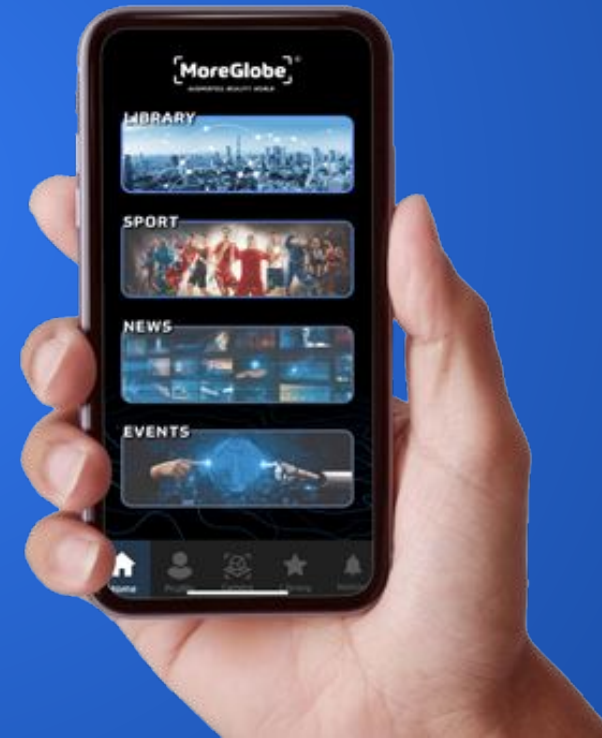
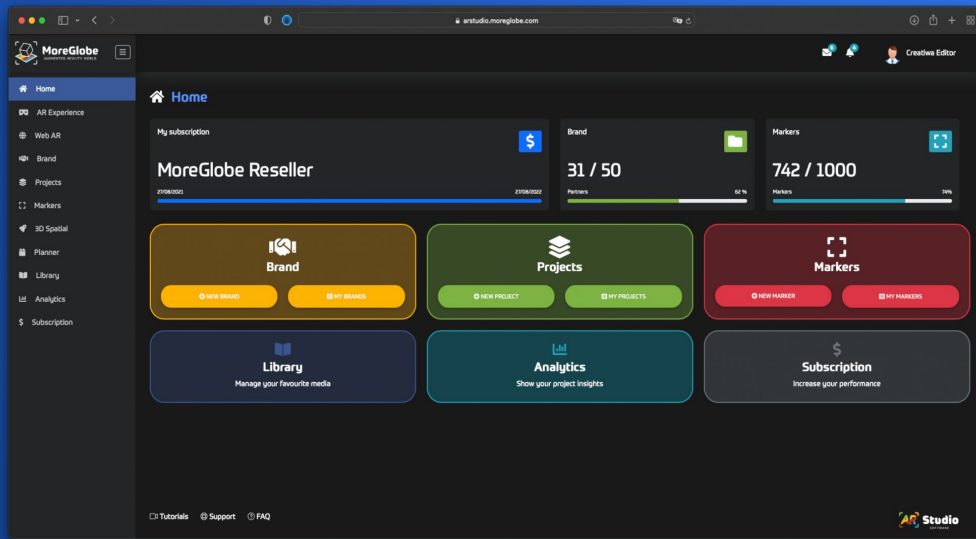




MoreGlobe

AUGMENTED. REALITY. WORLD.

The first Italian platform for Augmented Reality dedicated to publishers



MoreGlobe is the platform designed for brands that intend to grow through **Augmented Reality technology**

*The difference is in the way
we apply technology
generating memorable experiences.*

MoreGlobe[®]



Patented algorithm that enables through artificial intelligence interactive experiences based on users' interest



System stability allowing endless simultaneous views of the interactive experience



Endless connections via ecosystem based on multiple Brand/Project placement possibilities



Browser built into AR that allows any video content, audio, 3d models to be fetched from the network.





