$0.24 – \$2.07 USD</b>
Market Capitalization	<b>\$77 Million USD</b>
Insider Ownership	<b>~15%</b>
Cash (as reported for Q1 in CAD)	<b>\$10.8 Million</b>

# Thank you

## Contact Us

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[Investor.relations@nextechar.com](mailto:Investor.relations@nextechar.com) | [www.nextechar.com](http://www.nextechar.com)

# Appendix



Nextech **Metaverse** Suite is our subscription-based platform that unifies our entire technology suite of 3D and augmented reality products

with  
the most scalable, lowest cost, highest quality  
**Metaverse Solutions Platform**



**ARitize 3D**



**ARitize**  
Holograms



**ARitize Maps**



**ARitize CAD**



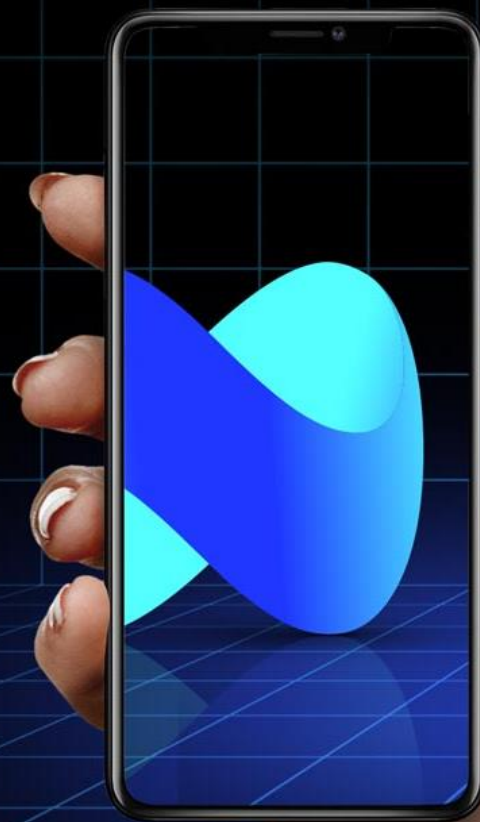
**ARitize**  
Events 3D



**ARitize CPG**



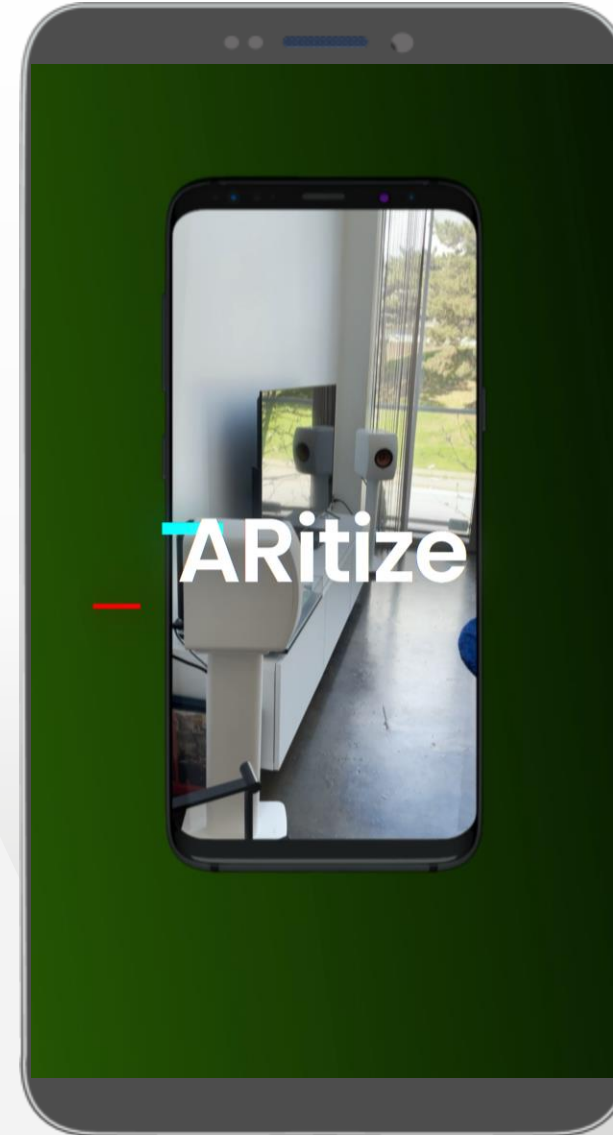
# ARway Videos & Examples



# ARway Mobile App

FIRST mobile app in market for **spatial mapping** and real world **metaverse** creation!

