

TEMNIKOVA<sup>®</sup> MEDIA  
INTELLIGENCE  
LAB.

TEMNIKOVA<sup>®</sup> Media Intelligence Lab. —  
is the TEMNIKOVA<sup>®</sup> label's laboratory specializing in the development of  
technological entertainment and marketing solutions.  
We offer a full cycle of work: from software development  
to project implementation, including AR-games and -masks, VR, NFC  
technologies, etc.

AR VR NFC

According to Statista, the AR- and VR-market will reach \$72.8 billion in 2024

# Augmented reality (AR)

Augmented reality is a technology that allows to integrate virtual three-dimensional objects into the real world.

## Advantages

- Create independent digital animations for your marketing needs: the user only needs a smartphone connected to the Internet, a high-resolution screen and a viewfinder.
- Unlimited by the rules of third-party sites creative
- Organic promotion of social networks in order to increase subscribers. Vitality through the spread of UGC
- Interact with your product with no need to install additional applications

## Examples of application areas



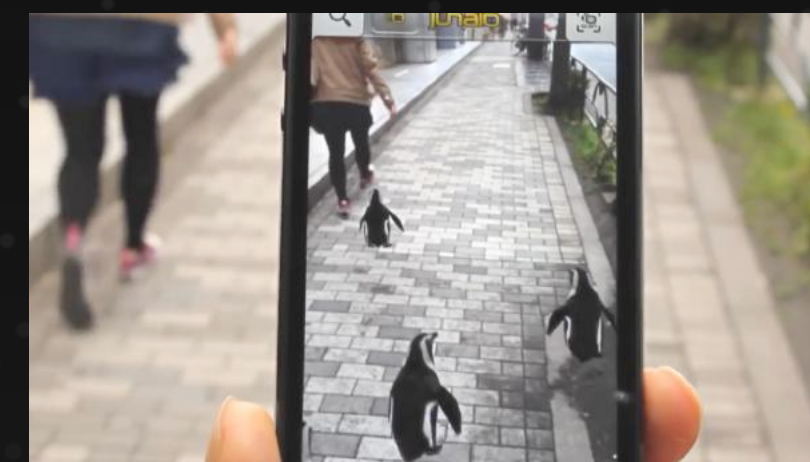
Instant help to the buyer in choosing a particular product

- ▶ Fitting an example
- ▶ Integrating items



Additional communication: the ability to integrate promotions/convey values/create a wow effect, etc.

- ▶ Animating the packaging
- ▶ 3D invitation
- ▶ AR-storytelling



Creating a viral project to increase traffic at a point-of-sale

- ▶ Integration of unusual objects into the space

# AR-products

A tool for the Stories format that interacts with the image using AR-technology.



**Live map of metro, tram, bus (improve logistics, reduce congestion)**

▶ Example of integration on transport



**Infotainment & entertainment with Architecture (new life, engagement, and education)**

▶ Example of integration



**Museums, galleries**

▶ Example 1   ▶ Example 2



**Information materials**

▶ Example 1   ▶ Example 2

## Examples of application areas

**Demonstration of beauty products**

▶ Try on makeup



**Fun-effects**

▶ Non-standard product integration



<https://www.instagram.com/p/B3pXOILCoCU>

**Integration into advertising campaigns**

▶ Launch of the Instagram flashmob

▶ Integrating a 3d-brand hero



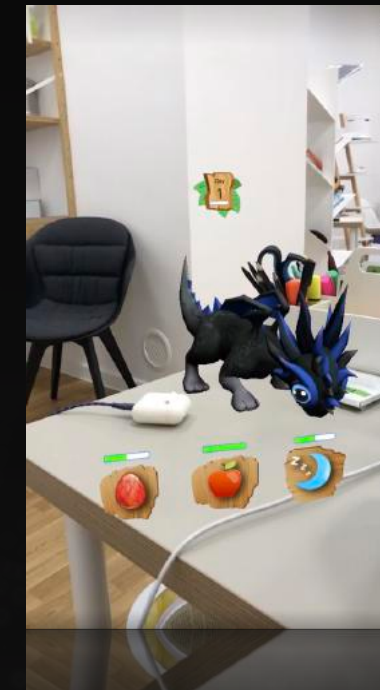
# AR-games

AR-filters in Stories  
with interactive game mechanics.