Real-time experiences

Dynamic content insertion through dedicated CMS software enables complete management



Video e Modelli 3d Animati

Videos and Animated 3d Models
Complete management of animated experiences and project creation



Content scheduling

with intelligent notification system by user interest



Data Analysis Dashboard

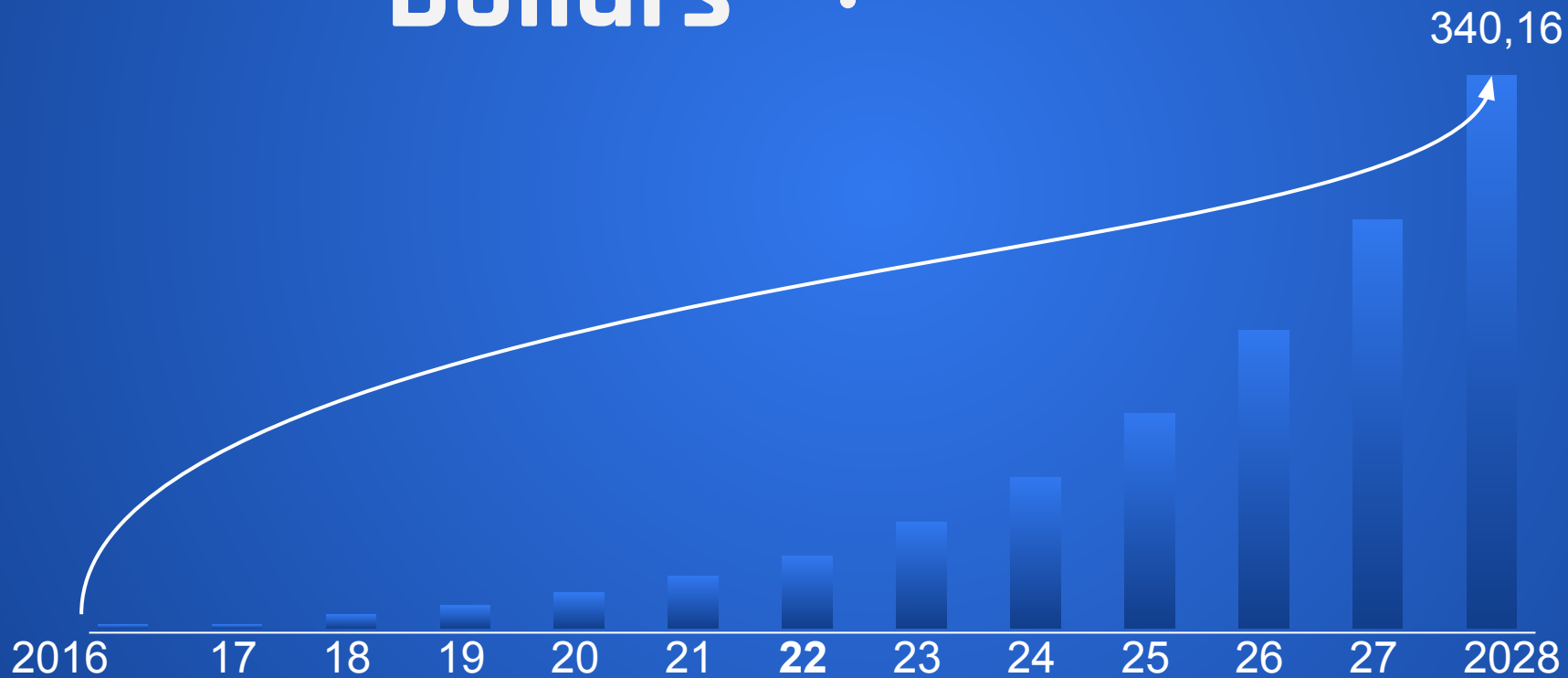
real-time data management and reuse for remarketing activities





340 Billions of Dollars

Size of the augmented reality market, 2016 - 2028 (USD Billion)



*“It is clear from the outset
that it is something different from the usual,
an approach that involves”*

sky sport



+200%
ENGAGEMENT

Improves recall, Brand communication is 3 times higher than classic media

+44%
SALES INCREASE

More than double the media engagement through Augmented Reality experience

+300%
MEMORABLE

Consumers agree that Augmented Reality enhances the shopping experience



We increase the information with 3D experiences

With Augmented Reality technology, it is possible to immerse the consumer in new and innovative visions of the product.

For example, it will be possible to expand the information on the package, additional textual content, videos or 3D models, which can be reproduced through the use of the smartphone and the MoreGlobe app.





We generate a formidable commercial leverage

The experience arising from this technology and, more importantly, all the data derived from it can be used as an incredible commercial lever by any brand, through, for example, **targeting, price discrimination, menu or group pricing and bundling operations.**





We elevate the perceived value

The sensory experience resulting from Augmented Reality succeeds in adding further value to any good or service, precisely through the additional sensations experienced by the consumer, which remain settled in his or her mind.