- ✓ Smartphone only
- ✗ **No coding** required
- ✓ Point cloud capture
- ✓ Cloud based visual positioning
- ✓ Experience authoring and publishing
- ✓ Spatial Mapping up to 1,500 m2
- ✓ Wayfinding & navigation creation
- ✓ Discover public spatial experiences
- ✓ SLAM placement of AR content
- ✓ Full occlusion and depth perception
- ✓ Management of supported content: 3D (.glb, .obj), interactive hotspots, image, audio, text, QR codes, links



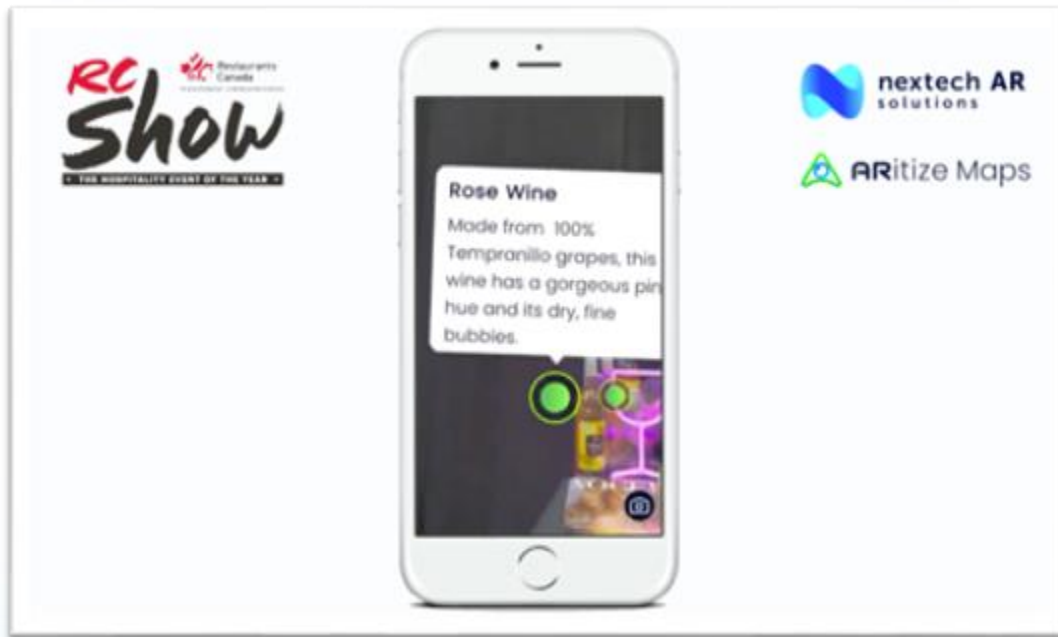
[Watch Video](#)



# ARway – Metaverse Experiences

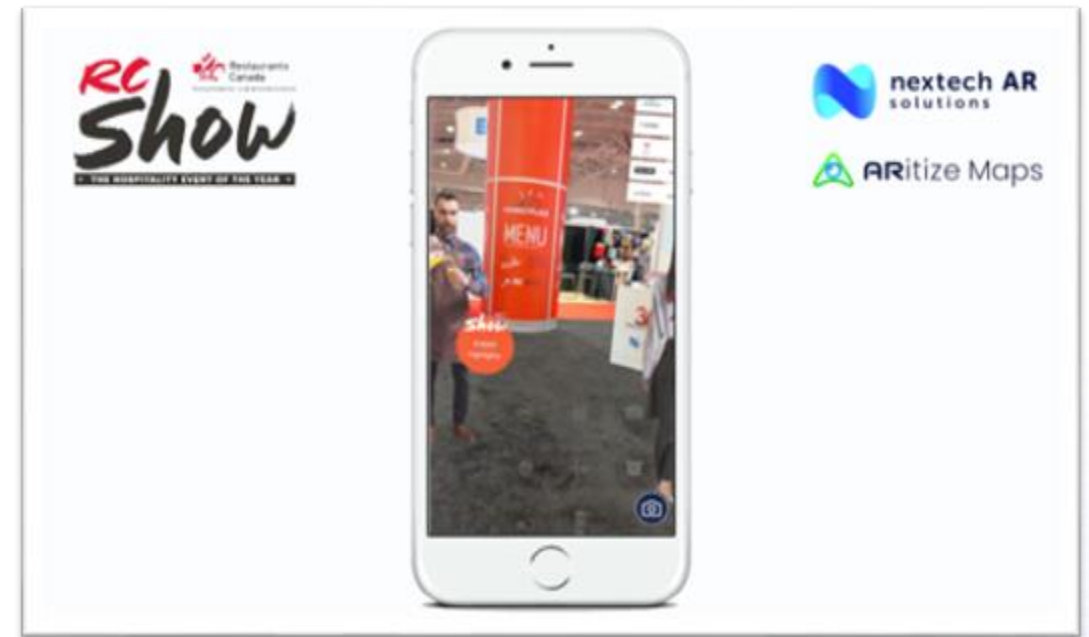


## Wine Showcase



[▶ Watch Video](#)

