

SERVICE CATALOGUE



EXTENDED REALITY FOR EXPERIENTIAL MARKETING

CREATED BY



AWE-NEST

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XR | EXTENDED REALITY

Extended Reality encompasses a range of innovative mediums.

INCLUDING:

- Augmented Reality
- Virtual Reality
- Projection Mapping
- Immersive Projection
- Holographics
- Interactive Media

XM | EXPERIENTIAL MARKETING

Experiential Marketing is a high impact marketing tactic that allows the customers to Experience the brand in a personal, real way.

XR4XM

Extended Reality For Experiential Marketing is a perfect way to merge the value of both XR+XM to create memorable, sharable, exponentially enhanced value for campaigns and events.



We would like to present to you the high level of service we provide here.

Our diverse backgrounds and creativity allow us to continuously innovate and focus on creating high-impact experiences.



CONCEPTS CONTAINED

01 | **Augmented Reality**

02 | **Projection Based Immersion**

03 | **Virtual Reality**

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Our Catalogue of Services in this document is just a basic overview of available concepts we can execute. We love to custom curate out of the box solutions. Contact us for a consultation.

04 | **Contact**

BRINGING XM TO LIFE | BRINGING LIFE TO XM

AUGMENTED REALITY

You point your phone at things and they come to life!



IMMERSIVE PROJECTION

We point projectors at things and bring them to life!



VIRTUAL REALITY

You put on a VR Headset and experience another life!



Augmented Reality is the addition of digital content onto the real world. Accessible via smart phone; simply point your phone at the world around you to reveal “holographic” video, audio, animations, interactive media, games, weblinks, immersive visuals +++ It is an extremely flexible and powerful tool to engage your audience.

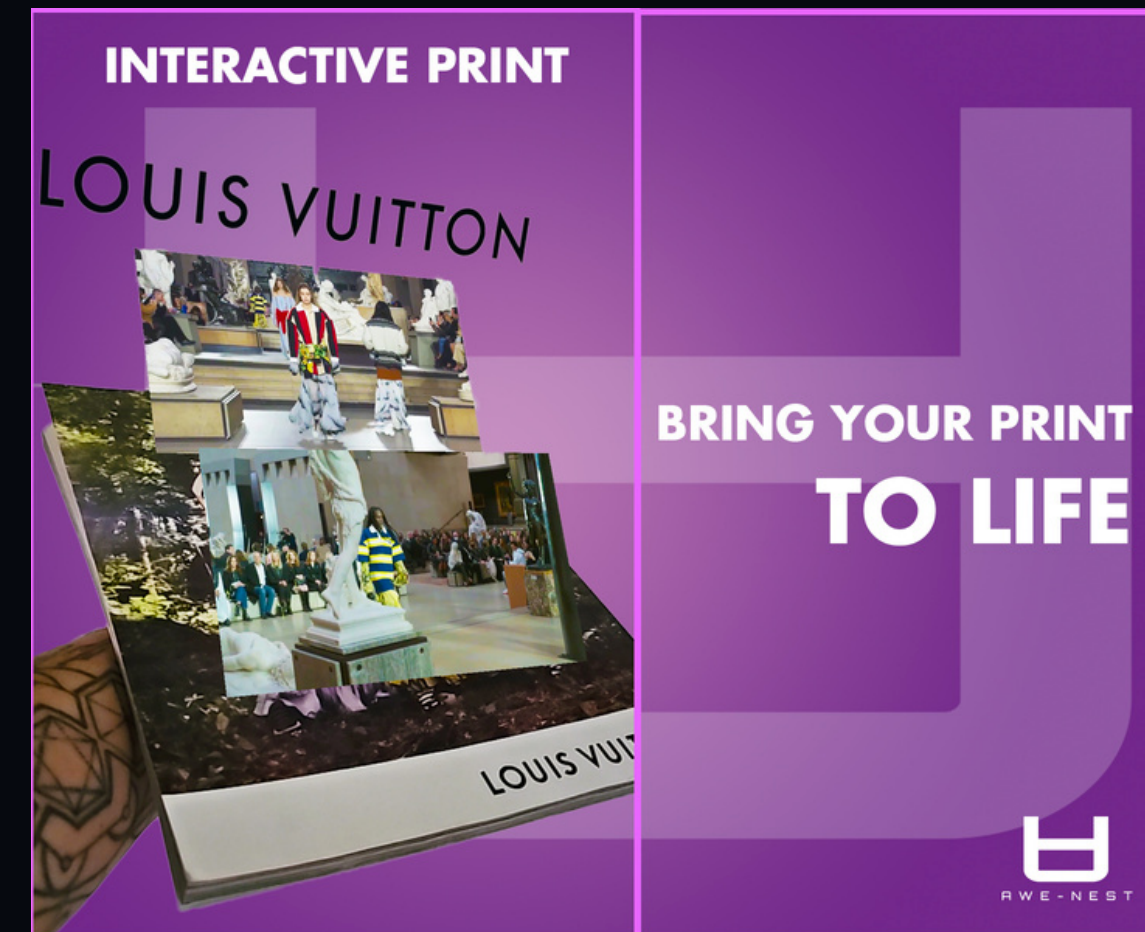
AUGMENTED REALITY

AUGMENTED REALITY – INTERACTIVE PRINT

Bring every piece of print to life by adding a layer of interactive media on top!