Project management and adv campaigns

Visualize data from your campaigns and projects. Check progress and performance of your markers in augmented reality

Marker Tracking

The system provides for the creation of planned projects by organizing content by brand and marker groups quickly and intuitively

Real-time statistics

Each augmented reality project, and each data package is monitored to provide access and visualization in AR



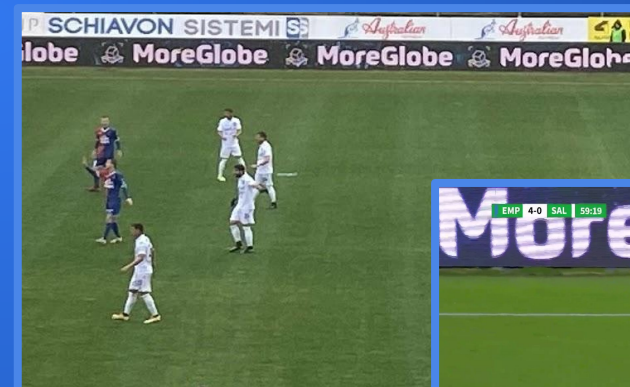


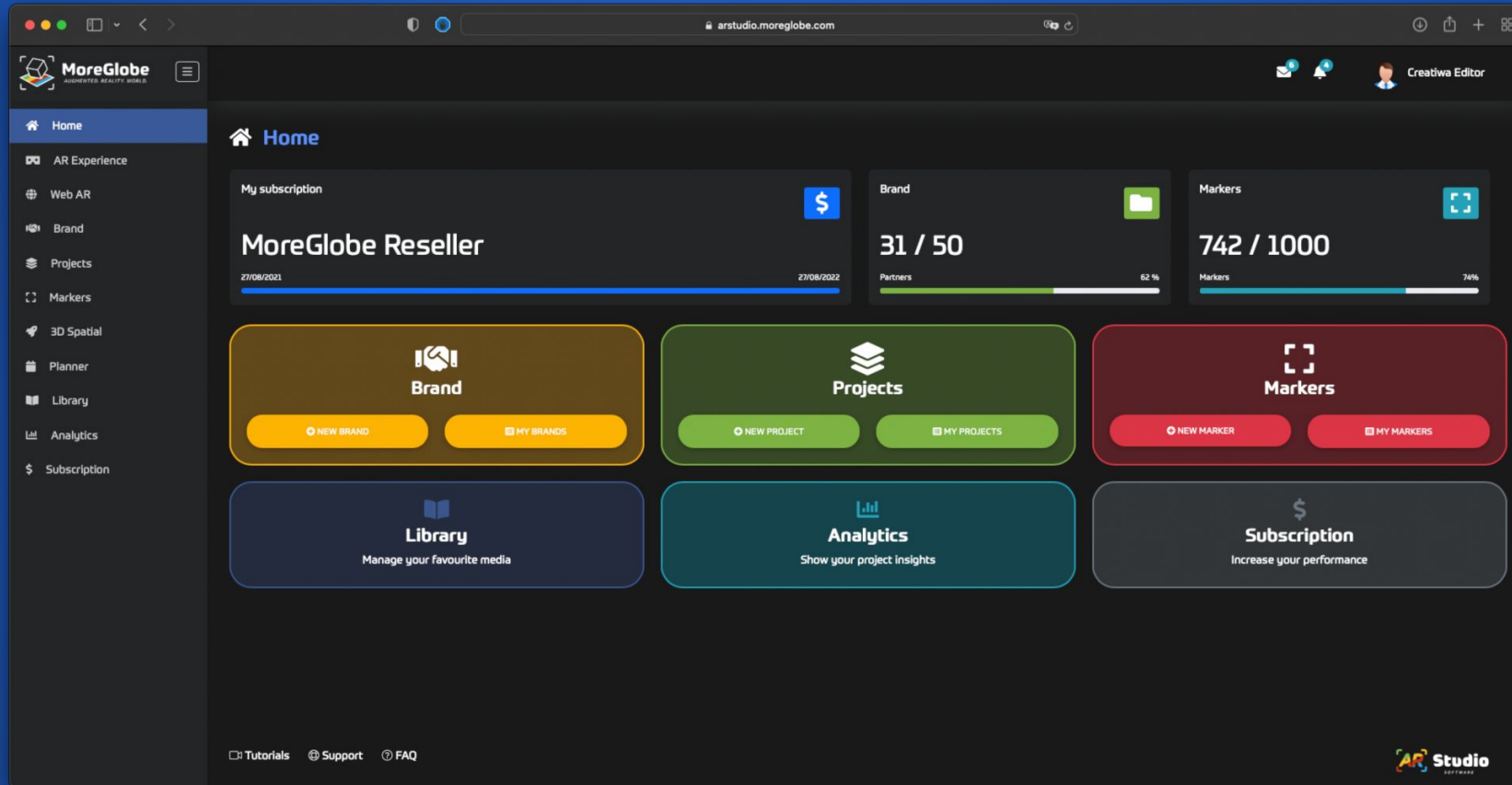
Interactive projects sports segment



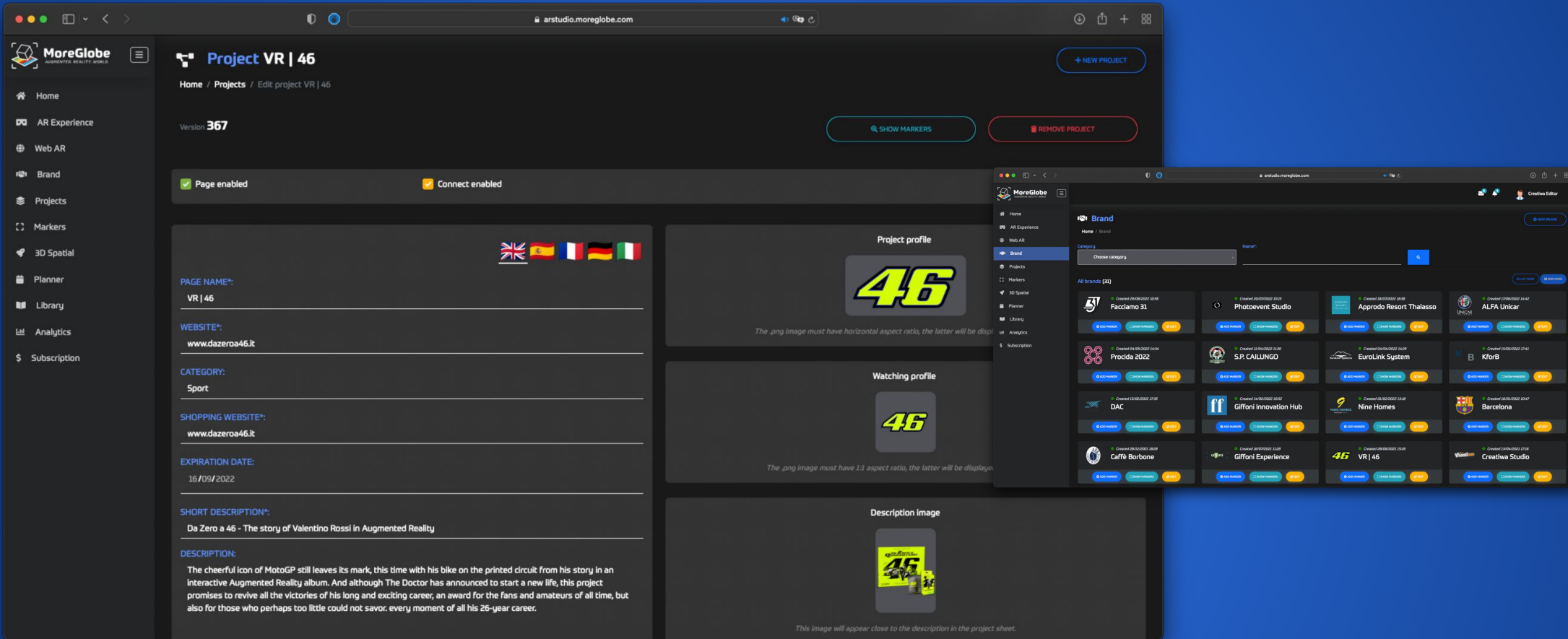
To date, the market is increasingly **Customer Oriented**, that is, oriented to the needs and desires of consumers.