## AR Wayfinding



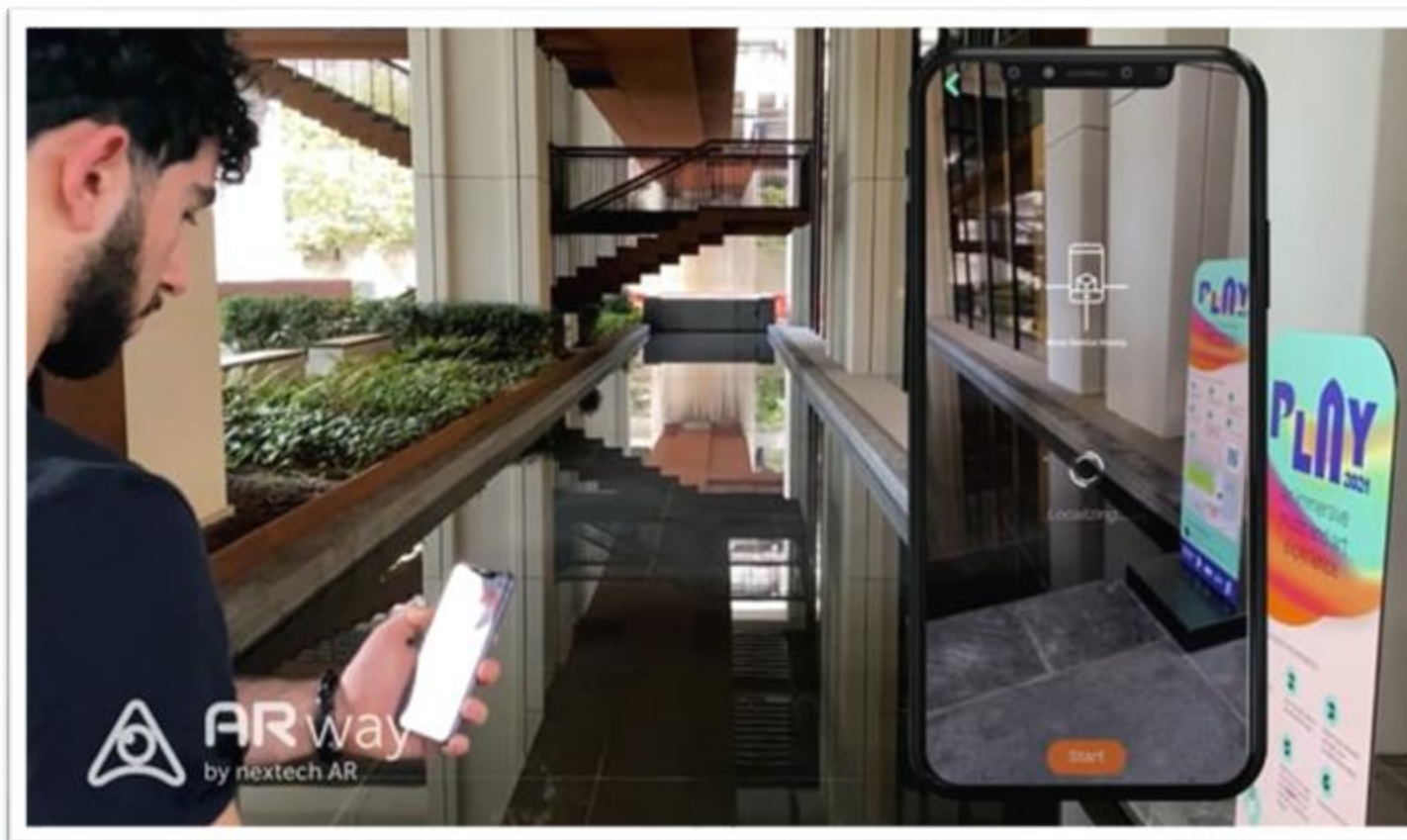
[▶ Watch Video](#)



# ARway – Metaverse Experiences



## The City of London Metaverse

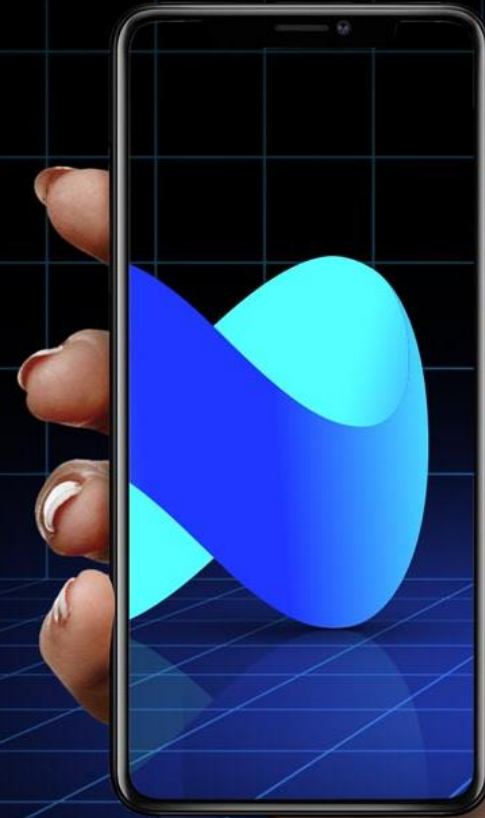


Visuals and music from **Guildhall School** of Music & Drama and **London Symphony Orchestra**.

