



Reality Plus

A new dimension to improve your business



**Reality Plus adds a new dimension to
your customer experience.**

NEOSPERIENCE

Empathy In Technology

We design digital solutions for companies that want to grow their business and increase their customers' value, introducing Empathy into Technology,

Technologic evolution is shaped around performance optimization, and has generated significant changes in the relationship between brands and customers, sacrificing the value of individual relationships in favor of efficiency.

In order to re-establish a non-mediated relationship with customers, companies have to change their perspective, including empathy in their relationship and sales processes, both online and offline.

Neosperience is offering a range of ready-to-use solutions, to help offering targeted experiences to each customer. This way you can get to know and localize your clients, increasing your brand value and sales margins.

In February 2019, Neosperience has been listed in the Italian Stock Exchange. Neosperience technology allowed to develop several start-ups, renowned for their innovation potential in each one of their fields.

Everyday our professionals work to blend technology with empathy, merging dream, form and use function, to benefit all of our customers.

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REALITY

PLUS

The relationship between your brand and your customers in Augmented Reality

Companies want to experiment new forms of Digital Experience, with solutions that can highlight the Brand Value. New technologies, such as AR, represent an effective response to this ambition, but only a few companies own the right know-how to benefit from it.

The Solution

With Reality Plus you can easily create Augmented Reality experiences dedicated to your customers, bringing out the physical qualities of your products in a three-dimensional environment.

The platform allows you to easily develop products and solutions in Augmented Reality, uploading your 3D models, selecting the desired objects from the library or using personalized models. Once they are uploaded, the objects can be placed inside the virtual or real environment, coherently with your Brand's needs. You can integrate the Solution with your enterprise systems in complete autonomy, choosing the best format according to your company's needs.

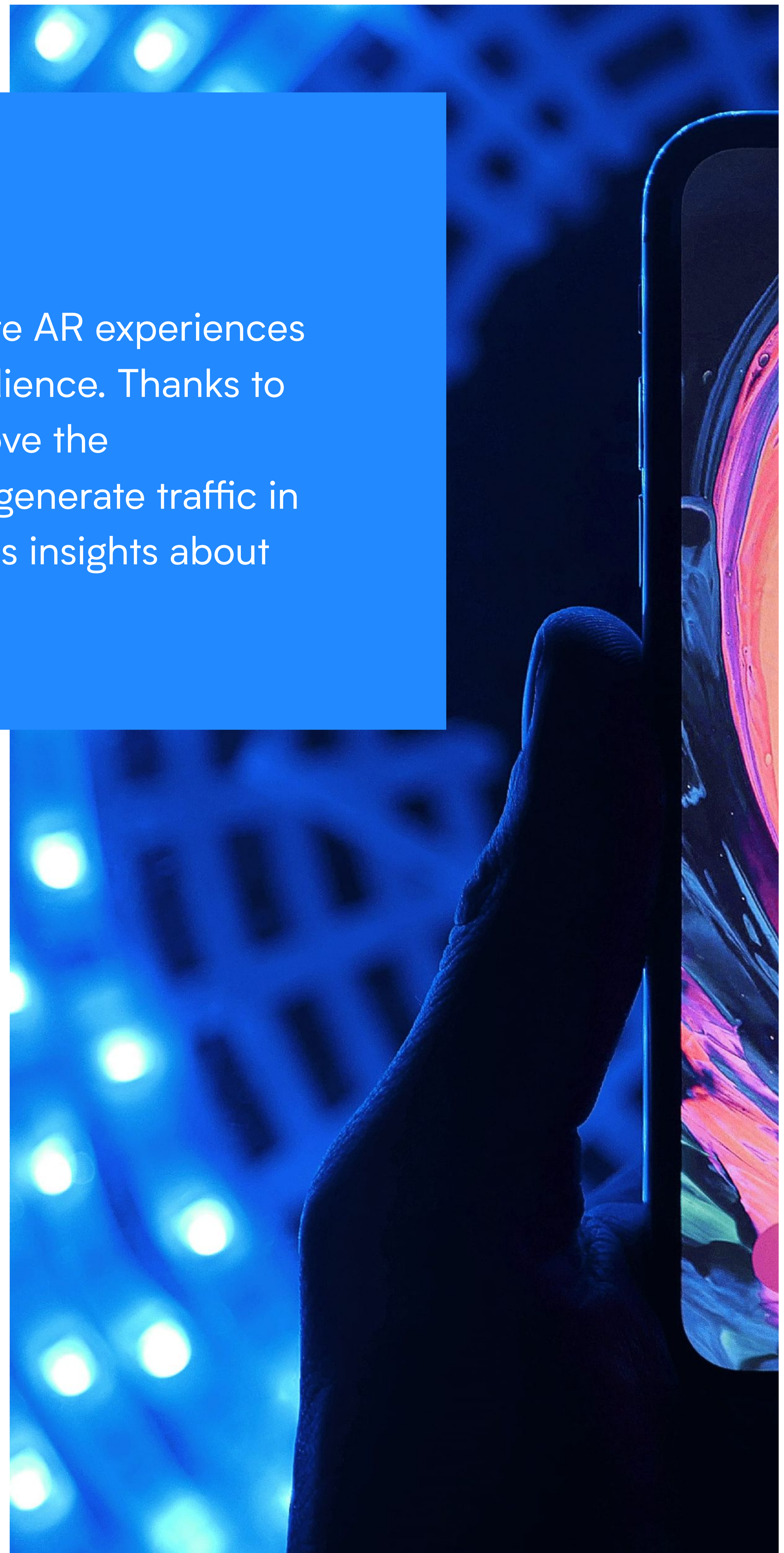
UNIQUE VALUE

Reality Plus

Reality Plus allows you to create AR experiences perfectly targeted for your audience. Thanks to this technology, you can improve the communicative effectiveness, generate traffic in your stores and obtain precious insights about each one of your customers.

Competitive advantages

Using this tool you will have a “turnkey” solution, customized for every kind of need, from the simplest one to the most complex. Your customers will be able to live in advance the purchase experience, placing and visualizing the product in its natural place of destination.