Potential Use Cases:

- Enhanced invitations with a holographic message from you to your guests
- Promotional Cards with an enhanced custom created “holographic” commercial embedded in it.
- Interactive Event Programs. Add value to your program with videos and links and add value to your sponsors by offering interactive AR Enhanced commercials on top of their printed ad!
- Enhanced Food Menus. Point your phone at your menu and get a personal message from the chef describing the food, and 3D plates appear showcasing each menu item.
- Enhanced Lanyards. make your VIP lanyards come to life with information. We can update the AR in real time, so every time your guests scan their pass, it offers up to date information.
- ANYTHING you print - we can enhance it with engaging interactive digital content.



AUGMENTED REALITY – INTERACTIVE PRODUCTS / MERCH

Bring product labels and branded merchandise to life with Augmented Reality!

Potential Use Cases:

- Product Labels. Add engaging and entertaining informative digital content onto your product labels. Point your phone at it and it comes to life!
- Merchandise! (you want this) take t-shirts, mugs, posters, hats, jerseys, postcards, keychains, literally any merchandise can be an effective communication portal to add value to your merch and add additional brand messaging with engaging digital content that tracks with your merch!
- Packaging. Make the box your product comes in an interactive communication tool to showcase instructions or an entertaining digital message, or any digital content to enhance your customers experience.
- All things great and small can be enhanced with AR

