



HYPERVSN

PROFILE

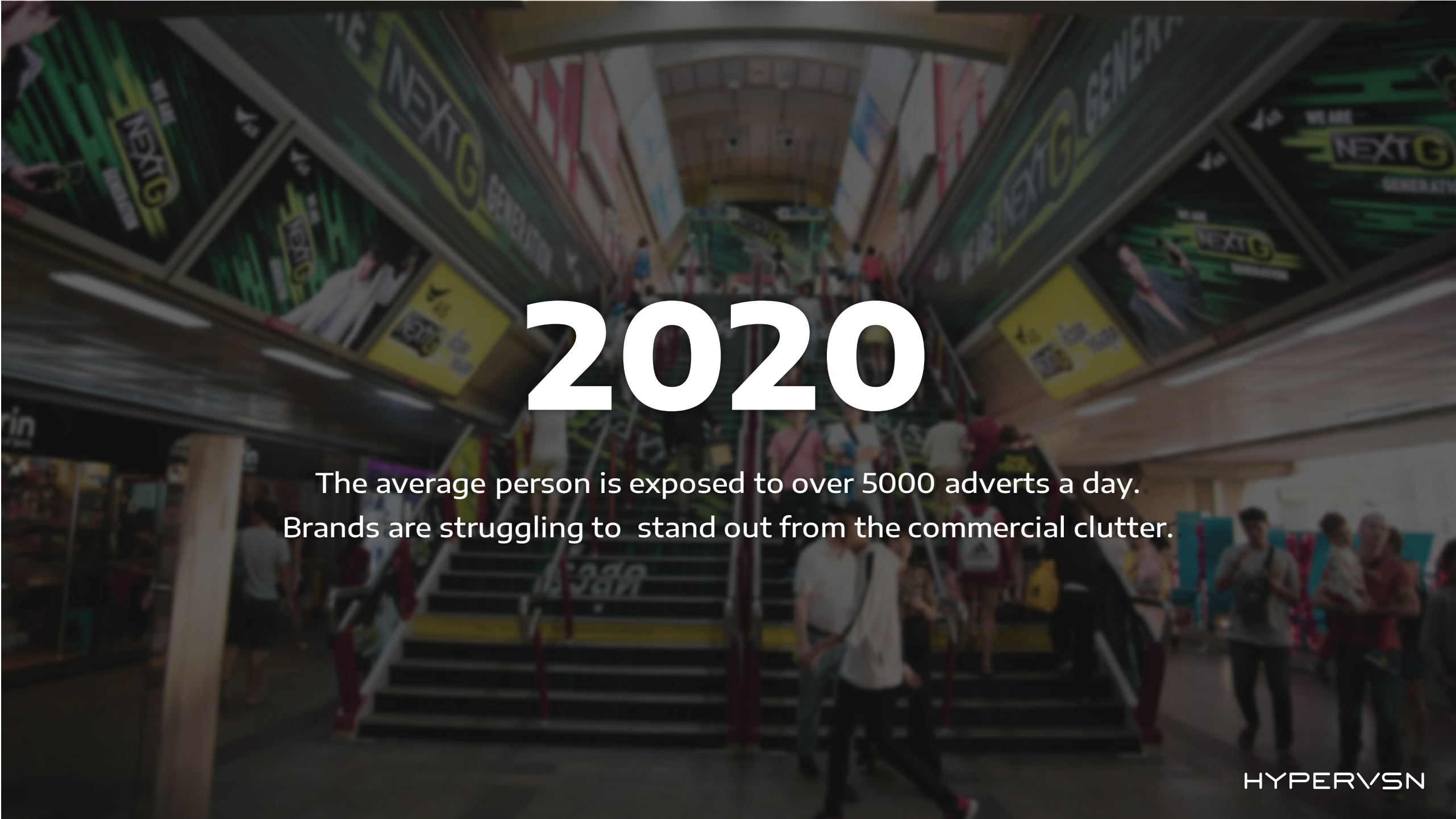


AGENDA

1. [A new era in 3D brand communication](#)
2. [Products, services and software](#)
3. [3D content creation](#)
4. [Interactive 3D technology](#)
5. [Client case studies](#)
6. [Industry applications](#)

01.

**A NEW ERA
IN 3D BRAND
COMMUNICATION**



2020

The average person is exposed to over 5000 adverts a day.
Brands are struggling to stand out from the commercial clutter.

The Solution

3D Holographic Visuals



Eye-catching
showstopper



Conversation-starter



Strong emotional
connection



HYPERVSN displays are perfect for

Product launches & activations



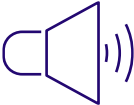
Seasonal offers & ongoing promos



Offline brand communication



Education & entertainment



Raise awareness



Enhance branding



Increase sales

”
HYPERVSN present a unique opportunity
to captivate audiences.

lHUFFPOSTl

”
HYPERVSN is the future of retail
displays.

B B C

”
Images feel like they have been dropped
out of a Sci-Fi movie.

Mashable

”
Advertisers should look out for new
cutting-edge concepts like 3D holographic
displays by HYPERVSN.