Case Studies

PALAZZO

PRADA

Transforming the Brand Vision in a worldwide
successful 3D project

PRADA

IL PALAZZO



A SERIES OF PORTRAITS BY
RICHARD HAINES



The concept

Palazzo Prada is the first app for iPad that allows the users to virtually visit the interiors of a suggestive palace inspired by the style and charm of the Brand.

Moreover, it is possible to purchase the products shown in this virtual space with a simple tap on the screen.

The Context

Prada wanted to find a new way to communicate the history and prestige of the Brand. The objective was dual: on one hand, Prada needed to engage their customers in a totally immersive and suggestive experience; on the other hand, the Brand wanted to show its charm and value. The realization of this project required the design of an innovative solution, able to overcome the gap between online and offline world.

PALAZZO

PRADA

Solution and architecture

Palazzo Prada is a multi-platform project that combines vanguard art and technology. After countless collaborations with renowned fashion photographers, Prada undertakes a new path with Richard Haines, the famous mens fashion designer, who became a successful blogger and illustrator.

In his charcoal drawings, representing the majestic Prada collection in different forms, charming details and imperfections emerge, that can only be generated by freehand drawings.

To support Prada in this challenge, Neosperience created a dedicated app and a platform that allows visitors to undertake an interactive tour inside the building - a 3D representation of the magnificent scenography of the exhibition space. Inside the palace, garments and accessories are cleverly draped and accompanied by Haines illustrations.

In this virtual space, users can move freely and choose their path in complete autonomy, exploring the rooms that represent the different environments, luxury objects and accessories. The paintings tell the story of those who lived in the palace and show Prada garments and accessories. Several objects and accessories visualized in 3D can be purchased directly from the app.

The Reality Plus Solution, based on Neosperience Cloud technology, allowed to play dynamic, backend-driven contents directly in 3D. With the app, the customer could realize a new e-commerce model, where the exploration of the environment is a fundamental element.

The Palazzo Prada app represents an excellent example of synthesis between brand and technology, that gave birth to an immersive and engaging experience.



IN A STATE OF REPAIR

Serpentine Gallery & La Rinascente



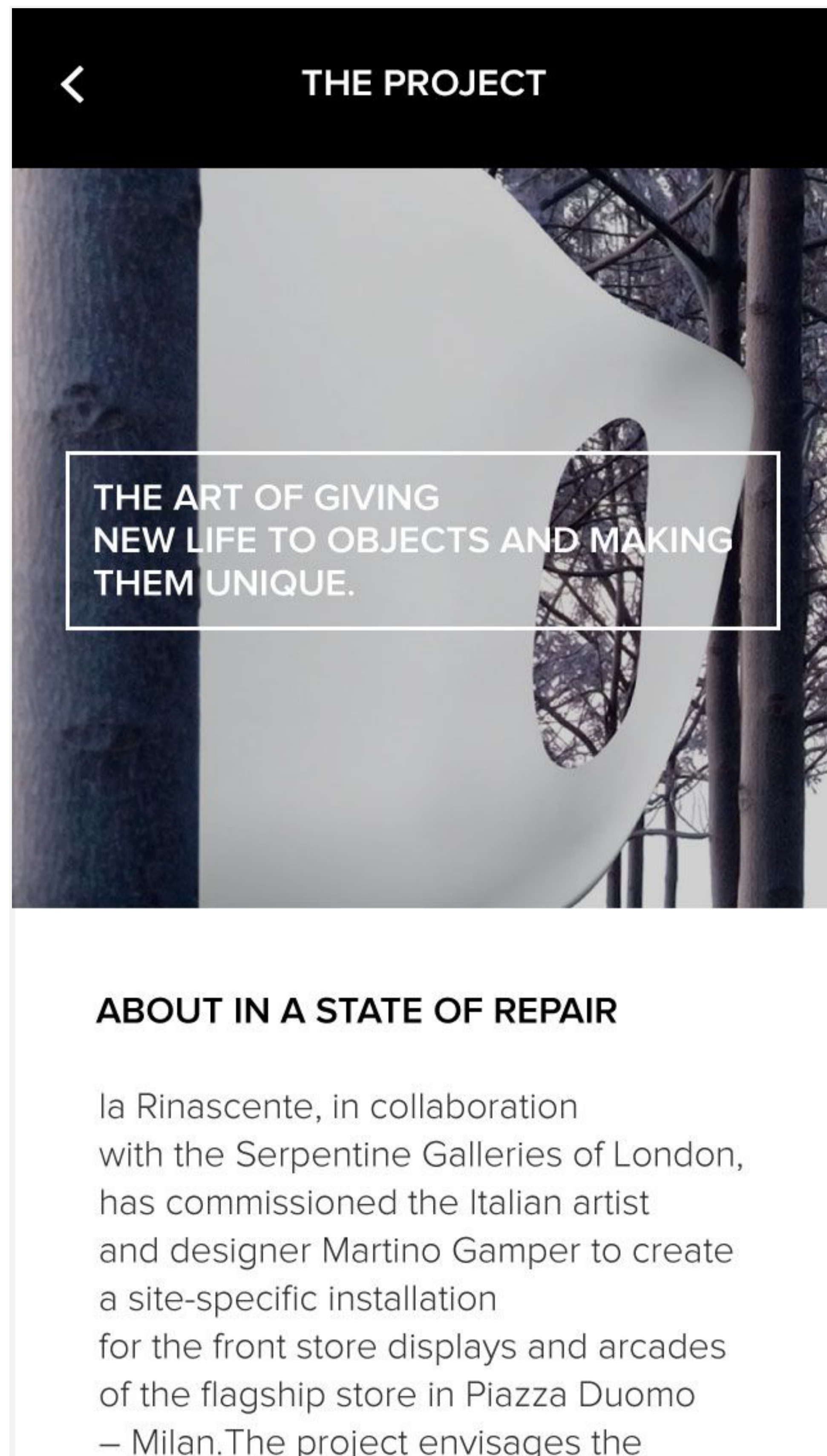
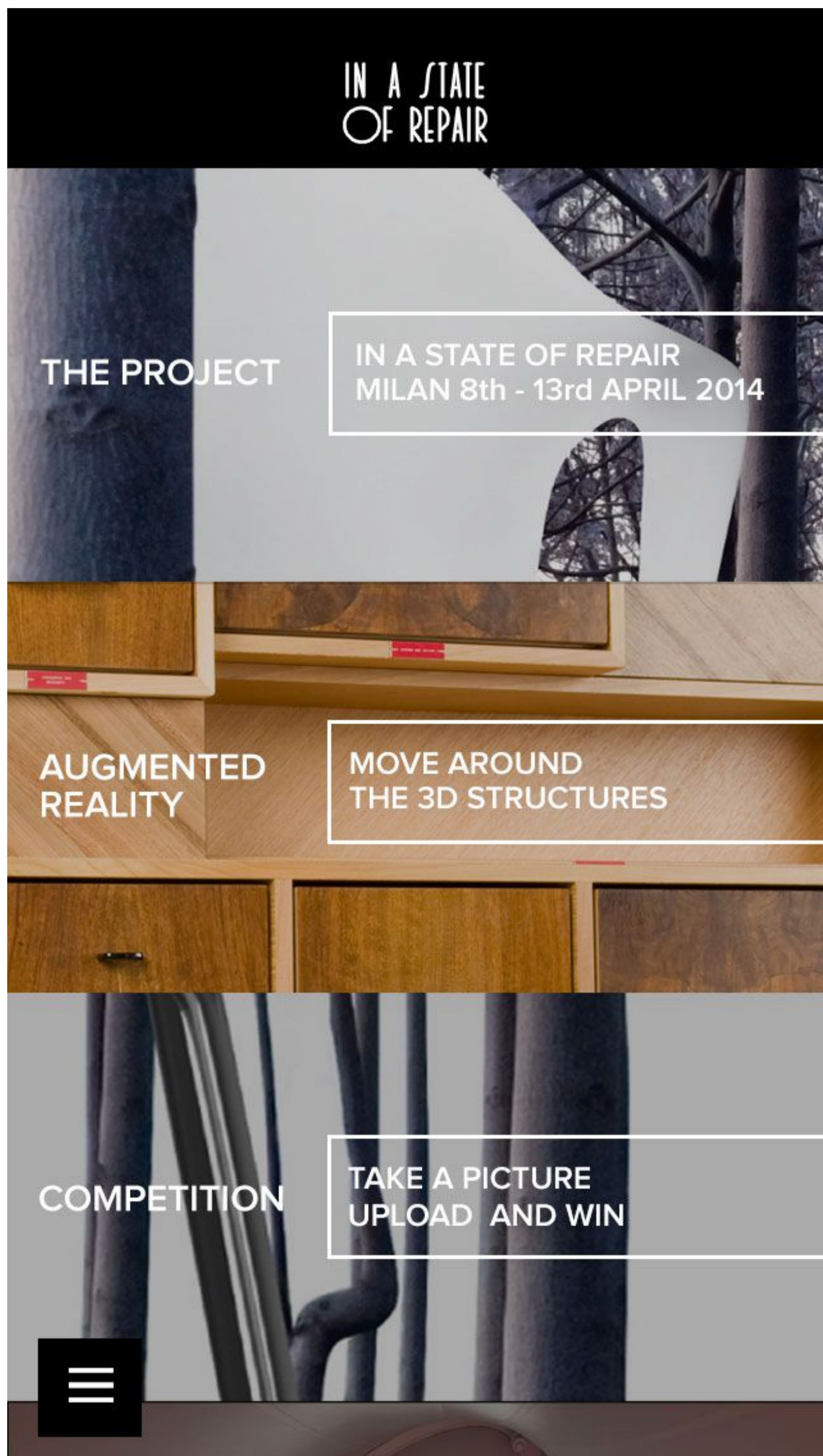
In occasion of the Salone del Mobile, in collaboration with Rinascente, Neosperience realized the digital project “In a State of Repair”.

