Realmore
Augmented & Virtual Reality Solutions

Portfolio of works

About Realmore

Realmore is a tech creative company that helps industries to improve service optimization and boost customer engagement with **Augmented Reality** and **Virtual Reality**. We work across many industries on the ground of customer retention, employee immersive training, service optimization, smarter maintenance, sales promotions and interactive edutainment.

People are the secret of our innovation. We bring together **business innovation design tools, technology and 3D development** to create the **most performing experiences ever**.

We exploit the power of AR and VR to significantly improve enterprise's business by delivering one to one customized solution – globally and locally. We value every single detail as if it was the last thing in the world. Our focus mind on excellence is what we are. We are everything digital beyond the reality.

We don't just offer our best service; we stand by our clients as if their goals were our goals. **Every client is unique and needs a specific care**. We strongly believe we will be successful if our clients are successful.

This is why we work with some of the best global companies in the world such as:
UPS, Tenaris, Toyota, MPS,Generali Real Estate, Aprilia-Piaggio Group, Zegna Holditalia, ABB Group, Camel, Pietro Fiorentini, McArthurglen Group, Bayer, Teva Pharmaceutical.

We meet clients to shape the digital transformation into their culture. We support their business objectives with our decade-long expertise. We take pride in **our passion for innovation** and we use that energy to fuel our mission.

Our mission is a deep path with our clients to help them make distinctive and lasting enhancements in their performance by combining their business model with the most disruptive technologies.

There's nothing impossible, only new challenges.

CUSTOMER ENGAGEMENT

—

Drive customers to the awesome.

SERVICES OPTIMIZATION

—

Pave the way to digital transformation.

CUSTOMER ENGAGEMENT

—

Today customers have high expectations and interact exclusively with companies that can offer them a memorable experience. Yet few of them are gaining their trust and this is because the focus is not on one of the key aspects of the experience: engagement at the right timing. This approach has a negative impact on clients' satisfaction and, consequently, on business results.

Engagement is not a one-way communication for us, it is a unique opportunity to interact with clients to drive growth. Involving clients in the best possible way when they are looking for a solution and offering a coherent and immediate response to their needs is the new competitive advantage.
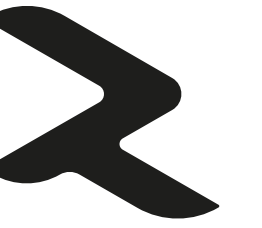
Augmented Reality and Virtual Reality are technologies that have the potential to make a change to the experience by offering customers what they need when they need it, globally, anywhere and at any time.

With such rapid and disruptive changes, companies have the opportunity to pave the way for digital transformation by unlocking the power of Augmented Reality and Virtual Reality on the ground of engagement. In the new digital age, bringing the awesome to customers is the decisive breakthrough.

Ermenegildo Zegna

Ermenegildo Zegna

The Challenge

Zegna HoldItalia, The Italian luxury fashion house with over 480 mono-brand stores around the world, engaged **Realmore** to find a way to enhance the **Customer Experience** in its Milan **Flagship Store.** The idea was a real-time **immersive digital interaction** for the holidays. Retailers are racing to leverage **augmented reality** and **virtual reality** solutions to add new layer of engagement and provide a seamless multi-channel customer experience.

Pain Points

- Find an engaging and compelling ways to attract new foot traffic in-store
- Offer a simple and intuitive user experience to create a spontaneous digital experience
- Deliver a memorable experience and collet significant customer data

The Solution

Realmore developed an **Augmented Reality** solution to create a deeper and engaging interaction between customers, three dimensional content and product. We created an **holographic installation** that filled the store interior with a layer of digital content.
The experience allowed visitors to **magically interact** with a virtual snowfall and live size wild animals. A tablet was placed in an "ice" totem in the middle of the store. Customers could take photos, register videos with their Smartphones sharing the experience with family and friends in a unique immersive way.