Forbes

HOW DOES HYPERVSN MEASURE UP?

65

countries with
installations

25%

of Fortune 100
companies are clients

15

international
awards to date

TRUSTED BY GLOBAL BRANDS



Procter & Gamble



DANONE



Carrefour



TOMMY HILFINGER



LOTTE



TRUSTED BY GLOBAL BRANDS

Walmart 

dyson

ARIEL

Nestlé

Oral-B

 MITSUBISHI
ELECTRIC

brimit

m&m's


SANTA CLARA
1924

 JCDecaux


Pernod Ricard


Audi

A Alfa-Bank


RENAULT

Alcon

Jose Cuervo

Syniverse

 MATTEL

ABB

02.

**PRODUCTS,
SERVICES AND
SOFTWARE**

Integrated 3D holographic display system

HYPERVSN is so much more than a 3D display solution. It is an entire system that consists of the HYPERVSN device/s to display 3D content & a comprehensive Content Management System (HYPERVSN CMS).

Holographic Display



Solo device

Content Management System (CMS)



HYPERVSN CMS
Integral service

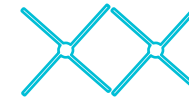
+



Solo App
Downloadable



Cloud Pro
Add-on service



Wall Builder
Add-on service

+



Wall App
Downloadable

HYPERVSN SOLO



Hardware

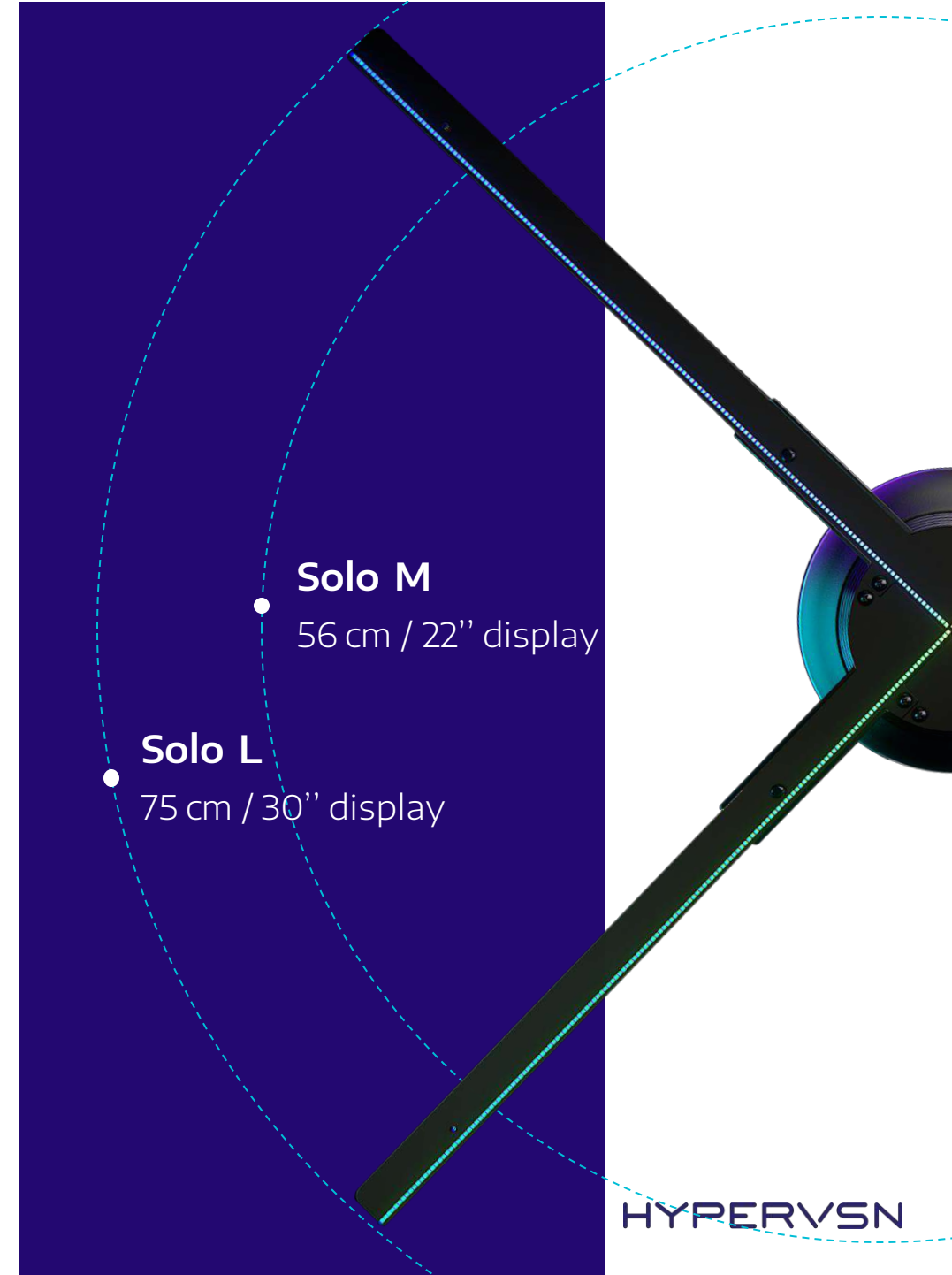
A cutting-edge LED-based device with a four-ray rotor that spins faster than the human eye can see.