## Advantages

- Interactive mechanics that increase audience engagement
- A way to attract the attention of the modern Y-generation (those who are passionate about digital technologies from a young age)
- Gamification to simplify communication and increase the contact duration

## Examples of application areas



### Showy interactive experience

- ▶ Hands-on interaction
- ▶ Tamagotchi game

### Educational game

- ▶ Cooking the product

### A competitive game

- ▶ By car
- ▶ Runner

## Our cases

More than 3,500,000,000 uses

### МАСКИ



Russian  
Tattoo



Beauty  
Cutie



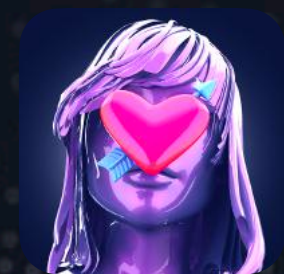
Flowers  
boost



Butterfly



Птичка



Emoji  
Love



Beauty  
Master



Glammy



Santa



Partymaker



Soft Love  
Criminal



XMAS



Diamond  
Boom



Save  
the Planet



Stress

### ИГРЫ



Yummy World  
AR Game



Happy  
New Year



Impulses  
AR Game



Snowballs  
AR Game



Donkey King  
AR Game



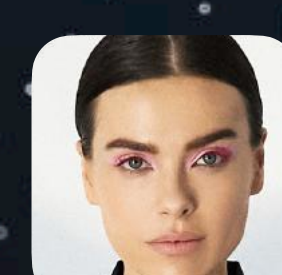
Ice Runner  
AR Game



Heroes  
AR Game



Megacity  
AR Game



Face Snake  
Baby

AR VR NFC





## VR-shooting

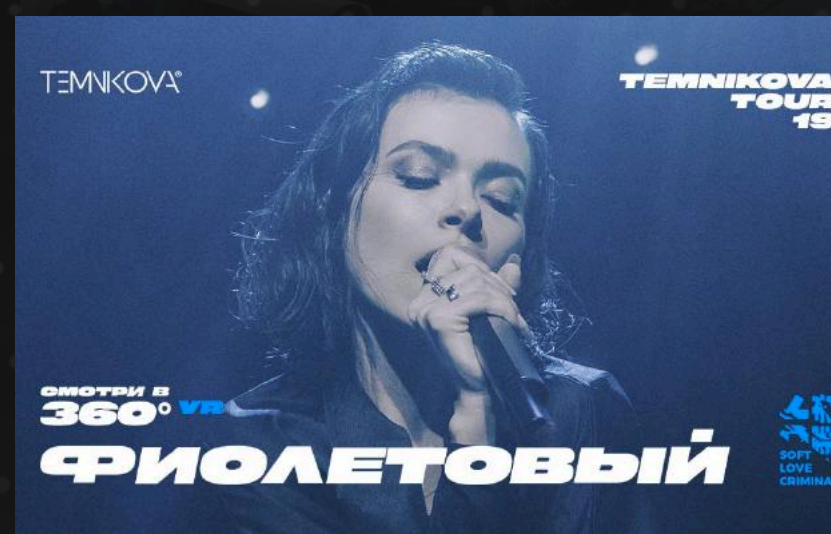
The panoramic (360°) video format is a technology that allows to record video from all directions using a special camera with a 360°-viewing angle. It makes possible to place the viewer inside the event during the subsequent viewing, where he / she controls the viewing angle of the content.

### Advantages

- The effect of the viewer's presence at a "live" event or other important event
- You need only one of the following devices for access: a phone, a computer, or VR glasses
- Audience benefit: save time and money on accessing content. For the customer - a cheaper ticket, for the owner - a huge market for new income.
- The ability to join the event from any place in the world. Ability to attend events in lockdown mode (COVID restrictions)

### Examples of application areas

- Museums
- Exhibitions
- Master-classes
- Concerts, entertainment
- Education



### Sale of tickets for live streaming in 360°



### Shooting any content in 360°



## AR-portals to VR-content

A unique development: a combination of two VR+AR technologies. Virtual reality allows to create new spaces that you can enter through AR-portals from any place in the world and see everything in details. You need a phone with the app installed to start.

### Advantages

- Non-standard access to content: a virtual "door" can be placed anywhere. The user enters the virtual space through it.
- The WOW-effect of the portal generates an incredible viral effect.

