



Promo Deck 2022

# Mastering New Realities

Bringing Immersive Experiences To Life.

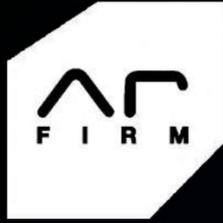
[thearfirm.com](http://thearfirm.com)



## We Have a History with Augmented Reality

With over 10 years of experience, the AR FIRM is one of the first full-service AR agencies in Los Angeles. We provide expertise in creating immersive interactive experiences for design agencies, artists, live event promoters, and commercial real-estate developers. Using ingenious solutions and dynamic user experiences we transform environments.

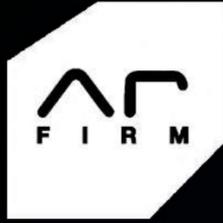
Our mission is to continue to grow with industry trends to provide cutting-edge work that goes beyond our client's wildest expectations.



## Why Augmented Reality

Augmented Reality is a bridge between the real world and the limits of our imagination. We provide augmented reality services and transform the experience into actionable insights that support your business objectives.

We leverage brand value with creative application development or a webAR solution. We can transform the innovative and impress ideas into user-friendly augmented reality apps to increase customer engagement rates. We provide customer-oriented strategies and engagement models with cross-platform compatibility. Implement augmented reality into your business and watch how the technology will boost it with productive user interaction, enhanced sales cycle, and revenue.



## Strategy, Design, Development & Launch

We support you every step of the way!

**We Align your goals with the needs of your clients and create extraordinary  
Augmented Reality experiences.**

As leading industry experts, we build premier immersive content using the latest technologies  
blending the physical and digital worlds in amazing measurable ways.



## Services & Capabilities

We deliver a full spectrum of services to meet your client's needs and objectives. We are exceptional partners at every phase of your project.

### We do AR really well -

#### We help you execute the following:

01. Strategy
02. Project Management
03. Content Strategy & Development
04. UX/UI & Graphic Design
05. Programming & Development
06. Q.A. and Launch
07. Marketing Strategy

#### We create:

01. WebAR / Mobile Apps
02. Smart Murals
03. Geo-Targeted Campaigns
04. Projection Mapping
05. Branded Experiences
06. Animation & Content Creation
07. XR Wall Experiential



## Cost

\*Fees and services are estimated on a flat fee structure based on the objectives, scope of work, deliverables, and timelines agreed upon with every project.

### Fully Immersive AR Mobile App and or Projection Mapping Activation

Strategy, Design, Content, Development, Production ( Smart Murals, WebAR, Location - Based, Projection Mapping, Interactive Experience )

**\$30k + call for details\***

### Value-Added Features & Services ( Available on Demand )

XR Content, 3D & Traditional Animation, Motion Graphics, NFT & Blockchain Integrations, 360 Video Content, Project Management, Development, Creative Direction

**\$5k + call for details\***



# Our Work

A look into some of the projects we've worked on with our partners.

# Dimension XR

## The Future of Immersive

### AR Wall

#### Deliverables

Strategy  
Intelligent Avatars  
Rigging & Animation  
Unreal Artist and Engineering  
Motion Capture & Tracking  
Character Modeling & Scene Creation

#### Challenge

We partnered with ARWall to produce a next level virtual wall experience that does not require any physical VR headset or hardware to use. The tech was developed to engage mass audiences in live venues and outdoor festivals and to create an immersive component that crowds could interact with in real time.

#### Outcome

Requires no headset or goggles which means no motion sickness, hygiene concerns, or discomfort with using other VR products. Tracking sensors create a "Window Illusion" portal as if peering into a world you can enter. All the interactivity you would expect from a virtual device but with no wearable hardware.