In this perspective, Augmented Reality succeeds in providing brands and consumers with a new, totally **unprecedented communication** experience that can increase **Reputation** and **Brand Engagement**.

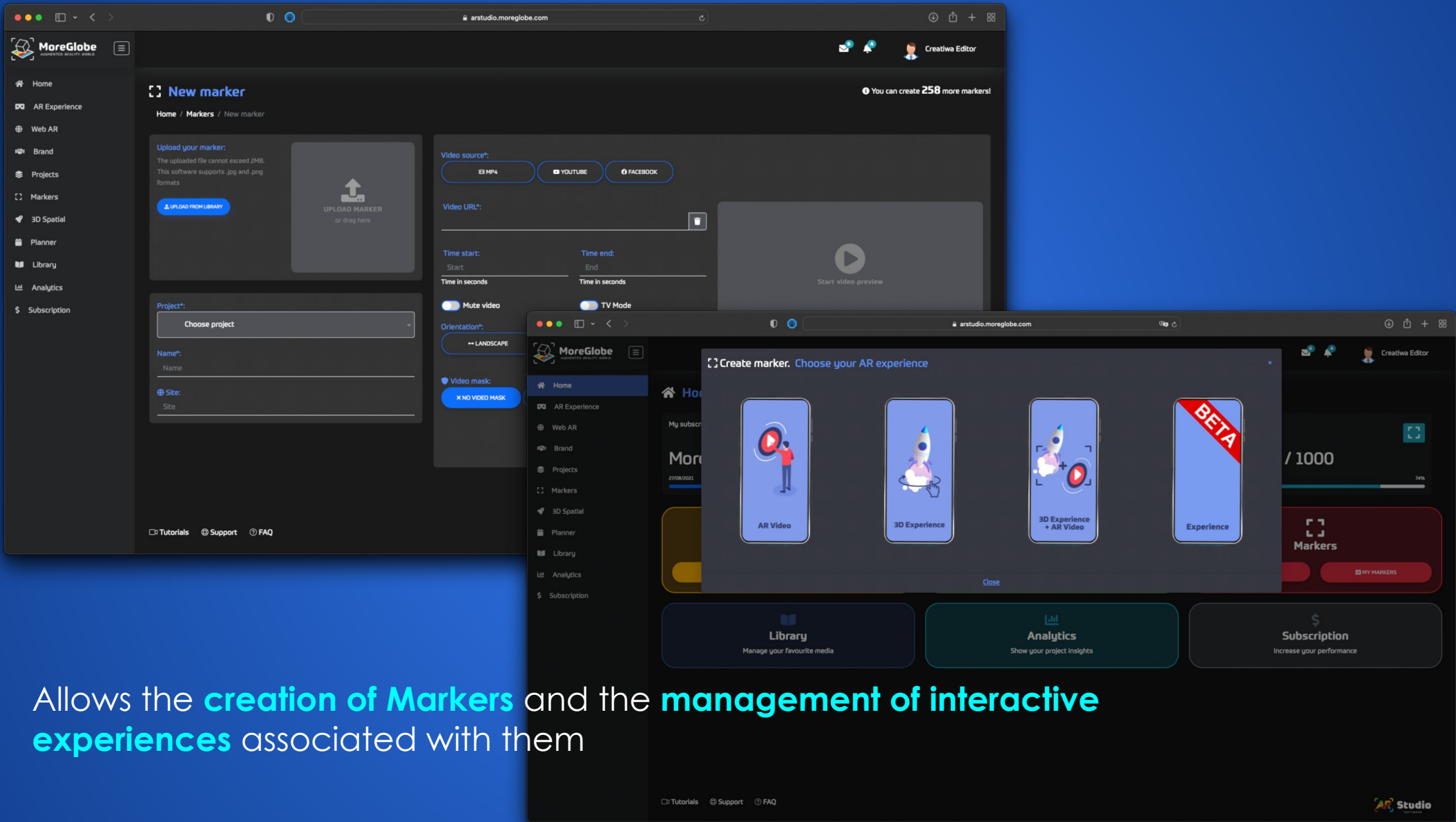




MoreGlobe is a platform designed for brands that want to implement **Augmented Reality technology** into their marketing strategies



The user-friendly interface allows for **quick entry** of own brand, as well as **effective management** of brands already entered.