## Examples of application areas

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**Adding a custom feature to your own app**

- ▶ Example of how the portal works in the TEMNIKOVA AR app

AR VR NFC

A 3D digital rendering featuring the text 'AR', 'VR', and 'NFC' in a light grey, sans-serif font. The text is positioned above a dark grey floor with a grid of small, glowing white dots. Three dark grey rectangular planes are suspended in the air above the text. The background is a dark, textured surface with a subtle grid pattern.

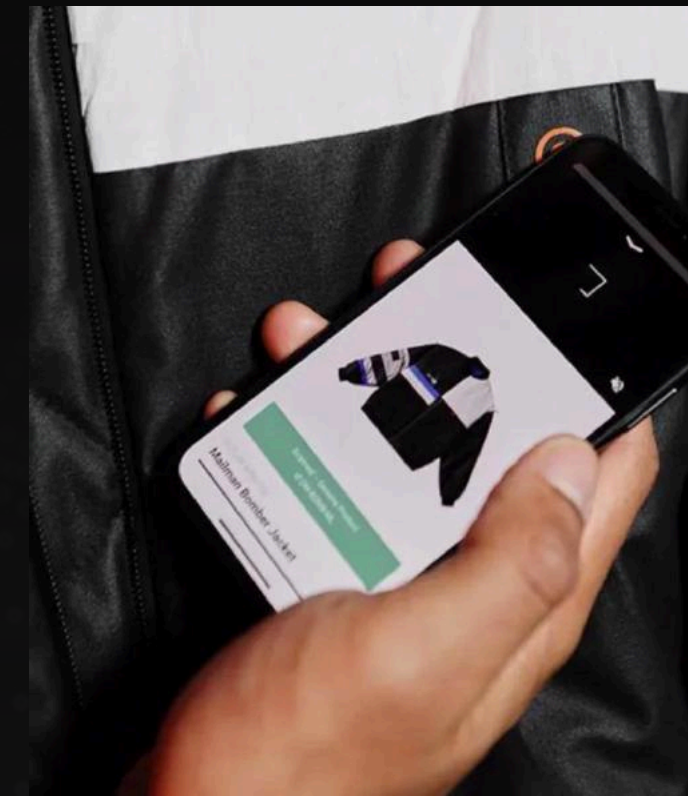
# NFC-technologies

NFC (Near Field Communication) is a non-contact data transfer technology. Allows to share photos, videos, text content, news, offers, etc. bringing the phone to a distance of 4 cm (like PayPass).

## Advantages

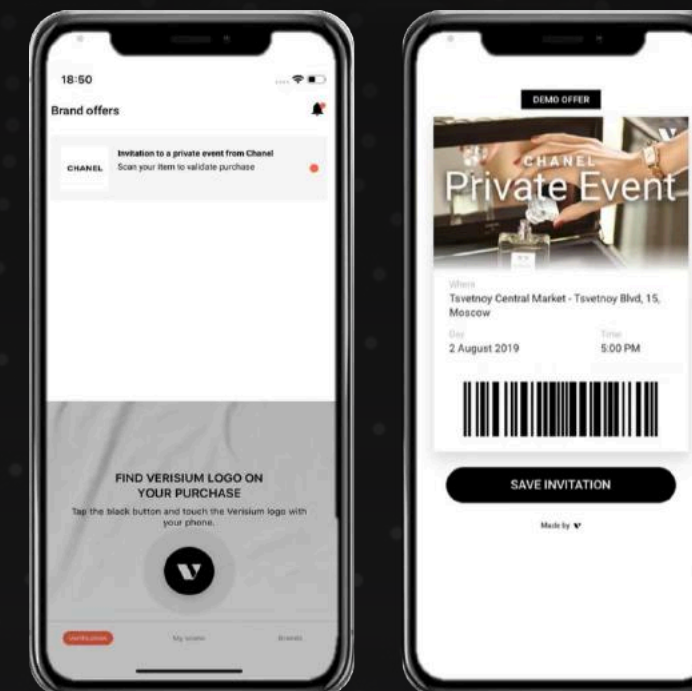
- New gift/invitation/shopping experiences (wow-effect for Z-generation)
- Dynamic communication with customers after purchase
- Deep scan analytics and customer knowledge
- Post-sales of new collections (Push Notification, discounts for owners of previous collections, limited offers for a hot audience)

## Examples of application areas



### Engaging in offline shopping

- ▶ Chipping of merchandise



### An unusual invitation to the event

- ▶ Chipping of invitations

THANKS  
FOR YOUR  
ATTENTION