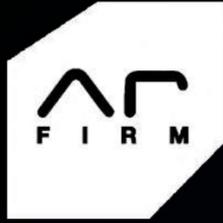
**\*Request a deck or call us for additional information and details.**

**AR WALL**

**DIMENSION<sup>XR</sup>**







## The Result

**Partnered with AR Wall to co-develop a powerful experiential virtual system using motion capture tech, intelligent avatars, and virtual environments for mass live venue audiences and outdoor festivals.**

**Created a cutting - edge virtual wall tech without using a VR headset or any wearable hardware that socially connects digital and real world environments.**

**Extended reality with extra levels of immersion for web 3.0 and social sharing. Scan added QR code gateways for plug and play brand integration.**

# EVH Mural "Long Live the King"

Robert Vargas / Guitar Center Hollywood

## Deliverables

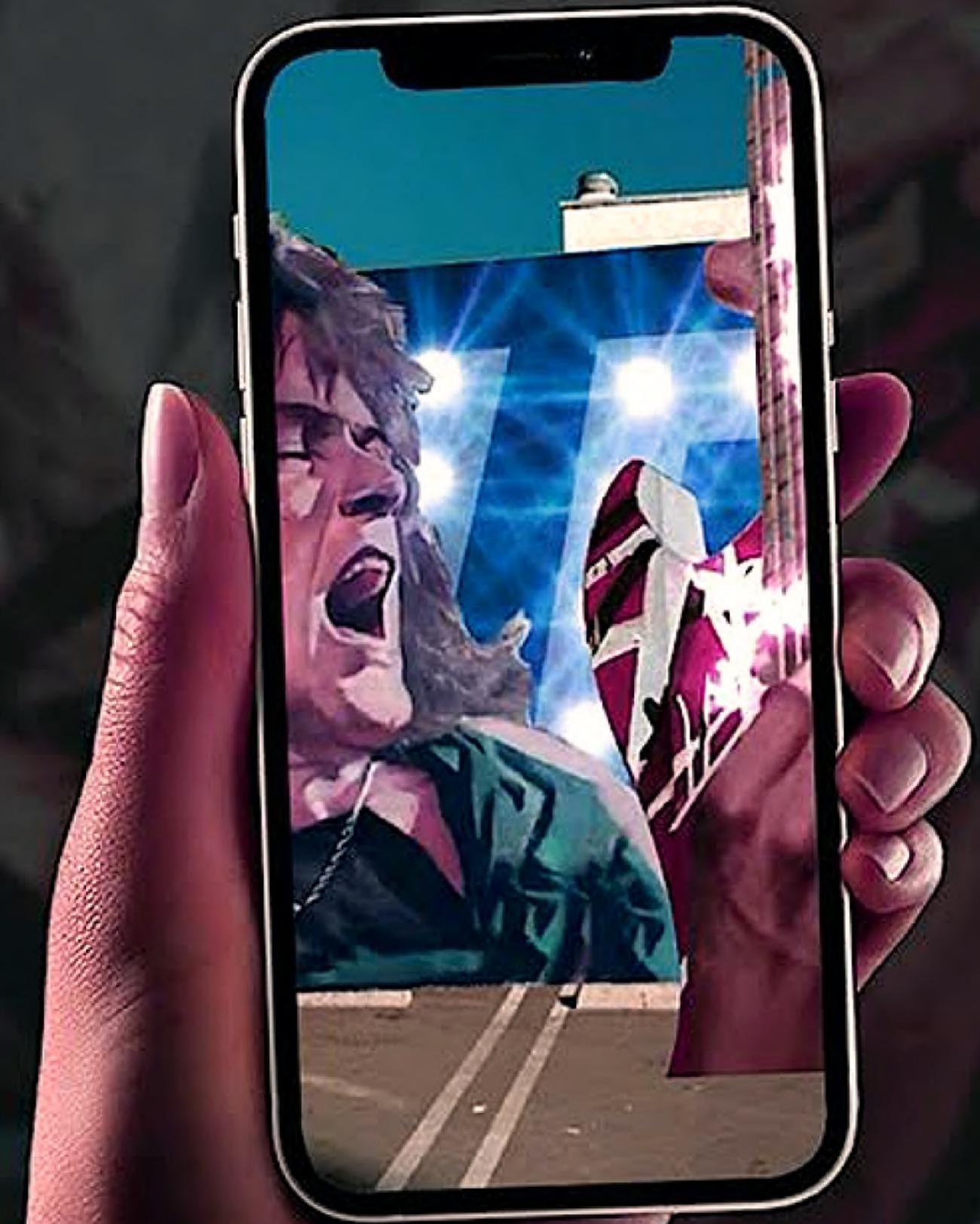
Strategy  
Creative Concepts & Messaging  
Interface Design  
3D Design & Animation  
AR Web App  
Marketing Strategy  
Programming

