

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

TEMNIKOVA<sup>®</sup> Media Intelligence Lab. —  
is a laboratory of TEMNIKOVA<sup>®</sup> label specializing on the  
development of high-tech entertainment and marketing solutions.

We offer a full range of works from software development  
to project implementation including AR-filters and games, VR,  
NFC-technologies, etc.

## Short summary:

### Augmented reality (AR)

Augmented reality is a technology that allows to integrate three-dimensional virtual 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

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

## We develop and promote

### AR-filters

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

#### Преимущества

- Organic promotion of social networks in order to increase subscribers.
- Interact with your product with no need to install additional applications
- Vitality through the spread of UGC

### AR-games

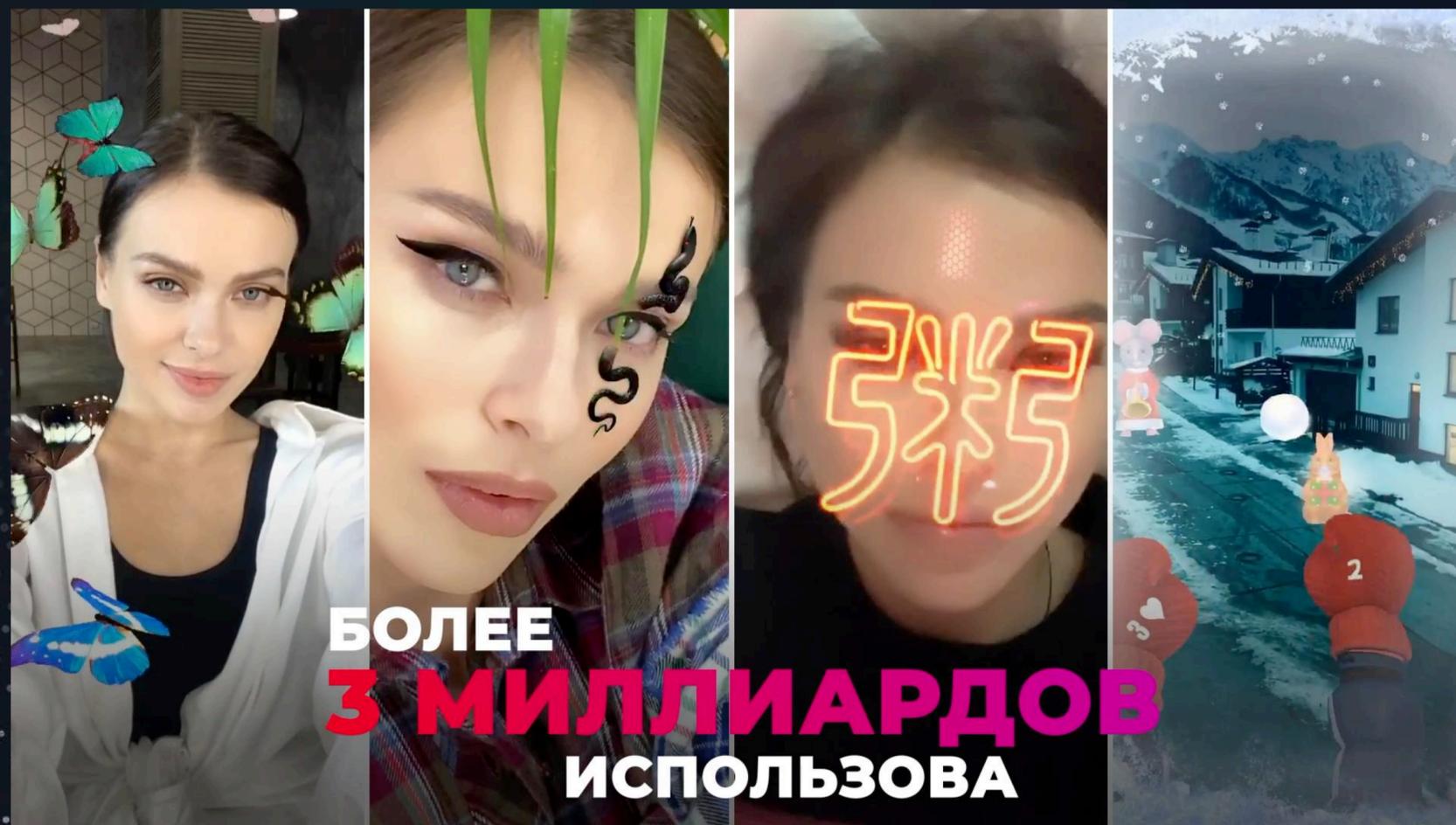
AR-filters in Stories with interactive game mechanics.

#### Преимущества

- Emotional marketing
- 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

Augmented reality allows to demonstrate a product and company's positioning, focus on brand values, create a spectacular interactive experience with a fun effect or a game with a real competition. Unlimited creativity and effective marketing of the new generation.



Watch the video

# Our cases - more than 3,500,000,000 uses

## FILTERS



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

## GAMES



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

## Our advantages

### EXPERTISE

We became one of the first companies who get access to beta-testing of the new AR-technology on Facebook & Instagram.

### EFFICIENCY

3.5 billion launches of our AR-products, great audience recognition

### CREATIVITY

We don't just develop a filter, but come up with creative concepts for your goals and objectives

### PROMO

We give fast promotion of the filter pre-installing it on the audience of Elena Temnikova (more than 5 million subscribers)