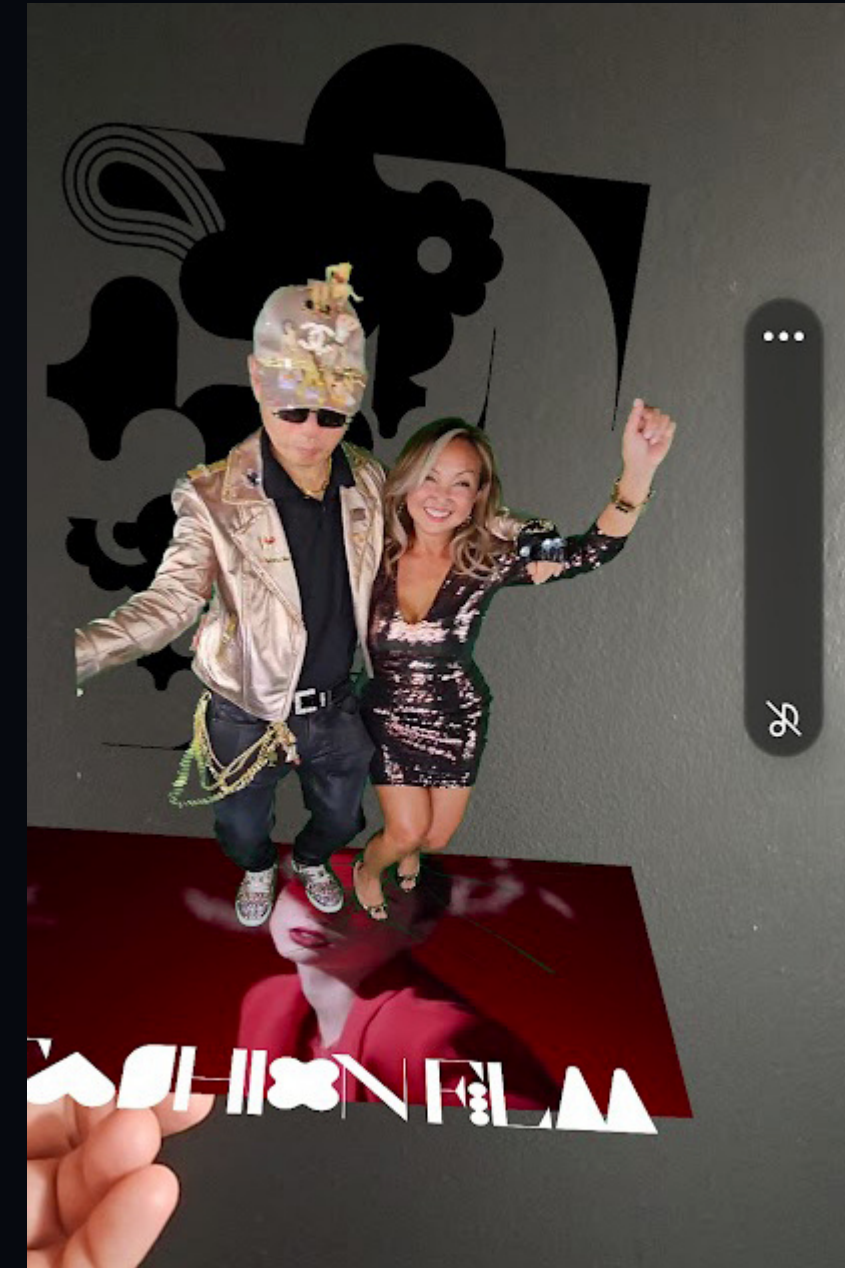


AUGMENTED REALITY – SOME FUN IDEAS

Augmented Reality is EXTREMELY FLEXIBLE and can be used to enhance almost anything.

Some Fun Ideas:

- HoloPhoto. The worlds first AR Enhanced Holographic Photobooth. Why have a boring photobooth when you can convert your guests into holograms that are triggered by unique branded cards they take home with them!
- AR Enhance Temporary Tattoos. Slap a temporary tattoo on your guests, when they scan it with their phones, it triggers an exciting 3D holographic experience as it tracks the tattoo like magic!
- AR Fashion Show. Showcase your brand in a fashion show that looks like it's in the real world in front of you.
- Custom AR Passes. Your ALL ACCESS PASS is verified via AR. When you scan the pass, an AR Holograph of you appears to validate that it's really you.
- AR Tickets / festival wristband. When scanned you get a mini holographic concert right on your wrist!
- Let's Chat! We love to create and execute custom bespoke solutions specifically targeting the needs of our clients.





AR Enhanced Game Launch
Ubisoft - Watchdogs



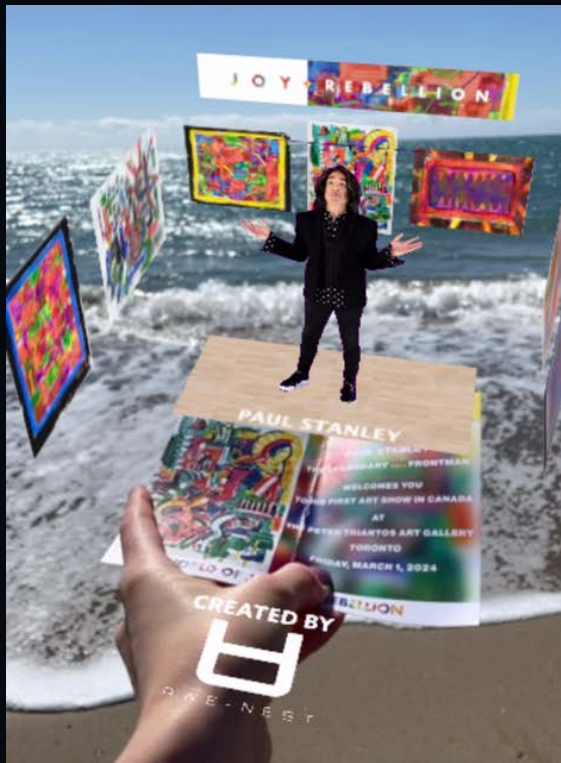
AR Enhanced Magazine Article
Elle Magazine UK



AR Interactive Merch
NEW PRODUCT!



AR Magazine Ad Sample
Victorias Secret



AR Promo Card
Paul Stanley (Rock-band KISS)



Special Sporting Cards
Nickeil #9, NBA player



HoloPhoto AR Photo Booth
tiff + CANIFFF



AR Donation Card
ICC Gala



AR Commercial Card
AweNest



AR Music Video
Tyra Jutai

PREVIOUS WORK

The background image shows a large, ornate hall with high ceilings and arched windows. The walls and ceiling are covered in vibrant, colorful projection mapping, creating a dynamic and immersive environment. A crowd of people is visible in the foreground, looking up at the projections.

PROJECTION MAPPING is when we project onto objects (large format - buildings | micro-mapping on products/objects) and bring them to life, distorting reality via creative projection design.

IMMERSIVE PROJECTION is when we project on all the walls (floors + ceilings) around a space thus immersing the audience in full wrap around video. This gives us the ability to dramatically transform the space to create and transition between any environment, real or imagined.

HOLOGRAPHIC PROJECTION is when we project onto invisible surfaces to create the illusion of holograms.