## Challenge

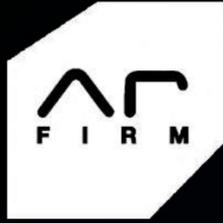
Working with renowned L.A.-based muralist Robert Vargas and Guitar Center to create a unique interactive AR experience celebrating the legendary Edward Van Halen. We amplified this memorial fittingly with music and animation - allowing fans to connect intimately with the rock icon.

## Outcome

We put together a larger-than-life attraction, drawing fans to the world-famous Hollywood location. Generating a media buzz for fans and Guitar Center customers who came to pay tribute and honor his life. The results, a lasting and dynamic interactive feature that will live on perpetuity.







## The Result

**Created an ongoing strategy to honor the musician Edward Van Halen throughout the year.**

**(Birthday, Anniversary, Career Milestones, etc.)**

**30% increased foot traffic to the store.**

**25% lift in organic search.**

**2x increase in repeat visitors/customers.**

# Beyond Wonderland VIP AR Experience

## Insomniac Events

### Deliverables

- Strategy
- Creative Direction
- Creative Concepts & Messaging
- Interface Design
- 3D Design & Animation
- AR App Experience
- Marketing Strategy

### Challenge

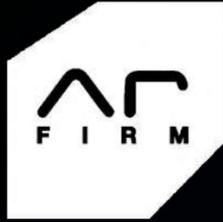
To take the Beyond Wonderland VIP Experience to the next level, we partnered with Los Angeles-based festival promoters to create an environment full of interactive triggers allowing fans to meet Alice and chase the White Rabbit toward a memorable experience.

### Outcome

For our VIP fans, we created an environment full of elaborate and unexpected surprises. We created enhanced themed photo-ops that allowed fans to share their experience beyond the event.







## The Result

**Created an over-the-top immersive VIP Experience.**

**Generated sharable moments, extending the reach of festival attendees while simultaneously boosting the event engagement.**

**Delivering a first of its kind enhanced real-time interactive and "gamified" environment at a live festival event.**

# One Love Festival AR Portal

## Experiential Events

### Deliverables

- Strategy
- Creative Concepts & Messaging
- Interface Design
- 3D Design & Animation
- Custom App Experience
- Marketing Strategy

### Challenge

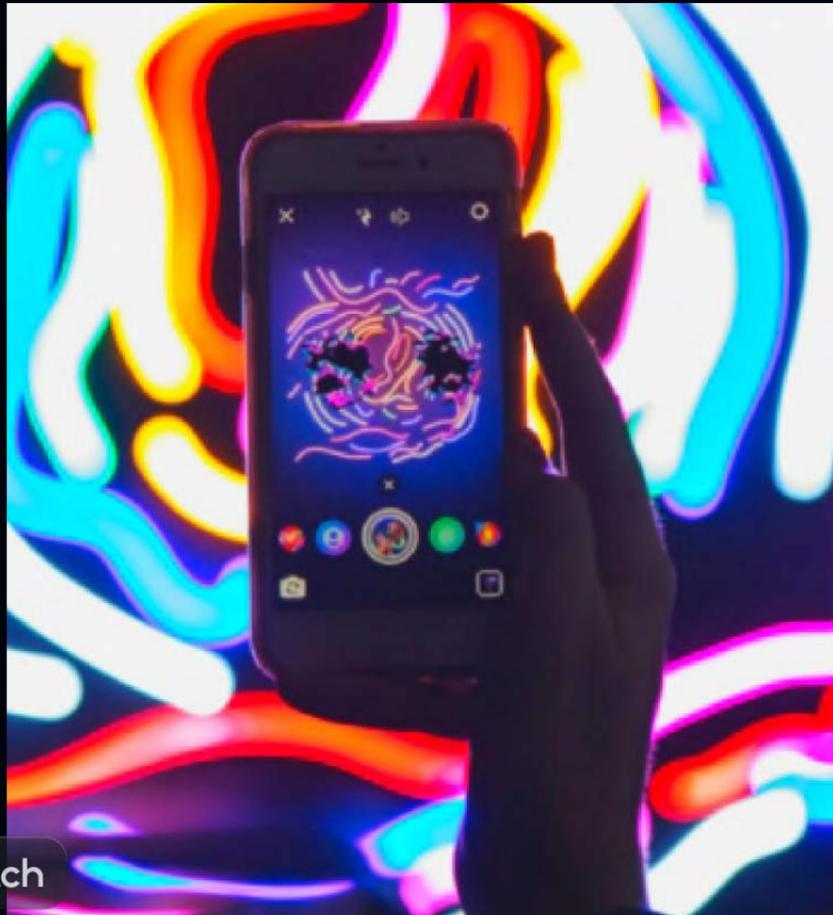
With a reputation for throwing extravagant outdoor events, One Love Festival was looking to take it another step further by allowing attendees to immerse themselves in a portal activation with mixed reality glasses and projection screens.