Software

Solo devices come complete with the HYPERVSN CMS. This integrated functionality allows users to:

- Create mesmerizing 3D holographic visuals
- Utilize the world-class content in the Media Library
- Upload & manage 3D content
- Monitor devices & access analytical reports
- Manage users & define their roles
- Get automated firmware & security updates



Solo M

56 cm / 22" display

Solo L

75 cm / 30" display

HYPERVSN

HYPERVSN WALL



Hardware

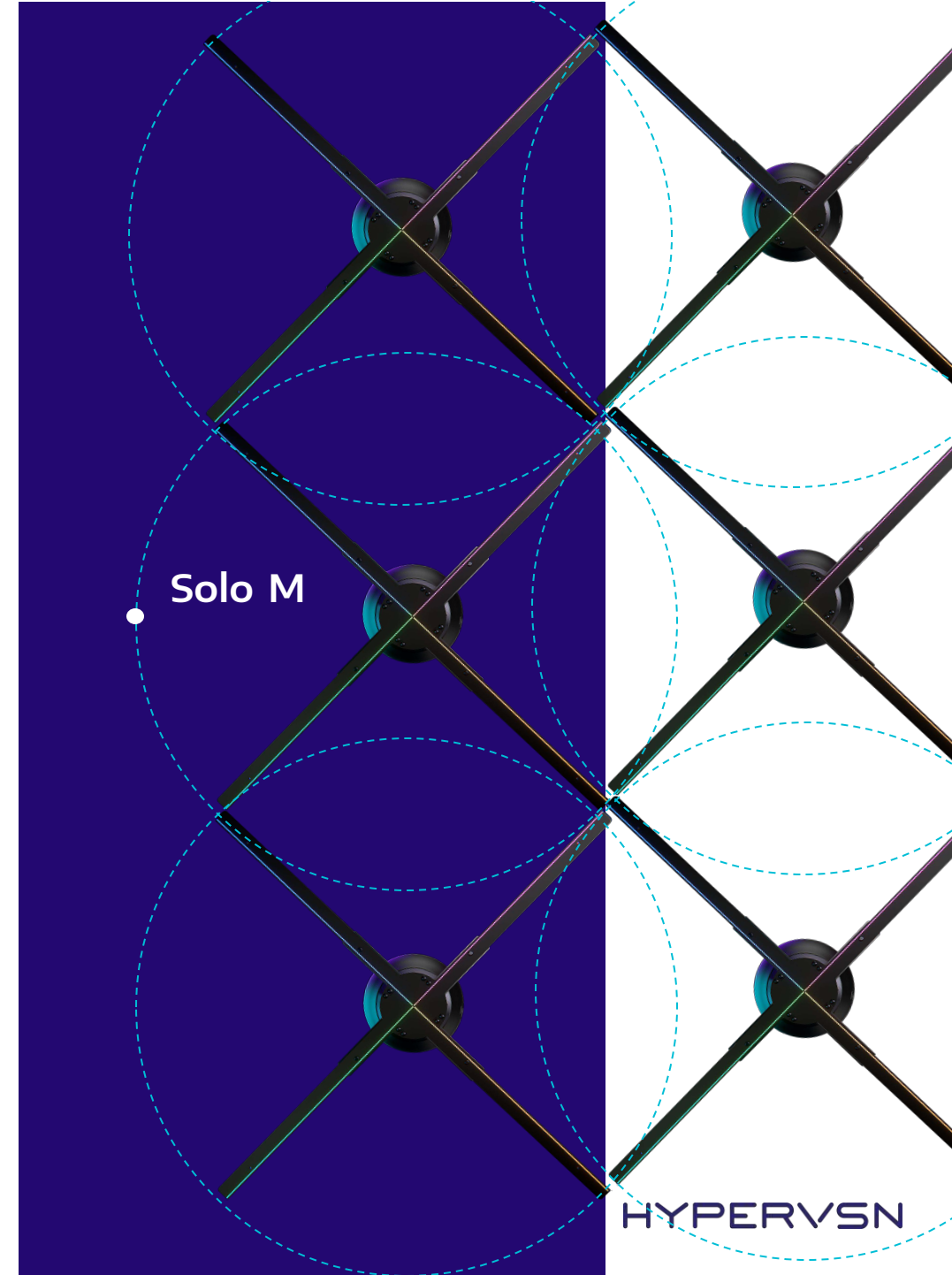
Large-scale 3D display solution made up of multiple Solo M devices that have been synchronized to produce visuals of virtually any size.



Software

Walls are managed with the proprietary HYPERVSN CMS that allows users to:

- Upload & manage Wall content
- Utilize the dynamic Media Library
- Monitor devices & access analytical reports
- Get automated firmware & security updates



HYPERVSN CMS

Overview

- 3D content creation
- Media Library
- Content upload and management (on device)
- Automated updates and security
- Offered as a web-based service and free downloadable applications - Solo App and Wall App.