PROJECTION

PROJECTION MAPPING

Bring events, spaces, buildings, products to life with the magic of projection mapping! It is a highly effective way to transform your venue or enhance your brand or products.

Potential Use Cases:

- Facade Mapping. Bring the facade of your venue to life with large format projection mapping highlighting your event / brand.
- Product Launches / XM Popups. Project onto your product/brand (potentially create an oversized prop to make it larger than life) as a centerpiece + shareable photo-op ++
- Projection Mapped Stage set. Create an engaging backdrop for your presentations / galas / launch events with a dynamic video set.
- Projection Mapping is a flexible tool. We love to project onto everything!



LEXUS CAR LAUNCH

IMMERSIVE PROJECTION

An engaging way to transform your event venue or pop up XM campaign.

Potential Use Cases:

- Immersive Show. We can create an immersive show that promotes a product or industry. Step into a room that highlights the history of the product or brand in an entertaining and engaging way.
- Immersive Projection PopUp. We are partnered with fabricators who customize shipping containers into mobile show-rooms. We can create an immersive projection showroom for product launches or brand experiences ++ Easily deployable to any location.
- Immersive Event Environment Enhancement. We can dress up the room to transport your guests to any environment. Want to feel like you're on the moon? Or a Parisian street cafe? Or a Bamboo Forest? Or floating in the clouds? Or all of the above? Let us elevate your event experience with the power of immersive projection.



IMMERSIVE PROJECTION POP-UP

HOLOGRAPHIC PROJECTION

Holograms are here!

Potential Use Cases:

- Virtual Telepresence. Bring in guest presenters, panelists or performers that can't be at your event. We can create holographic projection setup for your stage to showcase them as holograms!
- AI Holograms. We have an engaging way to interact with your guests via a Holographic Capsule. A life sized hologram can talk to your guests, pose for pictures etc.
- Holographic Showroom. We can create a Holographic installation that can provide an interactive showroom experience where guests can browse brands + custom create a fashion show for their particular interests.
- Virtual Brand Ambassador. We can create and deploy an AI infused conversational, life sized brand ambassador trained on all of your information to talk with your guests and disseminate information.
- We can create custom holographic installations depending on your needs.



**LIFE-SIZED
HOLOGRAPHIC CAPSULE**



Projection Mapping
Product Launch - **Lexus**



Immersive Projection
Performance



Projection Mapped Performance -
St James Cathedral Montreal



Projection / Set Design
Canadian Video Game Awards



Projection Mapping Event
Ibiza, Spain



Immersive Projection Opera - **Moons of Salome**



Projection Mapping - Gala Art Gallery of Ontario

SAMPLES

PROJECTION MAPPING



Virtual Reality is an incredibly powerful tool to transport your guests to another place for a fully immersive experience. Innovator Chris Milk describes it as “the Ultimate Empathy Machine” as you are able to give people a first person perspective through someone else’s eyes.

VIRTUAL REALITY

VIRTUAL REALITY

Engage your guests with a high impact fully immersive transformative experience. VR is a powerful tool to give people high-impact experiences.

Potential Use Cases:

- VR Tours. Can't take your guests to Paris in person? Why not give them the experience anyways! We can produce custom VR experiences to highlight your brand and give your guests an impossible experience that will leave an impact!
- VR Show Room. We can create a virtual showroom in which your guests can browse and interact with products, sit in virtual cars, drive virtual boats, stand in your vineyard across the world, do a space walk surrounded by your brand. The imagination is the limit of where we can transport your guests and custom curate the experience they have.
- Have an idea? Talk to us! We can create extremely powerful custom VR experiences for your brand.



360VR CAMERA
BOCUSE D'OR. LYON, FRANCE



VR Fashion Shoot Experience - Elle UK



VR Surgical Training Platform - Harvard Medical



360 VR Production
Podcast Featuring Alan Cross + The Beaches



VR F1 Experience
Rogers - Marketing Tour



360 VR Production
Bocuse D'or Lyon, France



360 VR Production
Indigenous Culture Documentary

SAMPLES

VIRTUAL REALITY

WE'RE AN EXTENTION OF YOUR TEAM.

Committed to contributing to your success as an
integrated and dedicated partner.

PREVIOUS
CLIENTS
FROM OUR
FOUNDERS
ARCHIVES

TEDx

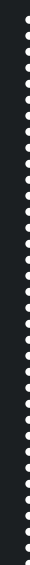


ELLE



CONTACT US

AWE-NEST.COM



Email us
(we respond promptly):
hi@awe-nest.com



We're here to
listen, assist, and
turn possibilities
into realities.

THANK YOU

FOR YOUR TIME AND ATTENTION –
LET OUR JOURNEY BEGIN!