Visitors lived a unique and immersive experience, visiting the London Serpentine Sackler Gallery in Augmented Reality, viewing two masterpieces by the artist Martino Gamper, in the Duomo Square in Milan.

The digital installation was accompanied by a contest, through the In a State of Repair app, in line with the reinterpretation activities of the objects by artisans present inside the Vittorio Emanuele gallery.

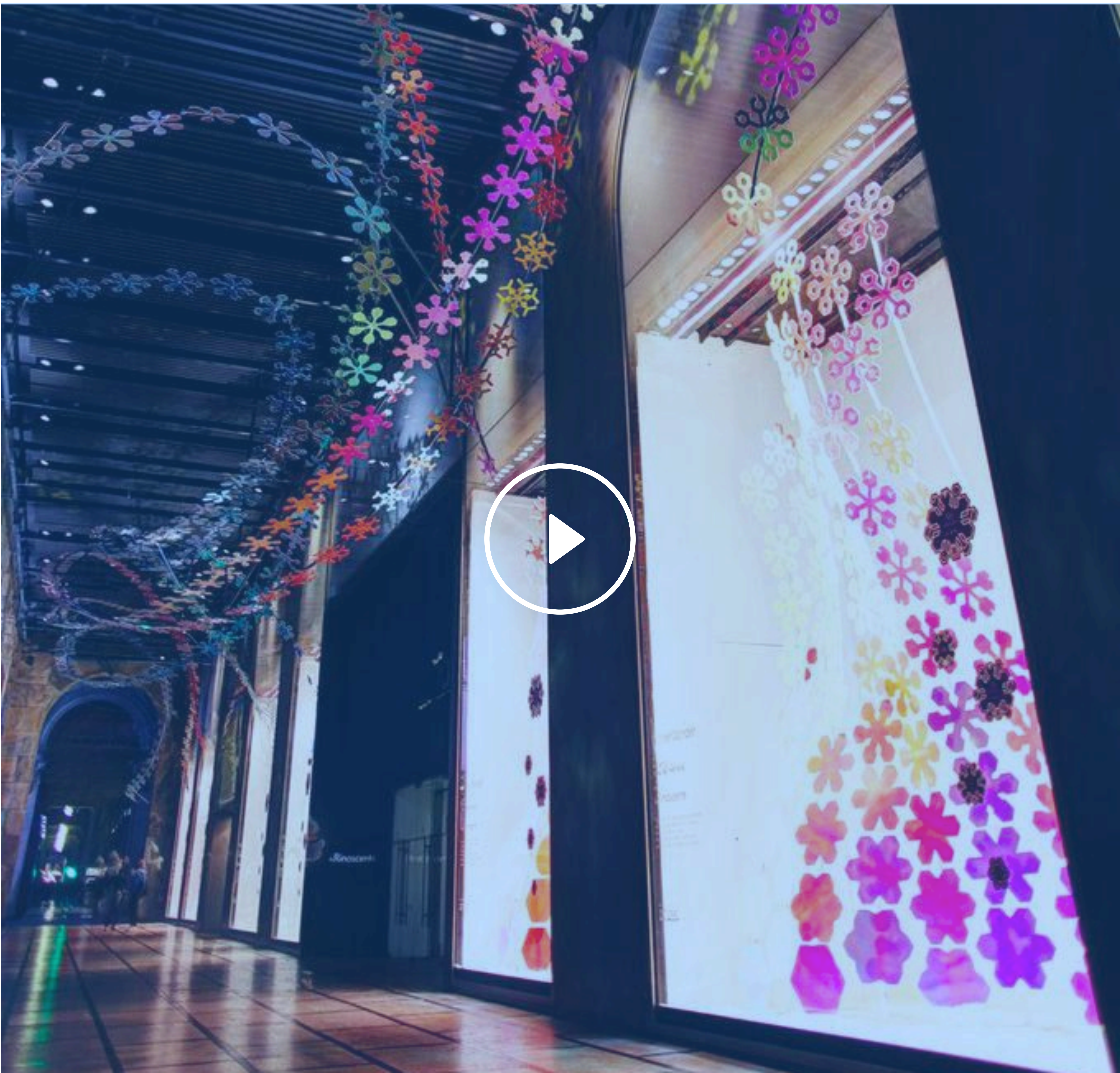
Pictures and sharing of the experience on social media contributed to the memorability and spread of the event.