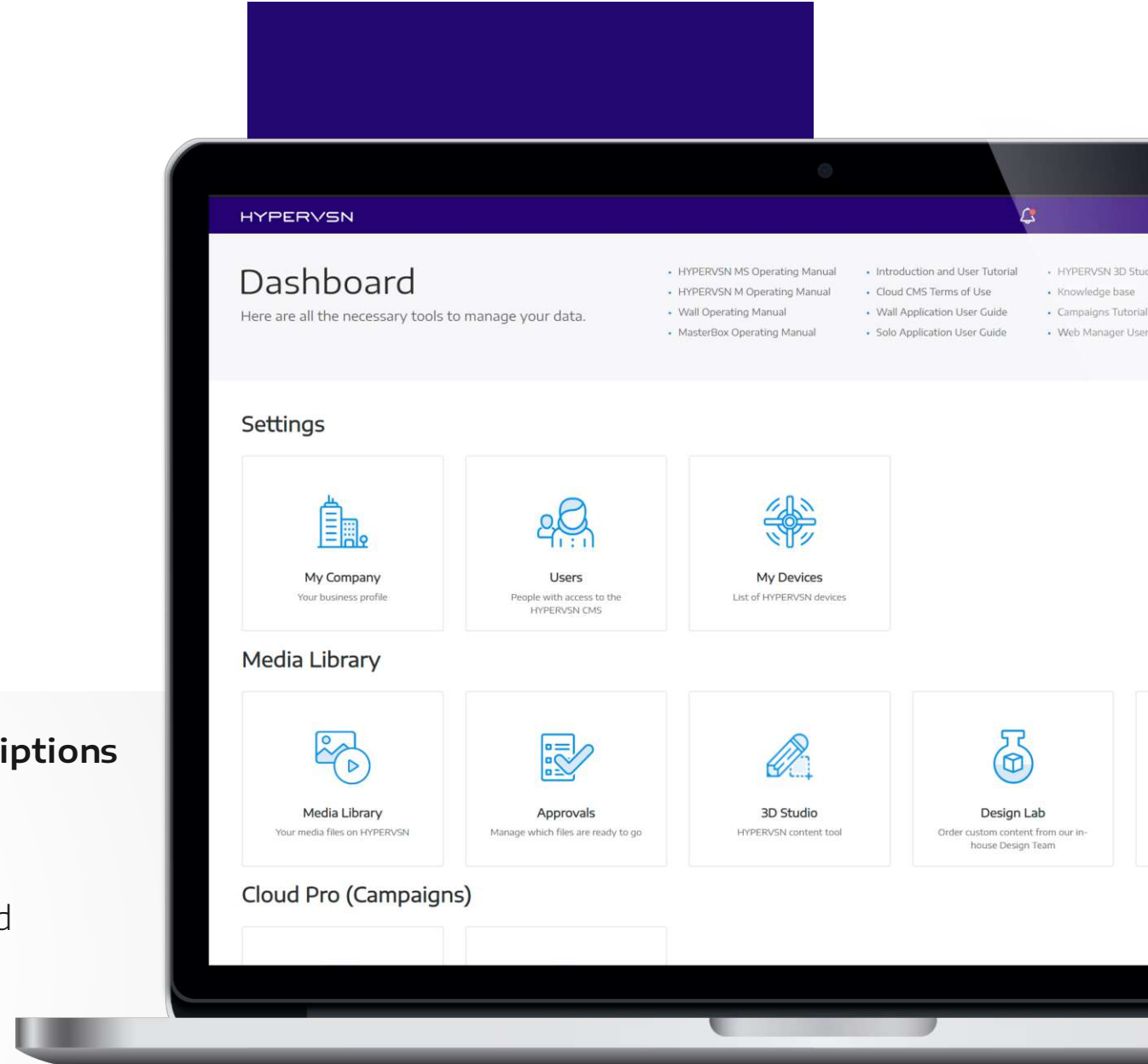
Can be extended with paid add-ons available as subscriptions

Cloud Pro

- Remote content upload
- Media campaign scheduling
- Monitoring and reporting
- User Control.

Wall Builder

- Content creation, upload and management
- Wall configuration and control.



03.

**3D CONTENT
CREATION**

4 WAYS TO OBTAIN 3D CONTENT FOR HYPERVSN

HYPERVSN 3D Studio

Online content creation service



Create eye-catching 3D holographic videos without any design experience.

[Explore](#)

Media Library

Rich 3D content library



Select from a variety of ready-made 3D videos to display on device/s.

[Explore](#)

Design Lab

In-house design team



Order custom 3D content directly from the amazing HYPERVSN Design Lab.

[Explore](#)

Custom Content

3D design agencies



Hire certified or trained 3D design agencies to produce bespoke 3D content for HYPERVSN.