The Outcome

Through the adoption of a customized AR in-store experience Zegna was able to:

- ▸ Engage thousands of visitors during the holidays season
- ▸ Generate a remarkable social sharing
- ▸ Monitor the engagement in real-time with a data tracking system
- ▸ Drive new foot traffic inside the store building a strong customer loyalty
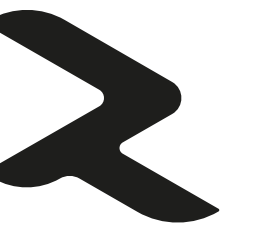- ▸ Transform Customer Engagement in-store generating new revenues
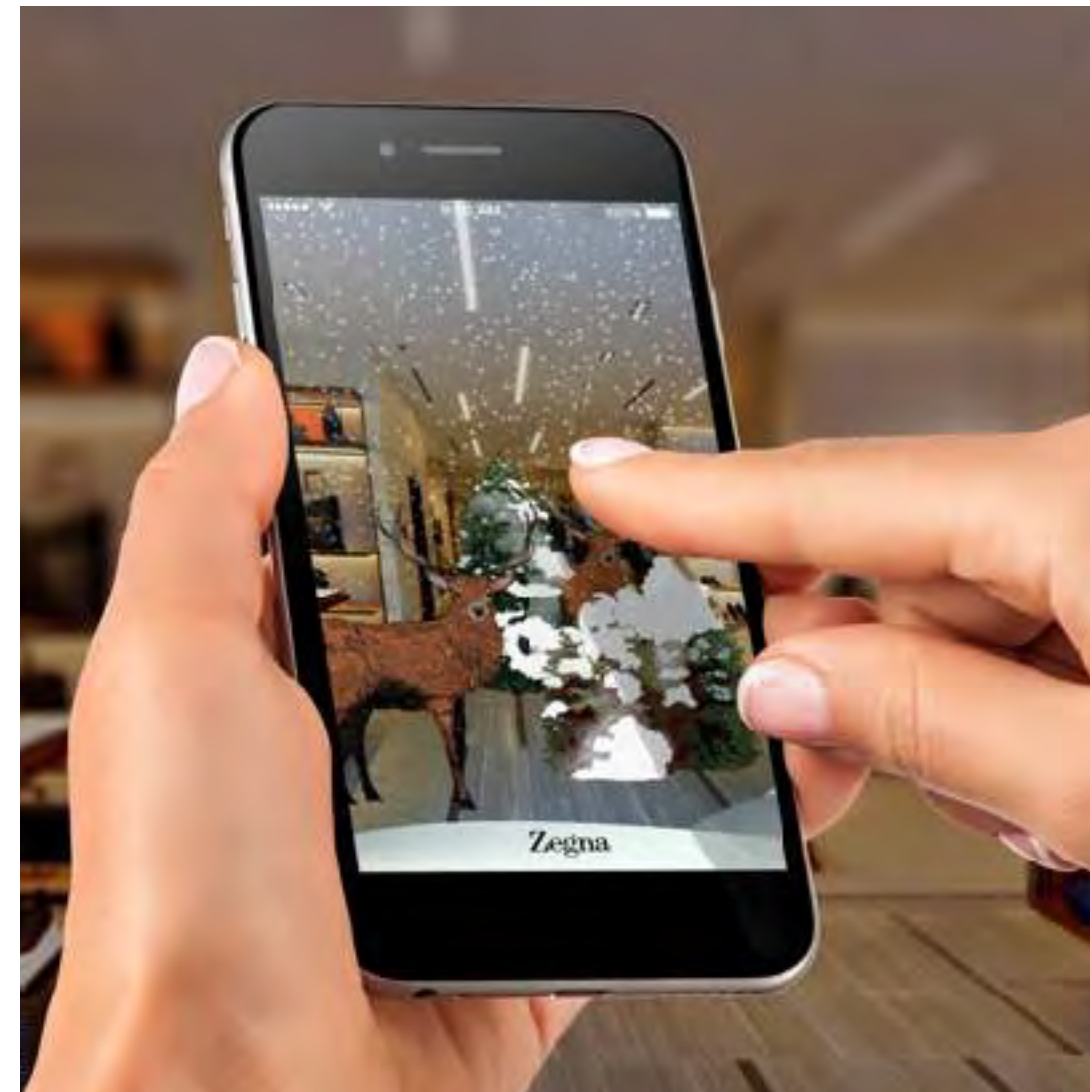
CityLife Shopping District

CityLife Shopping District

The Challenge

CityLife Shopping District is the largest urban shopping district in Italy, a special place to relax with family and friends. A new concept place for leisure and lifestyle with more than 80 shops, 1 supermarket, 20 restaurants, 7 cinemas. CityLife Shopping District requested a solution to visualize the 3D model of the directional and commercial spaces and consequently allow potential buyers to access a dynamic overview of each property and explore the main information in an innovative and immersive way.