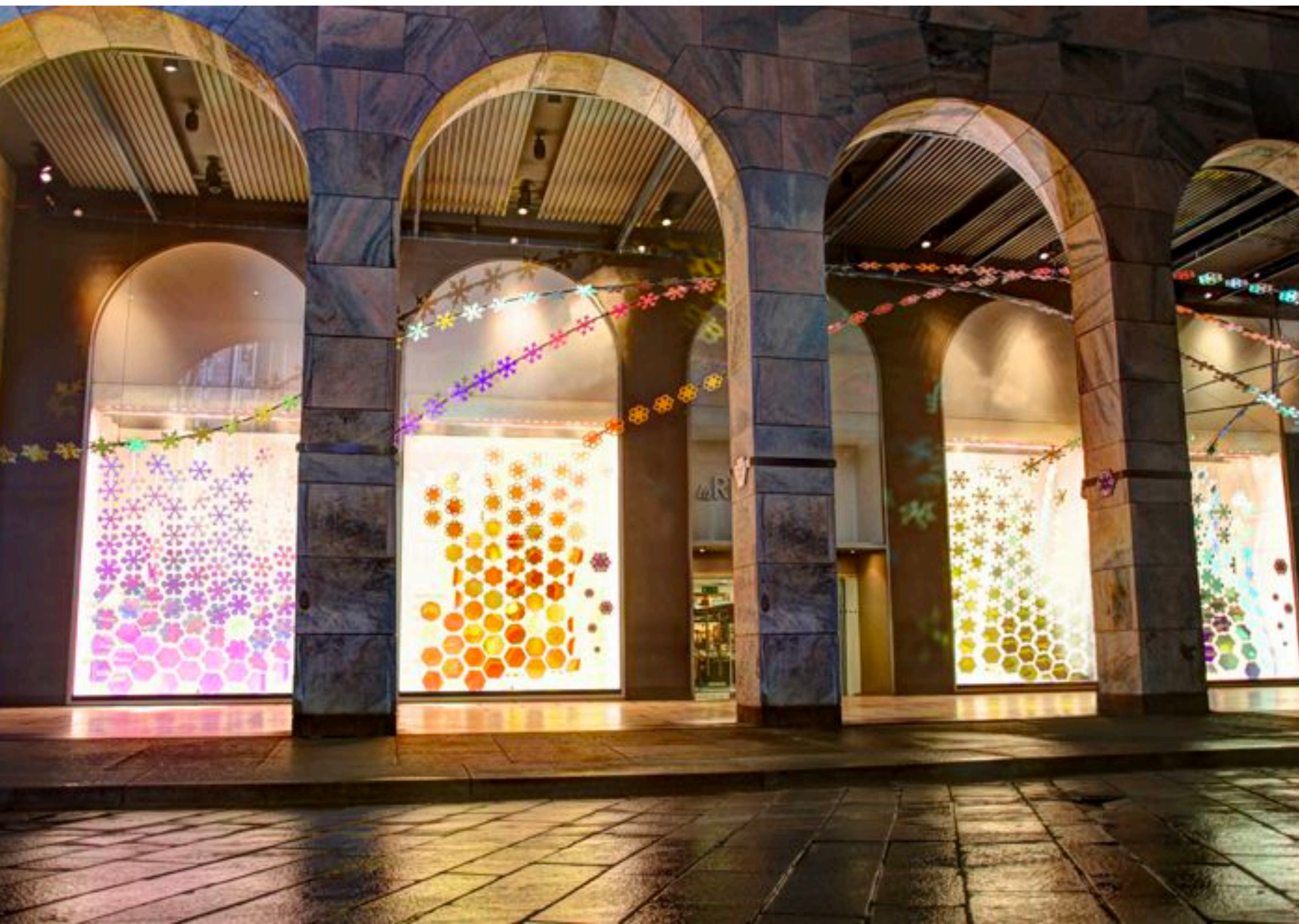
WINTER WONDER

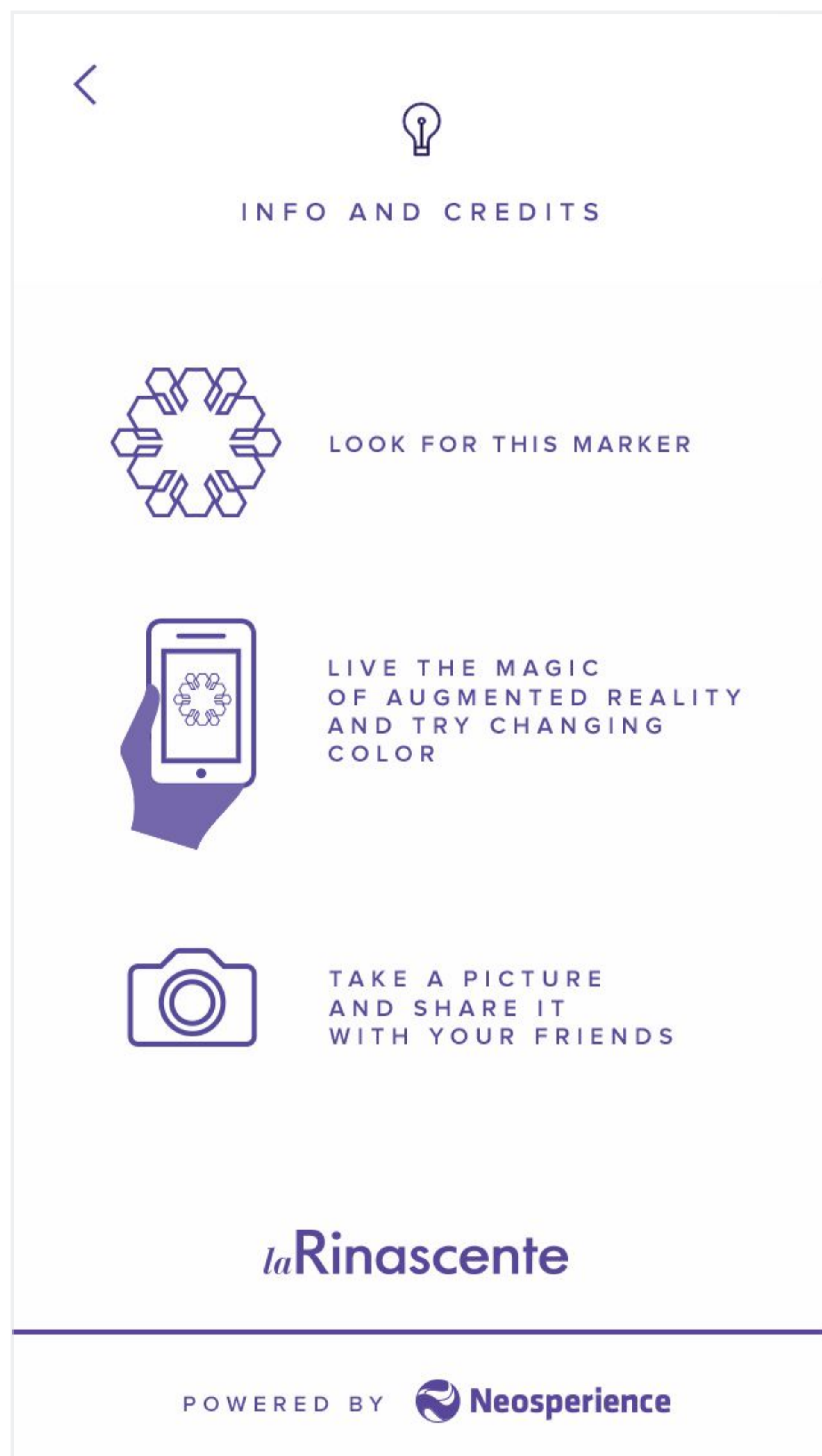