HYPERVSN 3D STUDIO

Click & Create

- Convert 2D images into 3D visuals
- Choose from 100,000 3d models available
- Use a variety of ready-made templates
- Customize & animate text



Perfectly designed
for Solo displays



Simple browser
launch



Embedded in the
HYPERVSN CMS

[Try Demo](#)



04.

**INTERACTIVE 3D
TECHNOLOGY**

INTERACT WITH THE TECHNOLOGY

HYPERVSN SDK enables users to create their own interactive applications integrated with HYPERVSN technology.



3D

Peaked curiosity & interest

Excitement, along with other strong emotions being triggered by your content directly connects people to it



Deeper user engagement

Interactivity engages multiple senses, allowing your audiences to enjoy real-life experiences with your brand



Word-of-mouth advertising

Anything that creates a spectacle or a sensational moment, forces people to share it with their friends/family



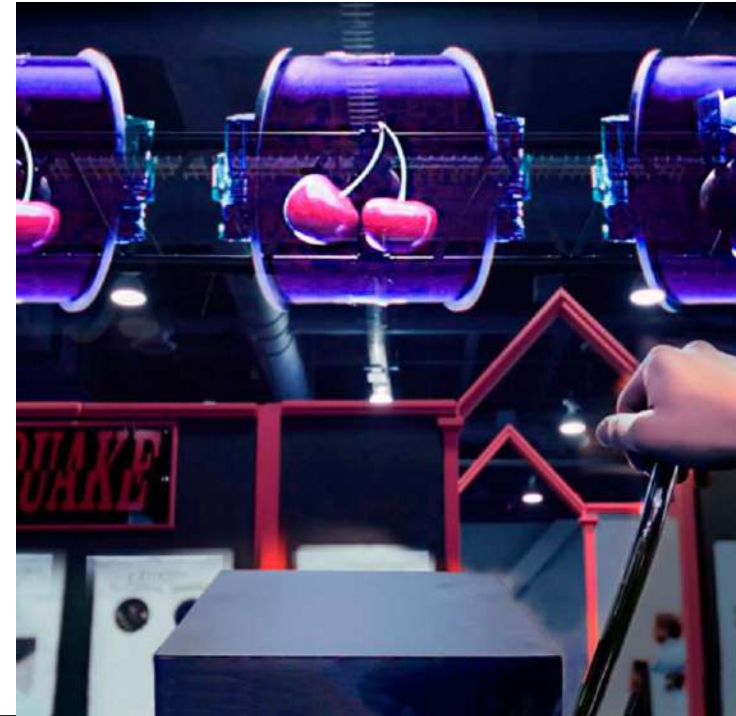
Higher conversion rates

The combination of HYPERVSN technology and 3D interactivity is guaranteed to convert viewers into customers.



Voice Triggers

HYPERVSN displays controlled by voice commands



HYPERVSN 3D Catalog

Gesture-controlled 3D holographic product catalog.



HYPERVSN Slots

The world's first interactive holographic slot machine.

05.

**CLIENT CASE
STUDIES**

CLIENT CASE STUDY: PROCTER & GAMBLE

31%

INCREASE IN SALES

23%

BOOST IN TURNOVER

35%

GROWTH IN CUSTOMER
ACQUISITION



CHALLENGE

P&G set out to hit its strategic target and **growing net sales** for men's **consumer goods** in the CIS region.



SOLUTION

HYPERVSN Solo units were placed to appeal to potential customers directly in stores and lure them by impactful visuals of the products.



RESULTS

The campaign lasted for **one month**. The stores measured sales and turnover volume, customer acquisition. Four weeks after the campaign **without HYPERVSN** sales of the same products **decreased by 65.2%**.

CLIENT CASE STUDY: COCA-COLA MEXICO

12%

INCREASE IN SALES OF
SANTA CLARA

88%

OF THE 16K VIEWERS
EXUDED HAPPINESS

90%

OF THE 16K VIEWERS
STOPPED FOR AT LEAST
15 SECONDS



CHALLENGE

Coca-Cola set out to **increase sales** of their **dairy product**, Santa Clara, within Cinepolis – Mexico’s biggest cinema chain.



SOLUTION

50 HYPERVSN Solo devices were installed at the point of sale in 25 Cinepolis branches across Mexico.



RESULTS

Results were measured by the independent agency, **Smart Intelligent Solutions**, who monitored the rise in sales, foot traffic & engagement over a 10-day period.



CLIENT CASE STUDY: COCA-COLA RUSSIA

16%

TOTAL SALES VOLUME
GROWTH

39%

TOTAL TURNOVER
GROWTH



CHALLENGE

Coca-Cola was in urgent need to **raise awareness** of their **new Juice and Soft drinks product lines** across their target audience in Russia.



RESULTS

Results were measured over a **four-week** advertising campaign. **Sales increase** was documented for **all the launched products**.



SOLUTION

HYPERVSN Solo units were installed at one of the largest retail chains in Moscow. They showcased the beverages **at customers' eye level**.

The classic Coca-Cola logo in its signature script font, rendered in a dark blue color.