[▶ Watch Video](#)



# Big Tech & Industry Validation



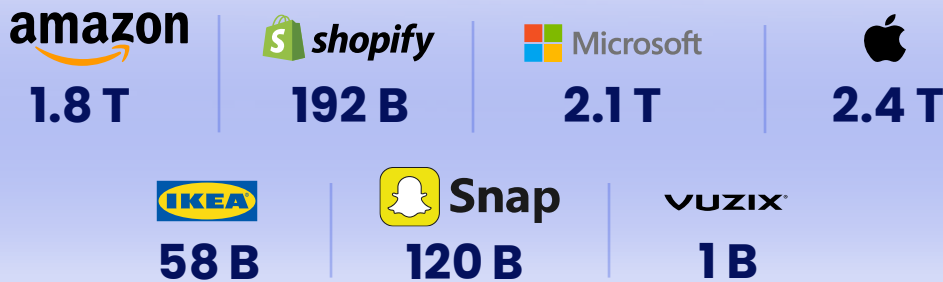


# The AR Revolution Has Begun!



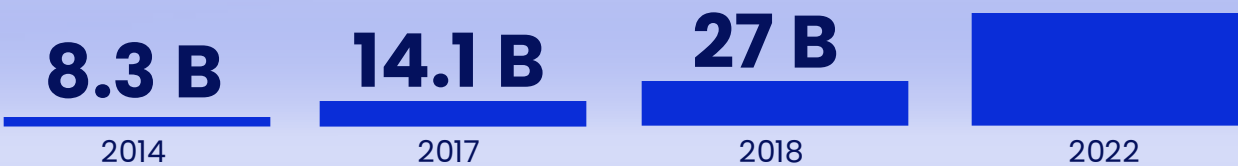
## Early Adopters

Nextech's AR Assets will be compatible with....



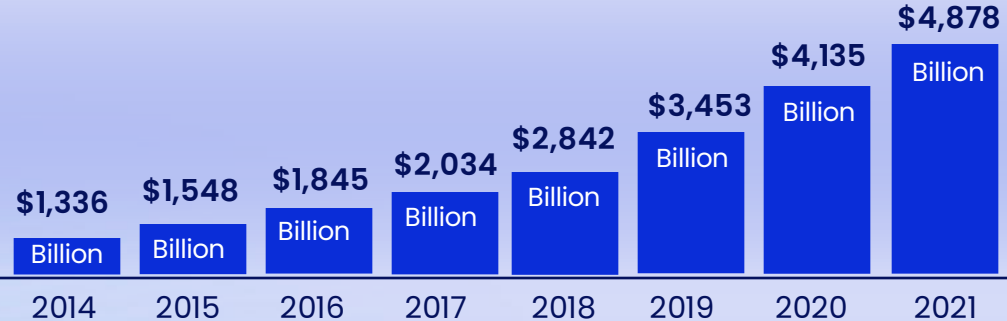
## Forecast AR Market Size Worldwide in Billions

209.2 B



## E-commerce Addressable Market

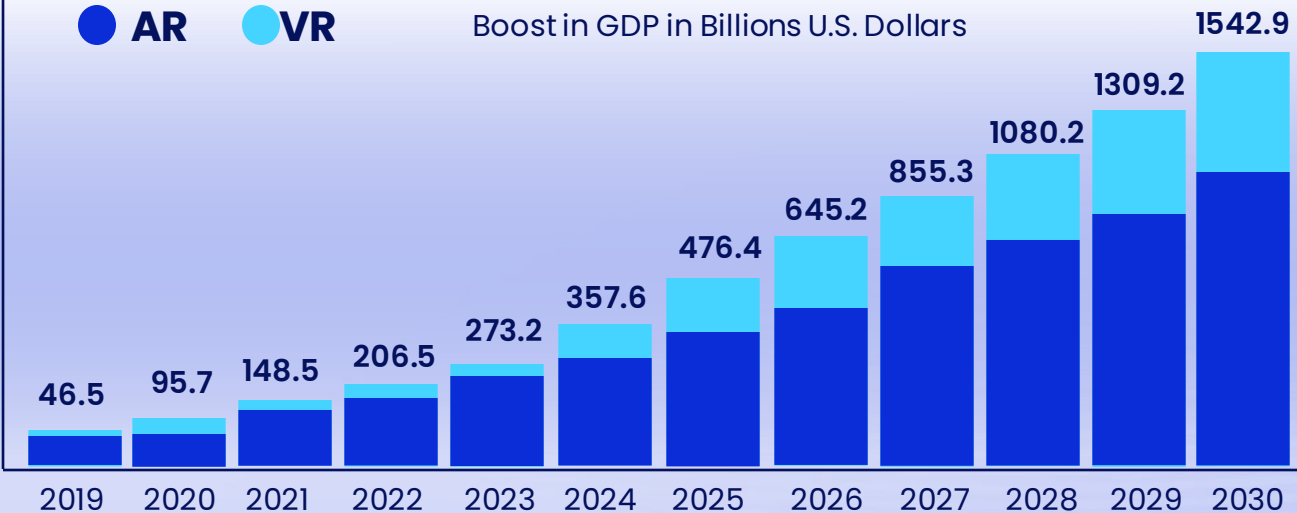
Retail Ecommerce Sales Worldwide from 2014 - 2021