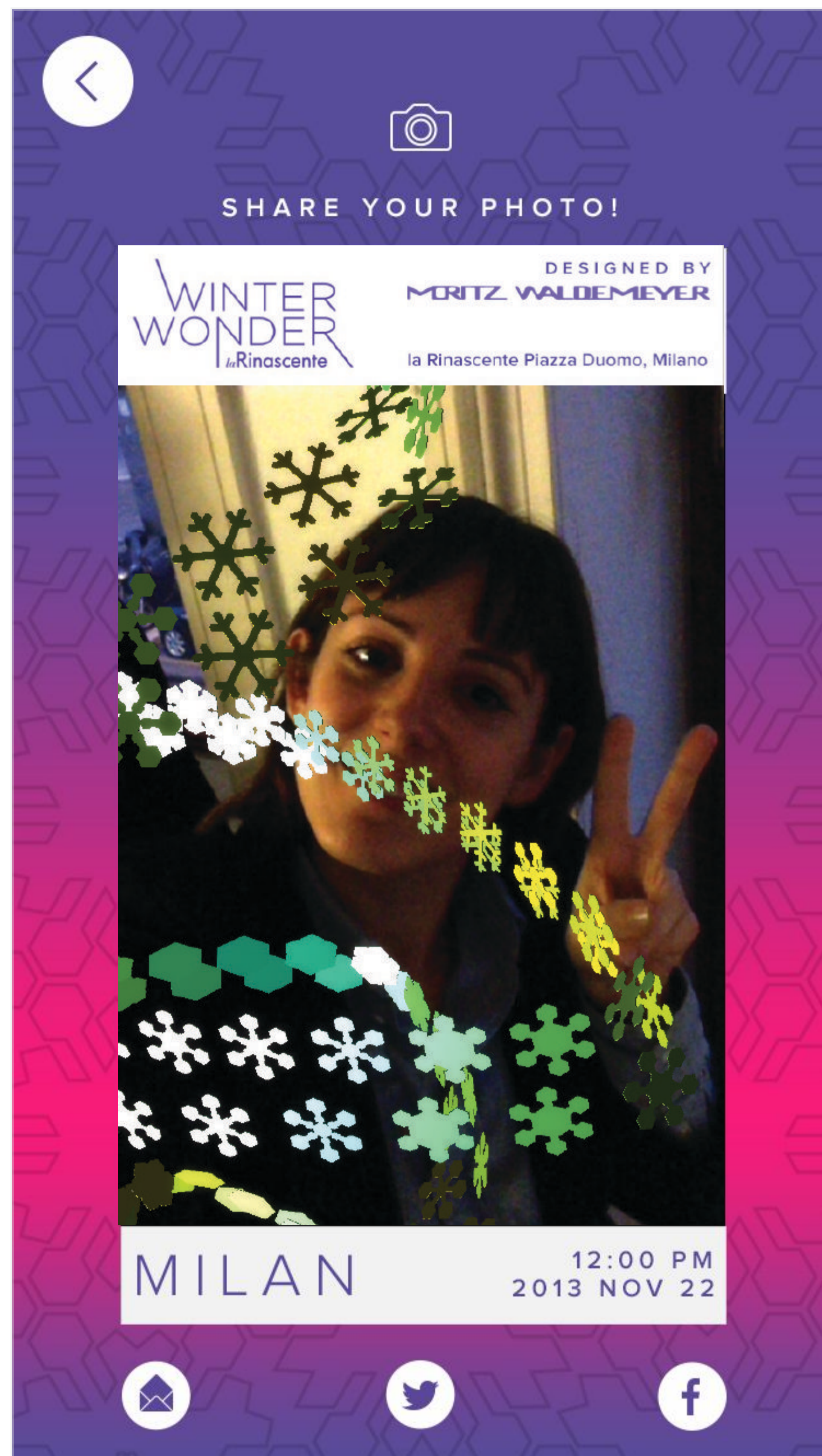
Rinascente Augmented Reality