### Outcome

Combining live events with the world of spatial reality, our creative team designed and built a custom mobile app using augmented reality and video projection technology and modular array screens.

**ONE LOVE**  
- FEST -







## The Result

**Partnered with One Love Fest for 2 years over the 2017-2019 festival season.**

**Produced original transformative experiences with a focus on wellness and therapy  
and connecting technology, art, and immersive live events.**

**Delivered blended interactive and live performance activations never seen before at a live event.**

**We delivered value by bringing memorable takeaway moments in which attendees wanted to come back for more.**

# Mel B ARTV

## IllusionQuest

### Deliverables

Strategy  
Creative Concepts  
Interface Design  
Animation  
Programming  
Hologram Video  
Motion Graphics

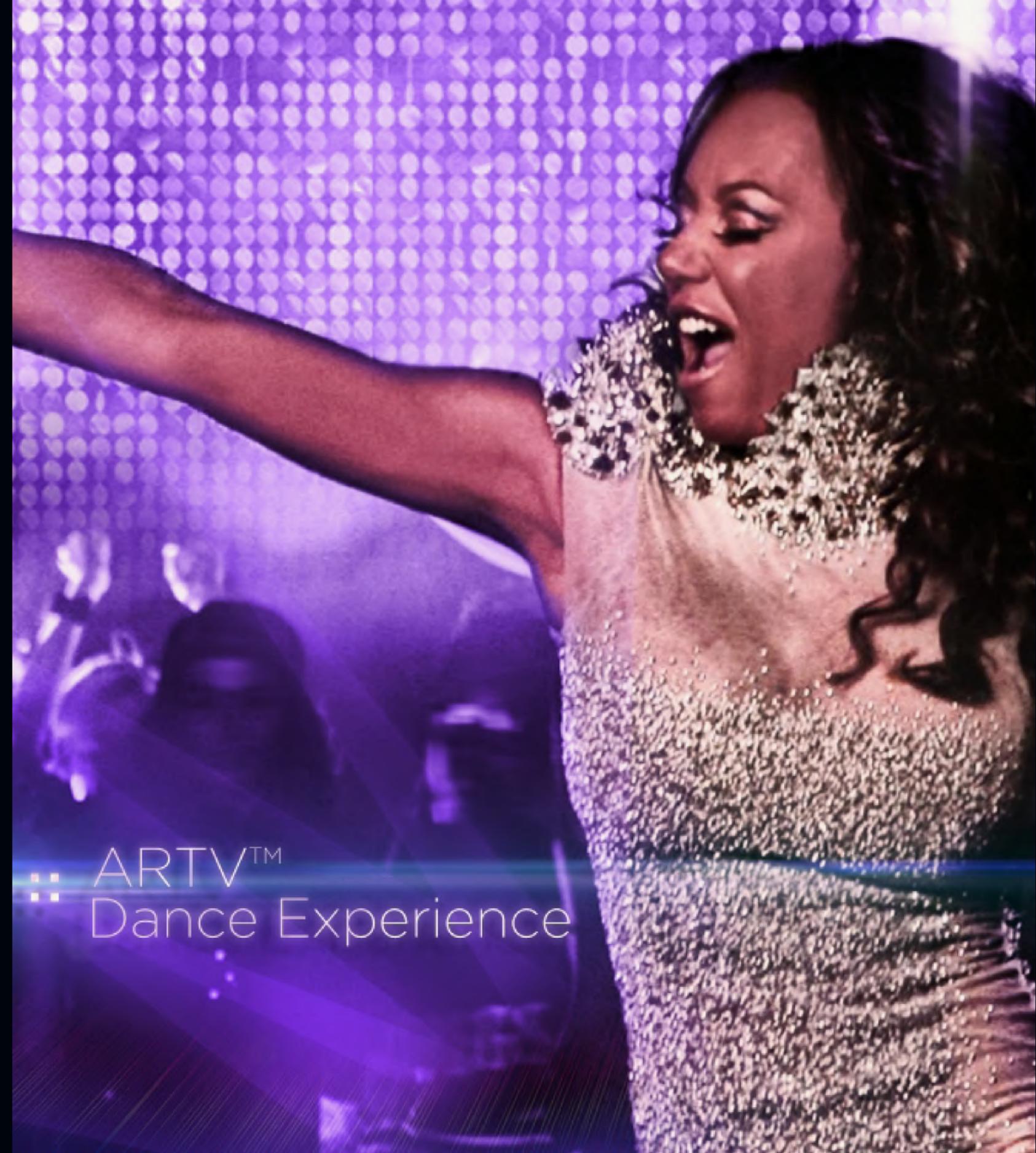
### Challenge

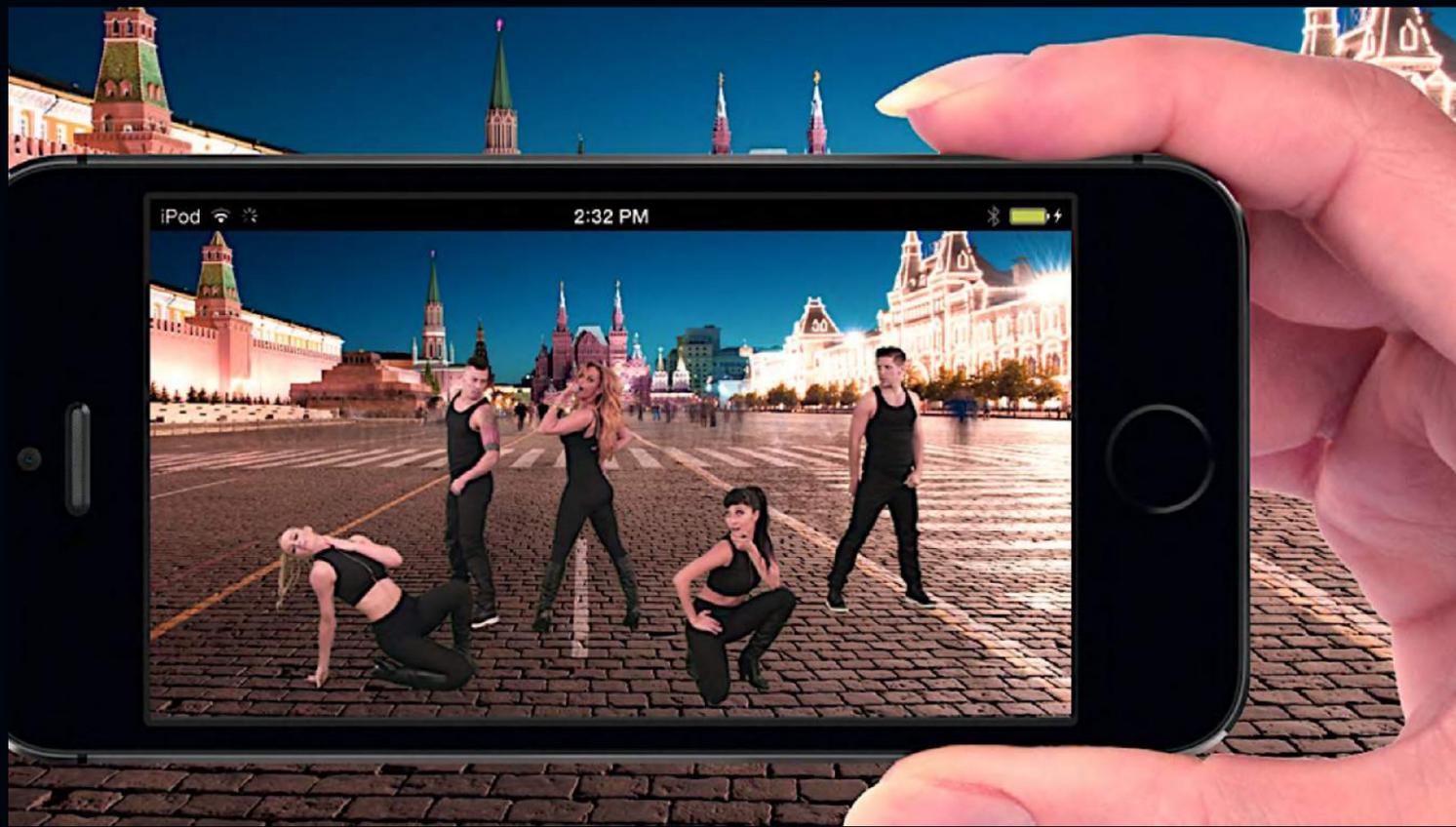
We teamed up with Global Superstar Mel B to create a new technology juggernaut, a first of its kind augmented reality dance experience. Using an iPad or iPhone, fans can launch the new Mel B app and see her dance troupe perform right on a viewers dining table, home, or virtually anywhere they aim their phone.