34%

SALES INCREASE

2.2mIn

IMPRESSIONS

CLIENT CASE STUDY: LENOVO



CHALLENGE

Lenovo was looking for an innovative way to launch their new Yoga Book product range in Mexico City. The focus was on increasing brand awareness and maximising ROI.



SOLUTION

20 HYPERVSN Solo devices were installed at 15 points of sale in 6 in Mexico City.



RESULTS

Results were measured by the independent agency, **Smart Deets**, who monitored foot traffic and engagement over a **3-month period**. Lenovo are planning to install **interactive HYPERVSN units** in 2020.

Lenovo

CLIENT CASE STUDY: DANONE

12%

INCREASE IN SALES OF
PROMOTED PRODUCTS

10%

SALES UPLIFT OF THE
WHOLE CATEGORY



CHALLENGE

Danone was seeking an innovative solution to **launch** their **new dairy product**, Activia chia seeds, in Eastern Europe.



RESULTS

Results were measured in **comparison to 5 other Megamarket stores** without HYPERVSN installations, over a 3-month period by Danone.



SOLUTION

4 HYPERVSN Solo devices were installed **inside 4 Megamarket supermarkets** (where Activia chia seeds are sold). Additional devices were placed outside the store.



"Carrefour and my electronics department have quickly understood the great potential power of both end-user and attraction and information of the HYPERVSN technology in our stores. We are really glad to be the first major retail store in France to experiment with the huge HYPERVSN effect on the end-user and sales."

Matthieu Desede

Category Manager IOT,
Carrefour France

CLIENT CASE STUDY: CARREFOUR



CHALLENGE

Carrefour set out to build consumer-centric stores where the brand **engages** in engaging and **meaningful interactions** with **various customer groups**.



SOLUTION

HYPERVSN units were placed in client-facing locations showcasing a set of **various Carrefour products** simultaneously.



RESULTS

Carrefour team decided to further extend the campaign and apply HYPERVSN in **the major stores in Paris, Lyon, Rennes and Toulouse** to start with.



"Our HYPERVSN experience was a 10 out of 10! We would certainly consider using HYPERVSN for our next big event."

Alexei Vershalovich

Managing Director, Brimit

CLIENT CASE STUDY: BRIMIT



CHALLENGE

Brimit wanted to demonstrate how to achieve **personalised consumer journeys** between online and offline contact points at Sitecore Symposium in Orlando (a world premier digital marketing event).



SOLUTION

Utilizing **HYPERVSN SDK, a Solo device and the Sitecore Experience platform** (with an integrated webcam), Brimit showcased how 3D content displayed can be customized for individual user.



RESULTS

Traffic to the Brimit booth exceeded all expectations, delivering the most **consistent, cohesive** and above all, **cutting-edge brand experience**.

Lenovo

7%

FOOTFALL INCREASE –
COMPARED TO THE
PREVIOUS MONTH

14%

FOOTFALL RISE ABOVE
ALL CLARKS STORES IN
TOTAL

CLIENT CASE STUDY: CLARKS



CHALLENGE

Clarks set a target to **increase footfall** at one of its **flagship stores in London** in January-February, possibly the slowest time of the year.



RESULTS

The campaign lasted for **one month** and saw a major **footfall rise**.



SOLUTION

HYPERVSN technology was installed to boost footfall in the Regent Street store. A new window display composed of **6 synchronized** HYPERVSN units showcased models of Clarks footwear.

Clarks

"One of the most beautiful
New Year's campaigns that
the city has ever seen."

Kiev City Council

CLIENT CASE STUDY: JCDECAUX



CHALLENGE

BigBoard Group set out to utilize HYPERVSN Solo devices at an **outdoor bus stop** in Eastern Europe during the winter holidays, to wish commuters an **awe-inspiring Season's Greeting** during their travels.



SOLUTION

HYPERVSN Solo devices were integrated into a **standard bus** stop shelter in Kiev. The internal temperature of the installation was regulated, allowing HYPERVSN devices to continue operating outdoors in freezing conditions of -25°C .



RESULTS

The installation successfully attracted commuters of all ages, seizing their childlike sense of awe and wonder. As a result of this campaign, several international out-of-home agencies are looking to partner with HYPERVSN to redefine the outdoor media space.

JCDecaux

"One of the most beautiful
New Year's campaigns that
the city has ever seen."

Kiev City Council

CLIENT CASE STUDY: PERNOD RICARD



CHALLENGE

BigBoard Group set out to utilize HYPERVSN Solo devices at an **outdoor bus stop** in Eastern Europe during the winter holidays, to wish commuters an **awe-inspiring Season's Greeting** during their travels.



SOLUTION

HYPERVSN Solo devices were integrated into a **standard bus** stop shelter in Kiev. The internal temperature of the installation was regulated, allowing HYPERVSN devices to continue operating outdoors in freezing conditions of -25°C.



RESULTS

The installation successfully attracted commuters of all ages, seizing their childlike sense of awe and wonder. As a result of this campaign, several international out-of-home agencies are looking to partner with HYPERVSN to redefine the outdoor media space.

JCDecaux

06.