With WinterWonder, 1,300 laser-cut snowflakes come to life thanks to augmented reality.

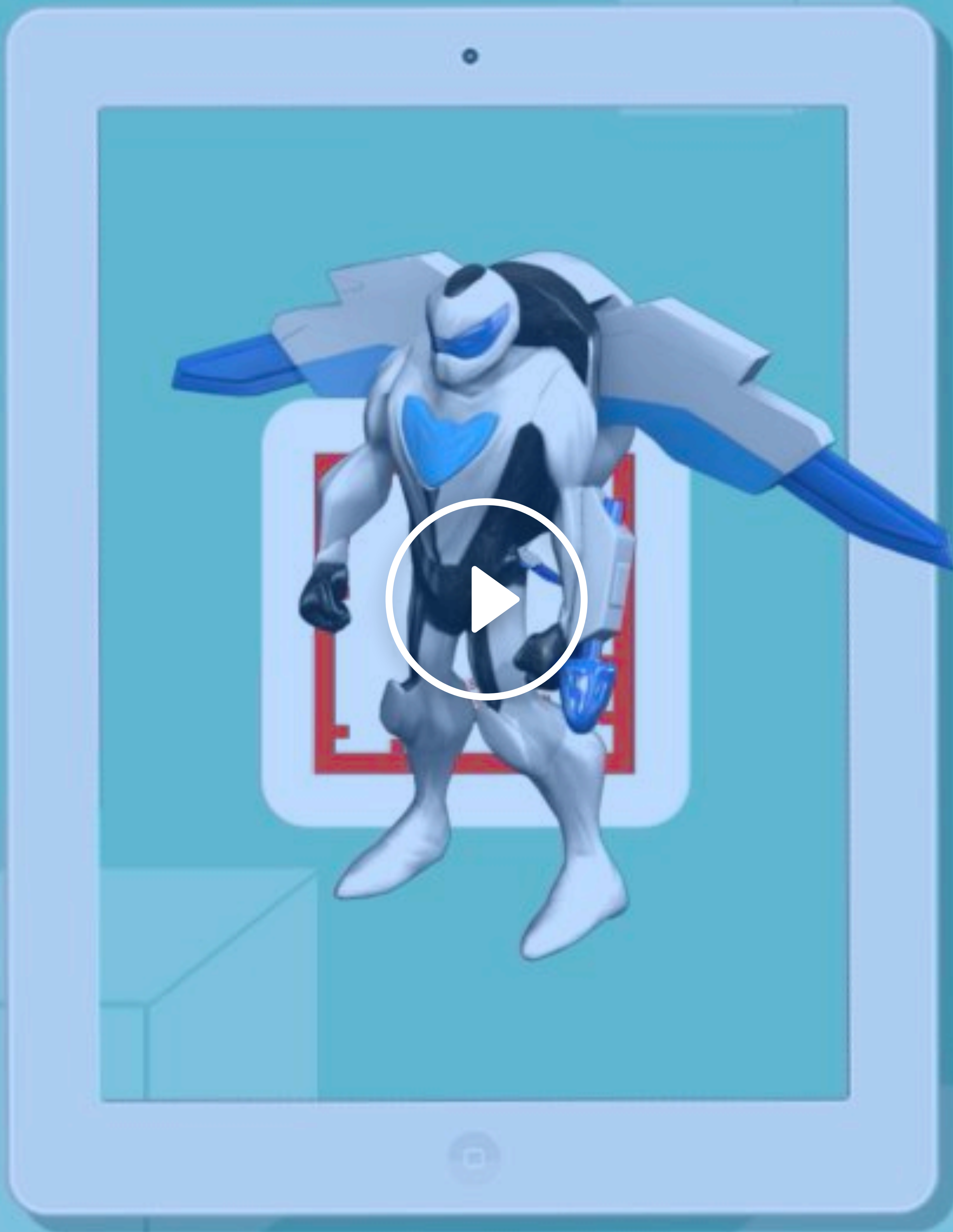
Bystanders can play and interact with the snowflakes drawn by Moritz Valdemeyer. The snowflakes, when framed with the smartphone, come to life and change shape and color. The experience can be also shared on social media.





THE TOY BOX

Mattel





The concept

The Toy Box is the App designed to celebrate the values of the Mattel brand and engage customers in an innovative customer experience. It was developed to help the customer immerse in the Mattel world, and find the perfect gift for a special occasion.

The context

Mobile technology has already left an indelible mark in customers' habits and behaviors, making them more and more demanding and connected. Brands in the Retail world had to work hard to innovate their strategies and adapt to the new technologic devices ecosystem. With Toy Box, Mattel decided to take the first step towards this direction, to experiment, comprehend and and transpose this innovation into the reality of the store.

THE TOY BOX

Solution and Architecture

The Toy Box App is based on the Nudging Gamification Solution, which in turn was developed from Neosperience Cloud, and includes a set of modules and technologies designed to increase customer engagement.

The App allows to create engaging experiences that increase brand recognition, enhance sales from partner companies, improve the Mattel product experience and bring more customers inside the store.