### Outcome

This new immersive platform gives fans the ability to engage with the star that has not previously existed. This solution is perfect for brands who seek to provide dynamic experiences on their phone or tablet that is perpetually evolving.

# Mel B.







## The Result

**This application is a perfect combination of engaging personalities, exciting environments, business models and innovative technologies which creates an unparalleled user interaction, continuous audience integration and user engagement.**

**"We revolutionized the consumers music experience as a new platform that will deliver exciting new interactivity for the fans to engage with. It's vibrant, innovative and immersive."**

**-Mel B.**

# The Standoff & Tales for a Halloween Night AR

John Carpenter / Storm King Comics

## Deliverables

Strategy  
Concept Art & Design  
Interface Design  
Motion Graphics & Animation  
3D Modeling  
Programming  
IOS / Android App

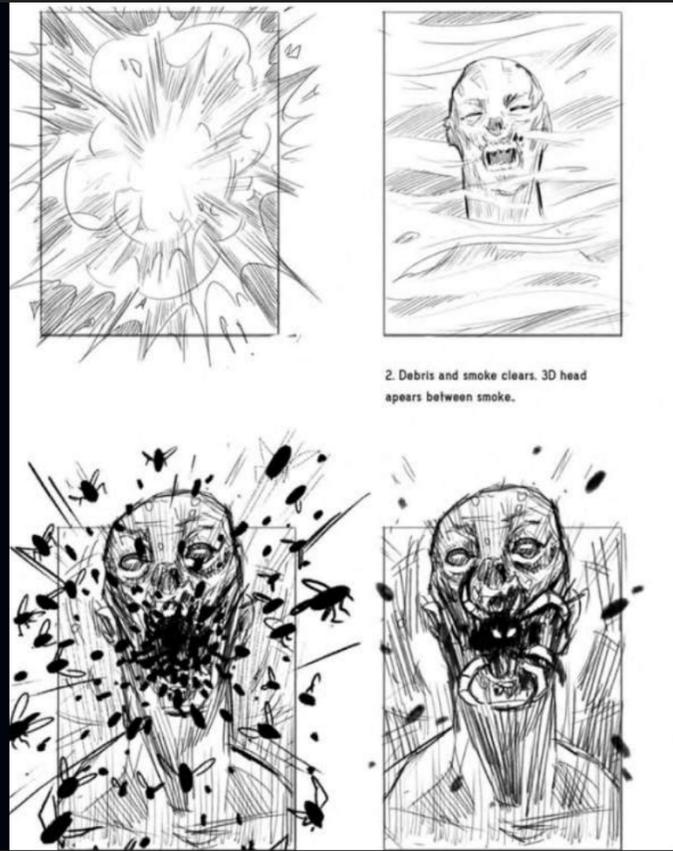
## Challenge

Embracing new technologies felt out of reach for the veteran storyteller and his team. Storm King Comics challenged us to create next-level augmented reality covers that brought their incredible artwork to life and gave fans a whole new level of enjoyment.