Source: eMarketer ID 379045

AR VR

Boost in GDP in Billions U.S. Dollars



Source: Statista 2021

# What Are The Analysts Saying?

**2020** “Augmented Reality and Virtual Reality Will Transform Selling”

**Gartner®**

**2020** “The augmented reality market is expected to register a CAGR of 83.3% over the forecast period 2021 to 2026, expected to reach 225.77 billion by 2026”

**Mordor Intelligence**



**2020** “By 2025, nearly 75% of the global population and almost all smartphone users will be frequent AR users – providing a massive market opportunity for ecommerce businesses”

**Mordor Intelligence**



**2021** “Today, there are more than 100 million and growing consumers shopping with AR online and in stores”

**Snap Inc.**



**2021** “By 2025, nearly 75% of the global population and almost all smartphone users will be frequent AR users – providing a massive market opportunity for ecommerce businesses”

**Snap Inc.**



# Big Tech's Investment in Augmented Reality

## 1 Billion Apple Devices Use AR

"AR is the next big thing. Whether it's health, education, gaming or retail, I'm already seeing AR take off in some of these areas with use of the phone. And I think the promise is even greater in the future."

Tim Cook, CEO Apple



## \$15 Billion Invested

"Our goal is to make AR technology more affordable and accessible, including bringing some of these technical advancements into our suite of communication products."

Sundar Pichai, Google



## \$6 Billion Invested

"I believe the metaverse is the next chapter For the internet. "

Mark Zuckerberg, CEO Facebook

facebook



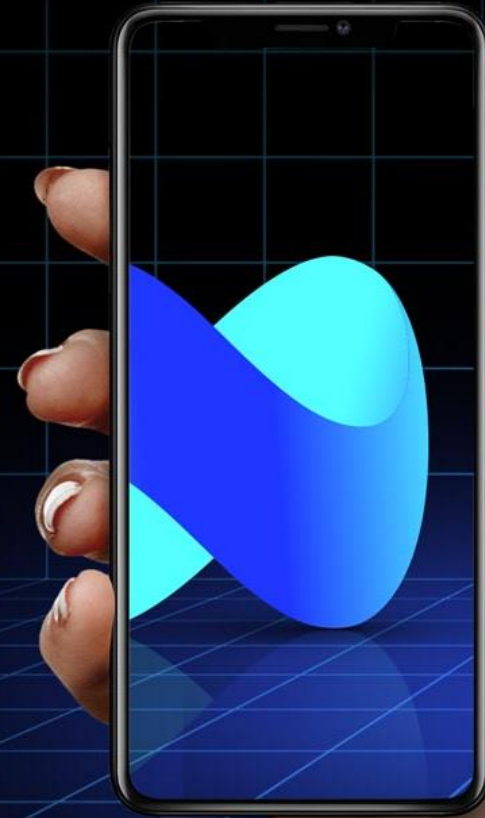
## \$20 Billion Invested

"We'll probably see a range of AR devices and platforms in the coming years. Obviously with Microsoft and the HoloLens, it's more of a 'full-field glasses' scenario. But I think the world is ready."