The Toy Box App, compatible with iOS and Android, allows customers to use an enthralling entertaining device, to find the perfect toy for every kid, for every occasion. Personalized push notifications send a relevant, real-time call to action that encourages the purchase. To complete the experience, 3D visions, Augmented Reality and Social Network sharing allow Mattel to obtain a competitive advantage and stand out from the competitors.

The purchase experience is enriched by nudging and gamification dynamics, combined with proximity marketing activities, push notifications and iBeacon, to strengthen the products storytelling and improve social interaction, making it more fluid and natural.

The customer, with his own smartphone, is guided inside the Mattel world, where he can find new toys in an easy and immersive way. Engagement, interaction and loyalty are this project's keywords.

Users can access to Augmented Reality in the 3D section, scanning the markers with their own smartphone, and can watch the toys coming to life and take pictures to share with their friends. Geo-localization allows to find the nearest store and invite the customers to get inside the store.

Another function is TV, to entertain the users with engaging videos about the products, events and latest news, always updated. Finally, the "When I used to be a kid" function allows the user to immerse in his childhood memories. By choosing a specific year, users can find out which were the most popular toys at the time.



CONSULTA
IL CATALOGO INTERATTIVO



VIVI LA MAGIA DELLA
REALTÀ AUMENTATA



FAI UN SALTO
INDIETRO NEL TEMPO

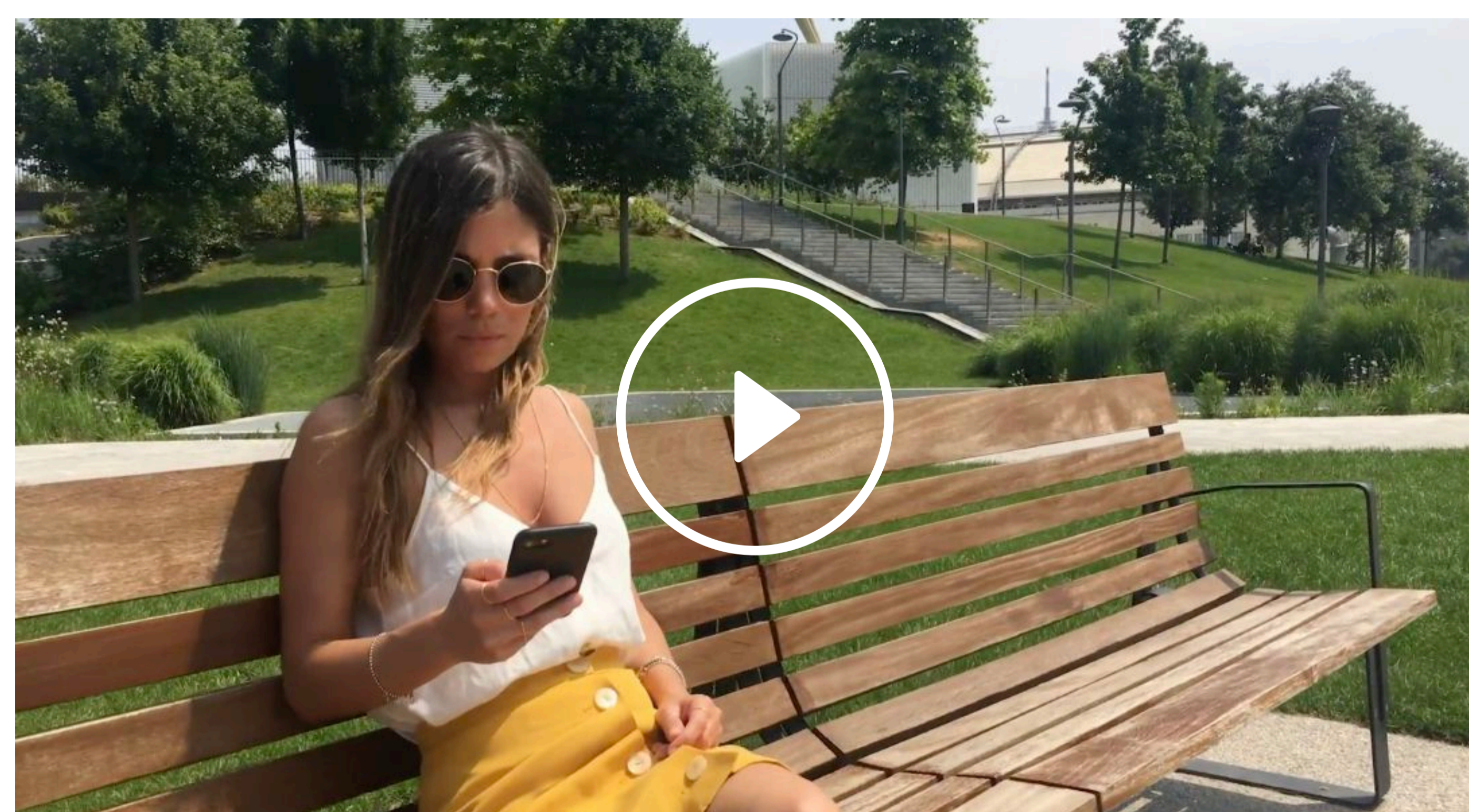
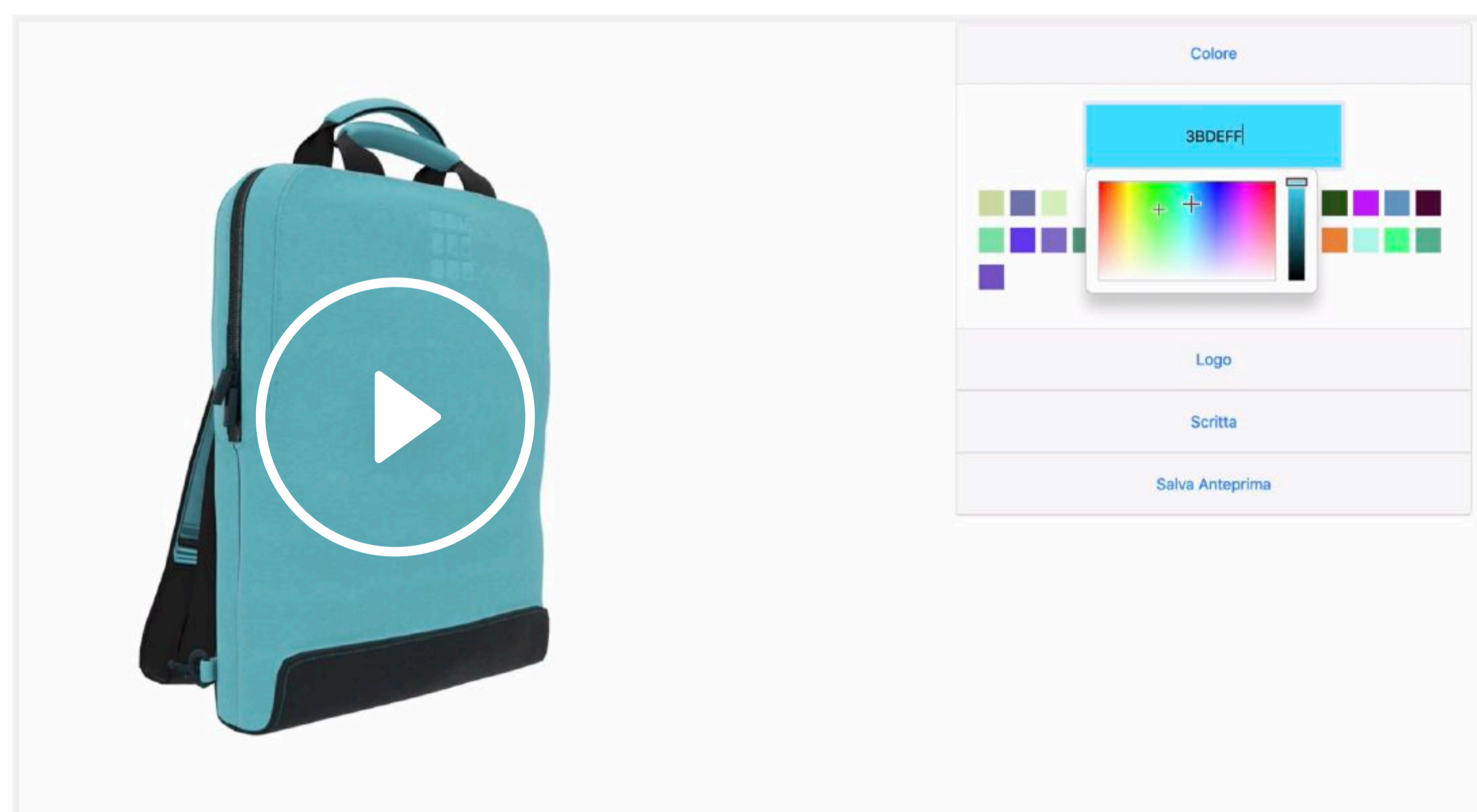