Allows the **creation of Markers** and the **management of interactive experiences** associated with them



The screenshot shows the 'Markers' management interface in a web browser. The browser address bar shows 'arstudio.moreglobe.com'. The interface includes a sidebar with navigation options: Home, AR Experience, Web AR, Brand, Projects, Markers (selected), 3D Spatial, Planner, Library, Analytics, and Subscription. The main content area is titled 'Markers' and features a search bar with filters for Partner* (VR | 46), Project (Choose project), Name*, and Type (Choose type). Below the search bar, there are 'LIST MODE' and 'GRID MODE' buttons. The search results are displayed in a grid of 30 marker cards, each with a thumbnail image, a title, and a creation date. The cards are organized into rows and columns, showing various motorcycle-related content such as 'DEMO VR 46', '2001 - HONDA NSR 500', 'YAMAHA YZR M1 2009 | Moto', 'APRILIA RS 125 1997', 'APRILIA - RSW250 1999', 'da 0 a 46 | modello 46 | I loghi |', 'VIDEO INTRO COPERTINA', 'Valentino Rossi: The Doctor', 'RANCHE ACADEMY', 'Valentino Rossi: The Doctor', 'LA NASCITA', 'EP4: I CASCHI DI VALE | Capitolo', '2003 - HONDA RC211V', '2004 - YAMAHA YZR-M1 | Moto', 'ON THIS DAY: Rossi's Instant', 'On This Day - 100 Not Out! | 2009', 'World Title 2003 | I Caschi di Vale |', 'Valentino Rossi - Test al Mugello |', '#RoadToMugello | La vittoria di', '#RoadToMugello | L'edizione 2005', '2003 #ValenciaGP FULL Race |', 'On This Day: Rossi Clinches 2002', 'World Title 2003 | I Caschi di Vale |', 'Valentino Rossi - Test al Mugello |', '2003 - HONDA RC211V', '#RoadToMugello | La vittoria di', '#RoadToMugello | L'edizione 2005', '2003 #ValenciaGP FULL Race |', and 'On This Day: Rossi Clinches 2002'.



MoreGlobe
Augmented Reality World

arstudio.moreglobe.com

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☰

Edit marker 2008 - YAMAHA - YZR-M1 | Moto vincenti e livree speciali | pg.94

Home / Markers / Edit marker 2008 - YAMAHA - YZR-M1 | Moto vincenti e livree speciali | pg.94