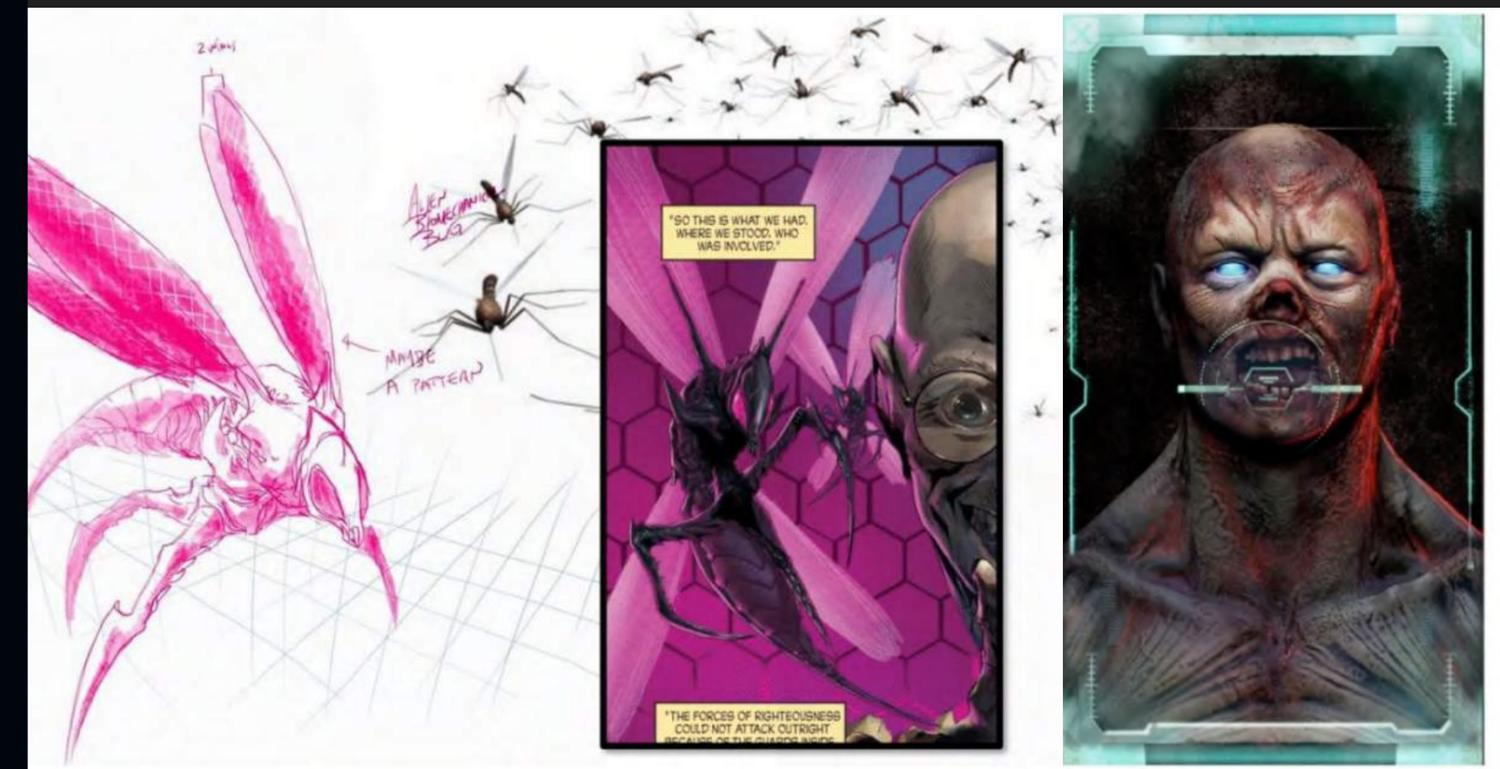
## Outcome

The AR Firm created a first-of-its-kind stand-alone app to enhance these exclusive releases for San Diego Comic-Con. We allowed Storm King to demonstrate that they had the capability to bring new 3D technologies to a 2D industry in fun and dynamic ways. We created a platform for fans to own and collect their product beyond the retail and trade show channels.





2. Debris and smoke clears. 3D head appears between smoke.





## The Result

**Partnered with Storm King Productions for 2018-2019 to develop a strategy for their comic book products and mobile app.**

**Designed the industry first AR comic book mobile experience that gives readers the ability to unlock special interactive features within the narrative extending the nightmare far beyond ones reality.**

**"After fans went crazy with our augmented reality cover, we had to do another and make it part of everyone's favorite Halloween tradition"**

**-John Carpenter**

# SnapMask Advanced AR Masks

## Immortal Masks

### Deliverables

Interface Design  
Photogrammetry / Scanning  
3D Modeling  
Programming  
Mobile App

### Challenge

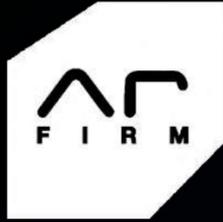
We partnered with Hollywood FX masters, Immortal Masks to create a unique mobile app experience blending hyper realistic silicone masks with our beastly augmented reality tech. Our teams worked together to bring this concept to market and to give their customers an innovative new way to try on virtual masks from anywhere in the world using a smartphone camera.

### Outcome

SnapMask has become the most advanced AR mask solution in the industry driving the virtual try-on before you buy market verticals to incredible new heights.