Satya Nadella, CEO Microsoft



# Additional Products & AR Solutions



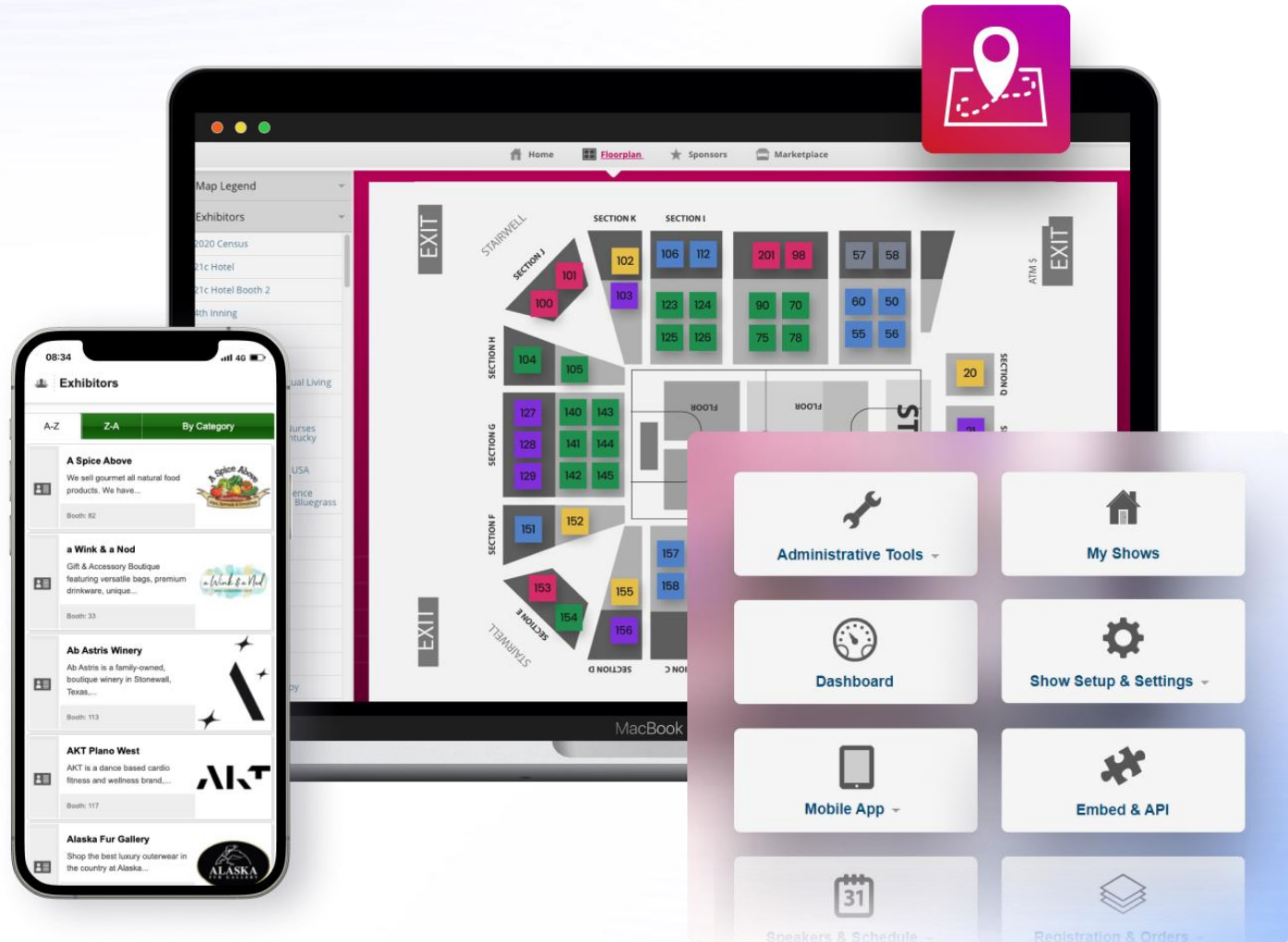




map D  
by nextech AR

## Event Management Platform

- ✓ Virtual, Hybrid & Live Events
- ✓ Interactive Floorplans
- ✓ Booth Sales
- ✓ Ticketing
- ✓ Marketplace






# Map D – 365 Meta Marketplace



365 Marketplace

✓ **LAUNCHED** at the  
2022 RC Show by  
Restaurants Canada



 [Click here to watch](#)



# ARitize Holograms – Human Hologram Creator App



**nextech AR**  
your metaverse company



## ARitize Holograms

The first app on the market that lets you **CREATE, SHARE & VIEW** holograms on your smartphone.

- X** No green screens or tech equipment
- ✓** Smartphone only

*Now available as an SDK!*

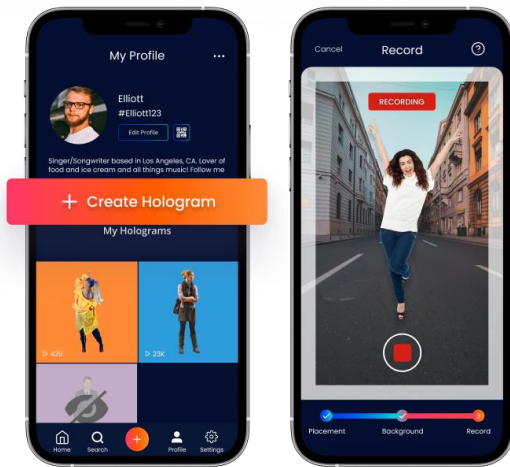


Available on the  
**App Store**



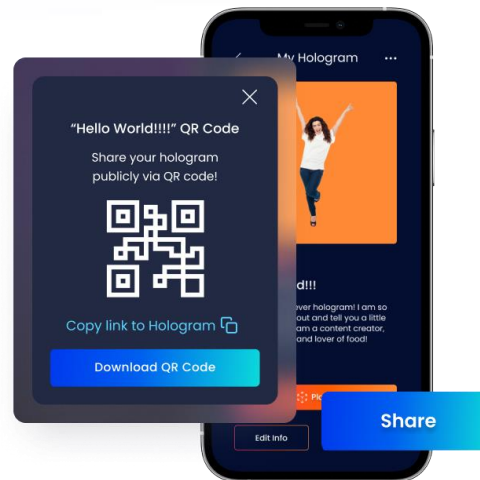
[Watch Video](#)