**INDUSTRY
APPLICATIONS**



Food service

Cafés, bars & restaurants

[Explore](#)



Retail

Stores, malls & retail outlets

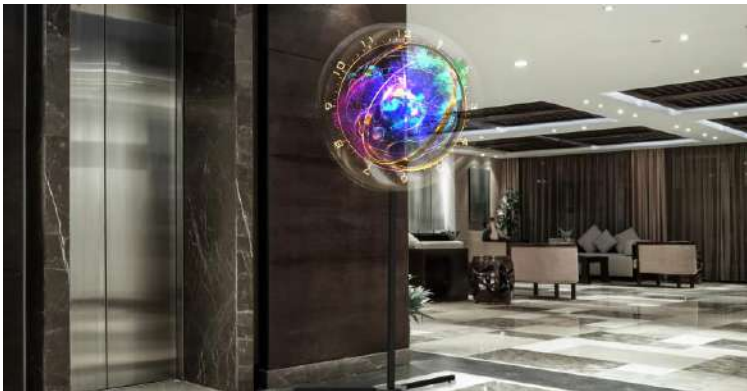
[Explore](#)



Hospitality

Hotels, spas & resorts

[Explore](#)



Corporate environments

Offices, studios & receptions

[Explore](#)



Entertainment

Cinemas, galleries & clubs

[Explore](#)



Events

Trade shows, galas & conferences

[Explore](#)

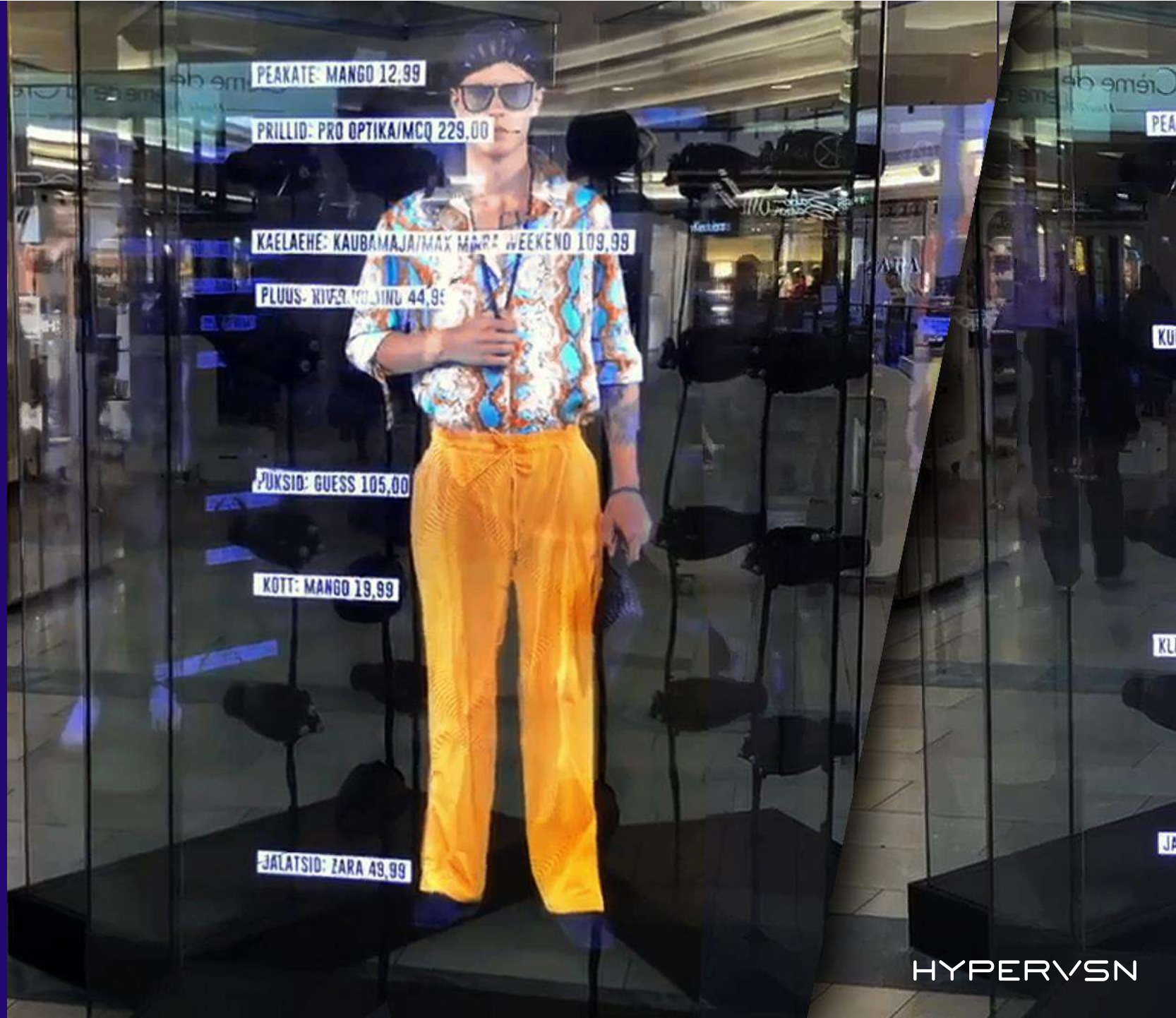
Food service & restaurants

- [Coca-Cola](#)
- [Staropramen](#)
- [Waksal Express](#)
- [Burger King](#)
- [Moët Hennessy](#)