## The Result

**Partnered with Immortal Masks to create a custom try on before you buy AR mask application that anyone in the world can use with a smartphone.**

**Our cross platform markerless mocap system is based on the RGB sensor enabling instant calibration for personalized facial model and responsive expression tracking. We can transform you into any ghoulish character imaginable , using live realistic visual effects with shaders, materials and video on all mobile phones even publish your experiences to social media and Instagram.**

**"The AR mask system the team created was something i had never seen before, and i've seen a lot of scary monsters.!"**

**-George Frangadakis**

# Think NFT LA

TuneLab / Emmersive Entertainment

## Deliverables

- Concept & Design
- Interface Design
- Video Projection Mapping
- Minting
- Programming
- Marketing

## Challenge

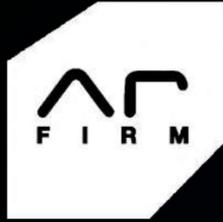
We were tasked to create custom artwork in a variety of mediums, all while advancing the NFT market by offering one-of-a-kind augmented digital and physical tokens..

## Outcome

Developed collectibles feature digital signatures, audio, video projection, and both physical and digital ways to view and interact with them. The E-NFT is the future, and ultimate brand extension..







## The Result

**Created an NFT strategy to honor musician Edward Van Halen. Concept and Design/ 3D modeling, Animation, and Texturing. (Discord Server & Bot setup for community building)**

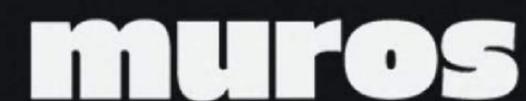
**NFT Backend (code, wallet setup, etc).**

**Limited Release of 10,000 NFTs.**

**Setup of Royalty Revenue, Mint Revenue on Opensea**

**Currently designing and building digital frontiers in the metaverse.**

Our Clients



# Ready for a New Reality check?

[info@thearfirm.com](mailto:info@thearfirm.com) / 323.441.9346 / [www.thearfirm.com](http://www.thearfirm.com)

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