## ARitize yourself in 3 simple steps



### Create

**FAST!** Create your human hologram in minutes using your smartphone.



### Share

**EASY!** Share your human holograms using a QR code, Tiktok, Twitter & Instagram!



### View

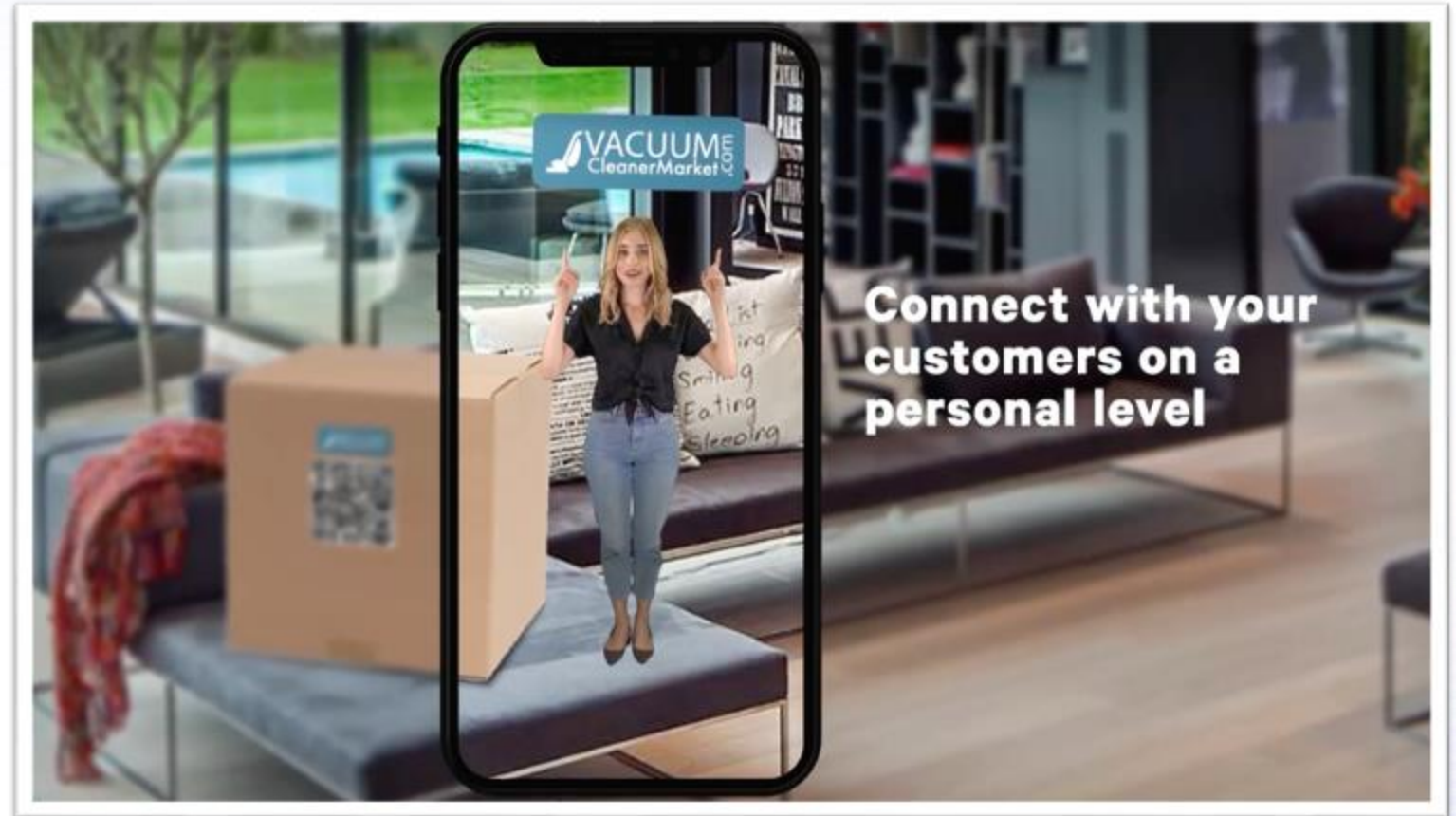
**MAGIC!** Beam human holograms ANYWHERE and ANY TIME!