REPORTS

GENERAL

ANALYTICS

GENERAL

MARKER CREATION DATE	DATE OF LAST MODIFICATION	PROJECT
15/09/2021	30/05/2022	46

NEW MARKER
EDIT PARTNER PAGE
SHOW ALL MARKERS

Globe Marker ENABLED

Name
2008 - YAMAHA - YZR-M1 | Moto vincenti e livree speciali | pg.94

Insertion date
15/09/2021

Type
3d

#Views
694

#Users
185

Enabled

WebAR Enabled

CHANGE MARKER
UPLOAD FROM LIBRARY

EDIT MARKER

Name*: 2008 - YAMAHA - YZR-M1 | Moto vincenti e livree speciali | pg.94

Site*: www.dazeroa46.it

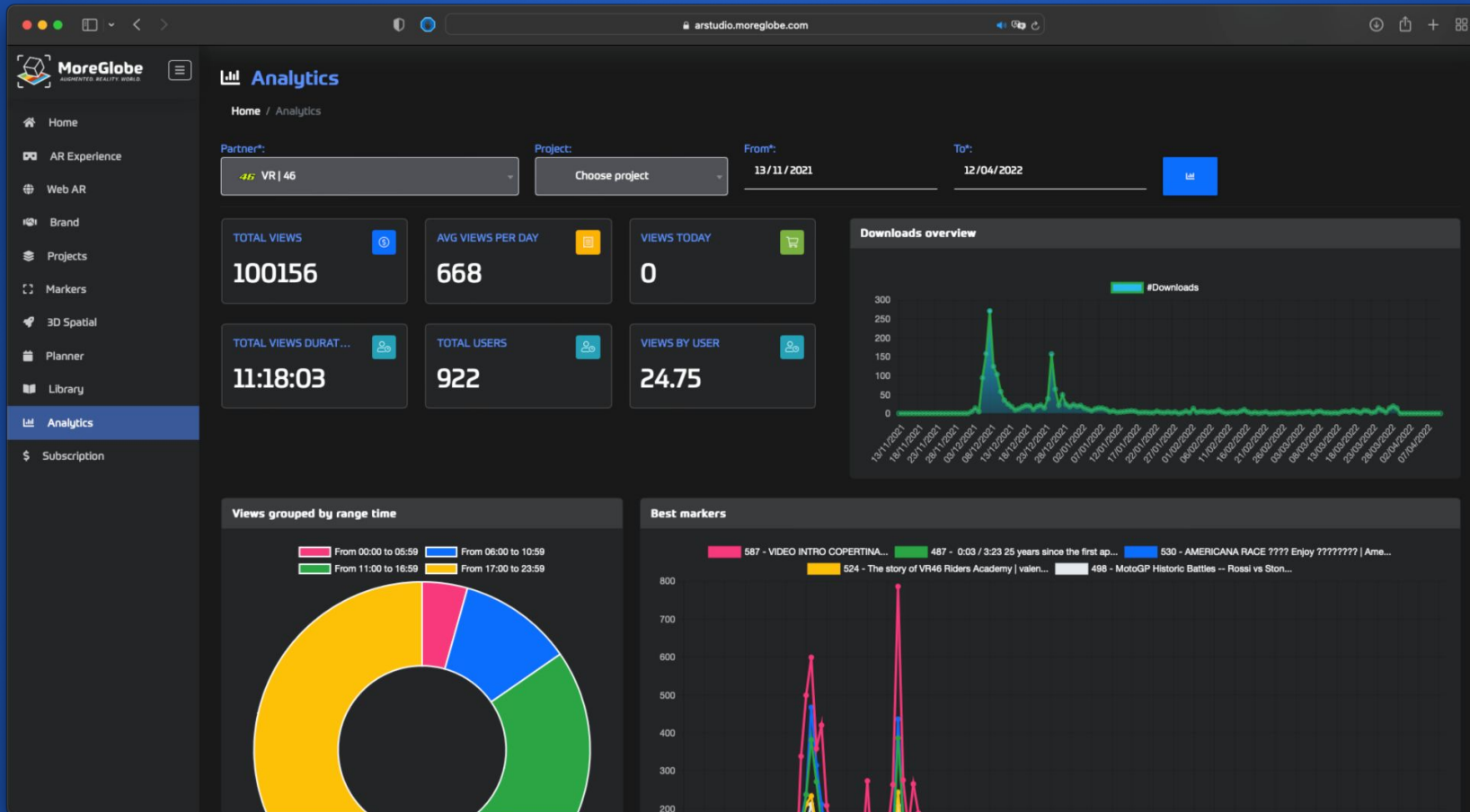
Marker type*:

VIDEO
3D
3D + VIDEO
WEBPAGE

CHOOSE 3D MODEL
MoreGlobe library

Mute 3d

REMOVE MARKER
SAVE MARKER



Thanks to the "Analytics" panel, it is possible to monitor the performance of individual markers, projects or the brand in general in real time.



32 projects in 2021-2023

BARCELONA, BOLOGNA CALCIO, PALERMO, CAGLIARI, BAYERN MUNCHEN, AJAX, INTER, VR 46 - VALENTINO ROSSI, FERRARI, ALL BLACKS, BORUSSIA DORTMUND, HANOI FC, LEVANTE BALOMPIÈ, CELTIC GLASGOW

First project realized:

- **Da Zero a 46** Project launched in December 2021 historical album of Valentino Rossi
- **Atletico Madrid Sentimiento Rojiblancos** Historical album developed for Atletico de Madrid
- **Zenith - Zenitovsckiy** Historical album developed for Zenith football club
- **Salernitana 1919** Project launched in December 2019; collection completed in June 2020.
- **Empoli FC** Historical album developed for Empoli Calcio SRL on the occasion of the centenary of the club
- **Padova Calcio** Historical album developed for Padova Calcio SRL on the occasion of the 110 years of the club
- **1936 Passione Delfino** Historical album developed for the soccer club Delfino Pescara 1936
- **Passione Ascoli** Historical album developed for Ascoli Calcio



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FRUIT OF MIND

**What if the real metaverse
was in augmented reality?**

**The digital world of the future could be
very different from the one imagined
by Mark Zuckerberg.**

WIRED