Retail

- [Louis Vuitton](#)
- [Lotte Mart](#)
- [Base Sport Shops](#)
- [Adidas](#)
- [Orange](#)
- [Puma](#)
- [Lacoste](#)
- [Bloomingdale's](#)
- [Coca-Cola](#)
- [Antonio Banderas](#)



Hospitality

- [Park Royal \(Kuala Lumpur\)](#)
- [Tallink Megastar cruise ship](#)
- [Moët Hennessy](#)
- [Vinhomes](#)



Corporate environment

- [UNICEF](#)
- [Moët Hennessy](#)
- [Park Royal \(Kuala Lumpur\)](#)
- [Dell](#)



Entertainment

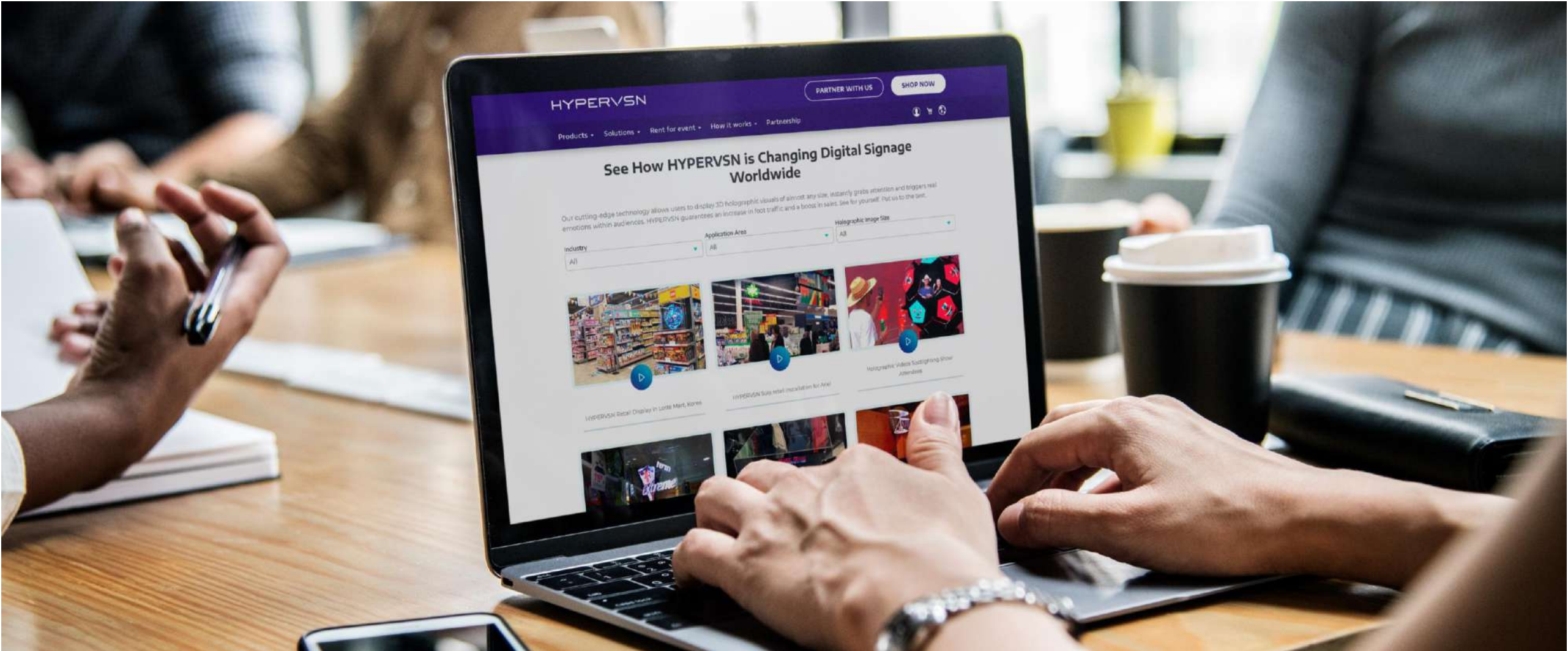
- [GameDev Days](#)
- [Crocobet](#)
- [Da Vinci ALIVE](#)
- [Coca-Cola](#)
- [Criss Angel](#)
- [ESPN Deportes](#)
- [Jose Cuervo](#)
- [Epic club](#)



Events

- [Coca Cola at CineEurope](#)
- [Pathmatics at Adobe Summit](#)
- [Mitsubishi at HVAC & R exhibition](#)
- [Jose Cuervo at TFWA Exhibition & Conference](#)
- [UNICEF](#)
- [Avnet at CES](#)
- [ABB at Posidonia Exhibition](#)
- [Volkswagen](#)





See more

Awe-inspiring business applications [here](#).