# ARitize CPG

Augmented Reality  
experiences for consumer  
packaged goods (CPG)

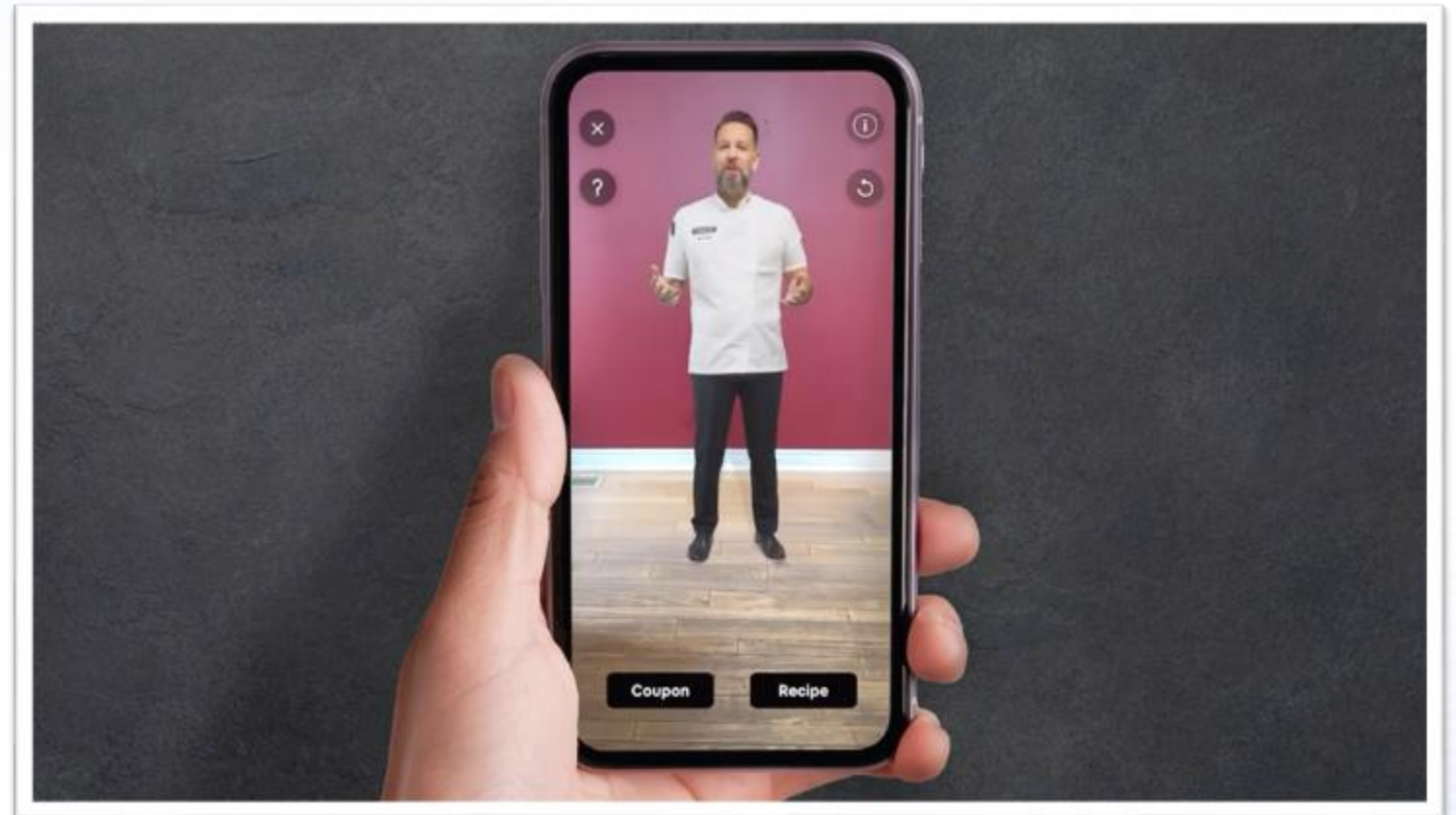
- ✓ Engage customers with interactive packaging
- ✓ Build loyal repeat customers
- ✓ Improve brand awareness
- ✓ Increase sales with direct path to purchase



 [Click here to watch](#)



- Augmented Reality experience is triggered by QR code on Bothwell Cheese packaging.
- Consumers are introduced to Bothwell's own chef John via a floor anchored human hologram, who walks them through Bothwell's cheese portfolio.
- The experience can be found on 5 Bothwell Cheese products distributed at all major retailers and independent stores across Canada.



 [Click here to watch](#)



# TRY IT YOURSELF: ARitize CPG Examples

Use Your Smartphone Camera To Scan The QR Codes






## ARitize Labs

Immersive Augmented  
Reality Labs for Higher  
Education

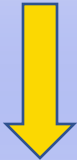
- ✓ Drive engagement
- ✓ Improve quality of learning
- ✓ Increase applicants & enrollments
- ✓ Reduce Costs



 [Click here to watch](#)

**Ryerson  
University**

**85 AR Science  
Labs Developed**




**5,000  
Students Served**



Based on the success of the initial 50 AR Labs developed for Ryerson University's Faculty of Science, the University has ordered an additional 35 AR Labs.



 [Click here to watch](#)