CHIEDI AL TUO
ASSISTENTE VIRTUALE

Data Sheet

The client app contains the Reality Plus SDK: a component that sends data to the backend to qualify the user of the app, the device's geographical position and users interactions. These information are used by the backend logics to determine the most suitable contents for the users profile, together with metadata that are useful for the client in order to place the object in the environment. The information sent to the client are rendered in the right position. The SDK client detects the device coordinates and useful plans for the location identification in a three-dimensional Cartesian coordinates.

Data related to augmented contents (informative details about elements shown in augmented reality) are provided to the user through a three-dimensional interface of the object in augmented reality.



USED TECHNOLOGY

Neosperience Reality Plus consists of a set of backend services connected to a SDK client, developed with native iOS technology, Android, Mac OS or Windows, or a web SDK available through Safari Mobile, Chrome or other supported browsers. The technology used by Neosperience Cloud allows to generate 3D contents on different platforms and finds its pillars in the collaborations with experts at international level in 3D modeling and rendering.

Client SDK

The client is a mobile application that includes the Neosperience Reality Plus SDK. The technology used to build the mobile client is closely related to the necessity to render high quality 3D contents. A client is provided inside the native app, to integrate part of the AR Engine, providing a state-of-the-art solution for the development of immersive 3D experiences.

The system requires the use of graphics acceleration for rendering operations and access to the camera. That's why Reality Plus is a solution suited for recent-generation devices with an evolved support for 3D graphics. Thanks to the team efforts in developing innovative systems for a dynamic management of the detail levels of 3D models based on the runtime, native iOS and Android clients of Reality Plus are able to adapt the rendering quality to the device with which the 3D object is visualized.

Reality Plus also supports the rendering of augmented reality contents inside the Safari Mobile through the ARKit framework.

Backend services

Services provided with the Reality Plus Solution use the infrastructure provided by Neosperience Cloud, and are exposed to eventual third parties clients through the REST endpoint with authentication according to the OAuth2 protocol. The access takes place as required by standards.

The data elaboration services related to the interactions and position of the user are implemented through the AWS Lambda technology, on stack NodeJS. The access to the services takes place through HTTPS. Eventual additional interfaces can be defined when necessary in the design phase.

SECURITY AND DATA PROCESSING

Data managed by Reality Plus do not present particular confidential requirements, as they don't allow to identify the user in any way.

Moreover, the system doesn't memorize any sensitive information about the user (including the IP address of the client) in the full respect of GDPR. Every user receives a session id that, properly saved in the native app, is reassigned for every following visit. Moreover, there is no guarantee regarding the re-identification of the user between different sessions, as the user could delete the cache and the storage, eliminating the id configured in the library.

The id generated is uniform to the specific app, and therefore does not allow any cross-identification of the users, as to guarantee the compliance with the regulations.

The data are sent on an encrypted connection and are memorized inside encrypted persistence systems, inside Neosperience Cloud.

INTEGRATION WITH THIRD PARTIES

Following the API-first approach by Neosperience Cloud, Reality Plus is easily integrable inside third parties systems as SaaS service, safely used thanks to the strong OAuth2 authentication. The support for authentication according to the Basic Authentication workflow allows to use machine-to-machine credentials, therefore particularly suited when the client is a web service, instead of a web console user.

In case of special requirements or tight integration necessities with third parties systems, it is possible to employ Reality Plus through an ad-hoc deploy inside an AWS account dedicated to the client or the specific project, in which all the required changes and extensions are applied.