Pain Points
- The complexity of the retail spaces makes them difficult to visualize
- Sales department use conventional tools to organize the rental
- Buyers are use to standard communications and quickly discard it

The Solution

Realmore developed an interactive mobile app that showed a dynamic overview of all the information and details of the f&b and retail spaces such as position, size, number of rooms, their availability for sale. Moreover, we designed the 3D model of each space to give buyers the opportunity to virtually explore the future Shopping District as they really were living the experience. Salesforce had a powerful immersive tool to positively close the deal with the buyer everywhere and anytime.

The Outcome

Through the adoption of these innovative technologies, City Life was able to:

‣ Improve salesforce performance
‣ Ability to visualize in an intuitive way the spaces
‣ Added value via the additional content in the app
‣ Easy space management thanks to the ability to visualize immediately if a shop was free or already allocated
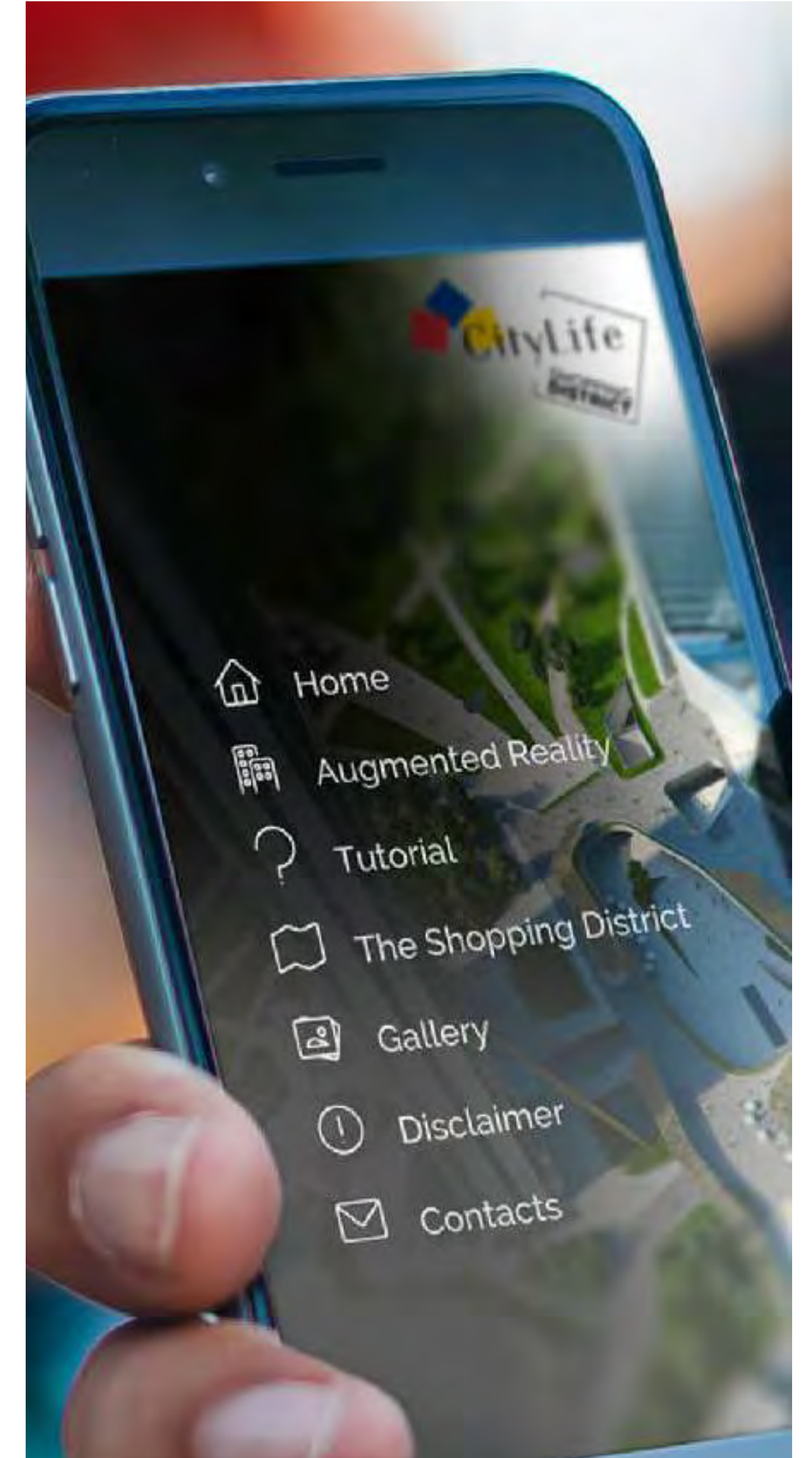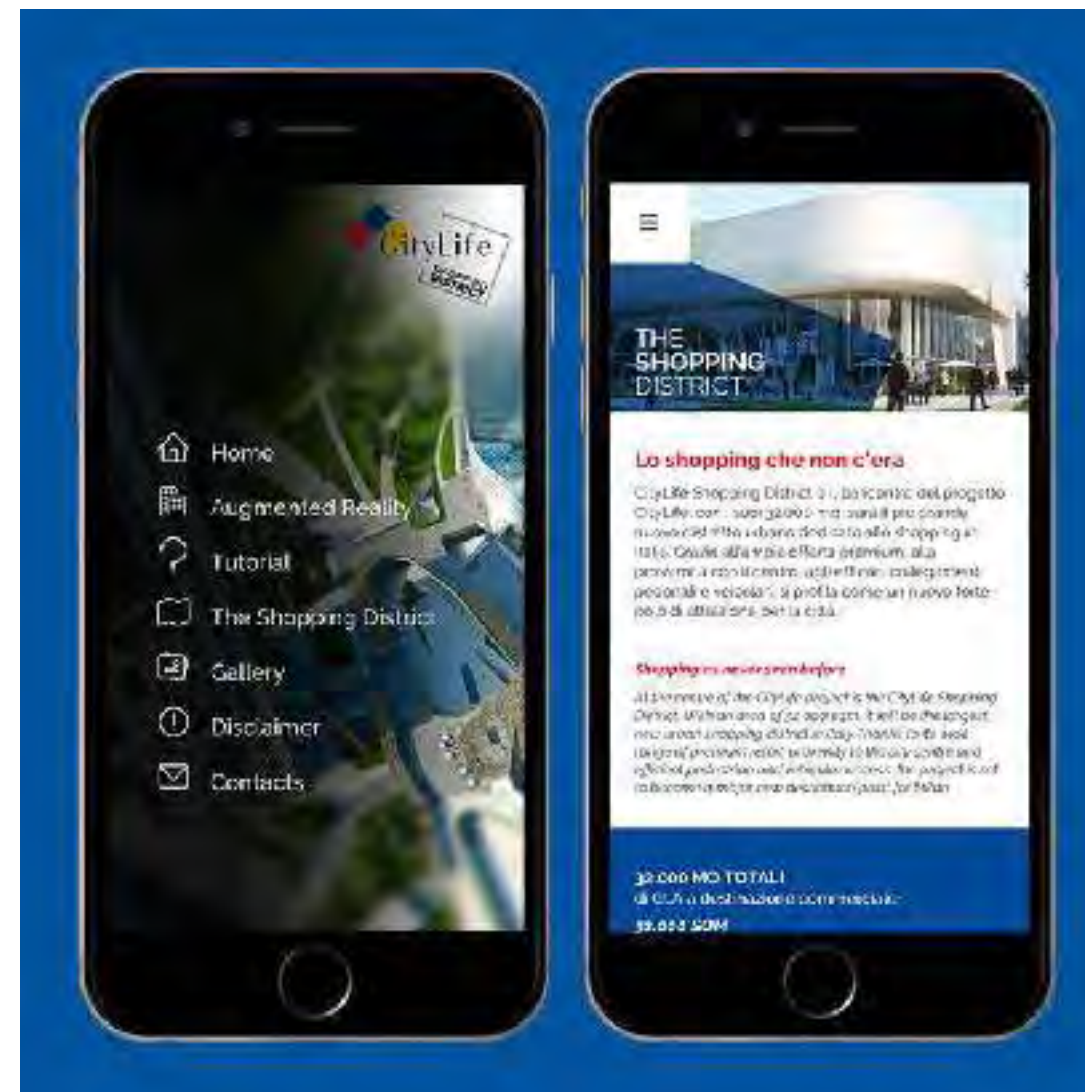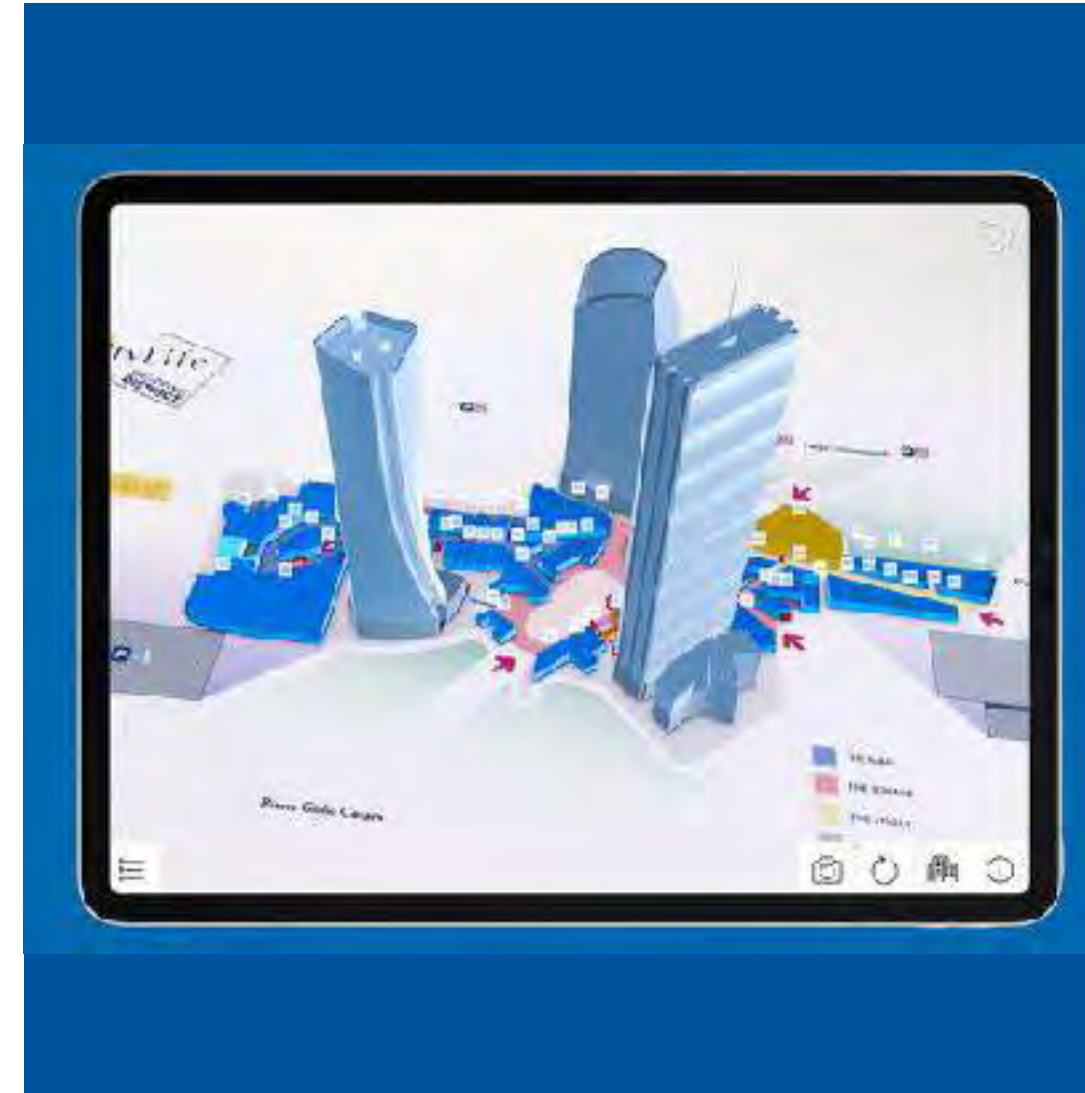
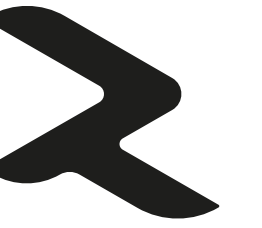# Serravalle Designer Outlet

Serravalle Designer Outlet

The Challenge

McArthurGlen Group, a leading owner, developer and manager of 25 designer outlets across Europe, engaged **Realmore** with an amazing challenge. Like most outlets, driving foot traffic during low season. Today retailers have the great opportunity to enhance **customer experience** and boost social engagement with the power of augmented reality.How could Serravalle Designer Outlet attract new visitors and build customer loyalty.

Pain Points
- Delivering a hands free experience is generally hard because of the limit of the app that often require user's commitment to release content
- Channel the customer flow to the edutainment platform
- Find the right concept to attract a wide age range audience both individuals and groups

The Solution

Realmore developed the **AR Cinematic**, an **Augmented Reality media platform** where people could interact with sea animals just as they would in their natural habitat in an extraordinary magical mixture of real world and digital content. We designed the shapes, the movements and The experience that didn't require the use of any devices **(device free user experience).**

The Outcome

Through the adoption of a customized **AR cinematic experience** SDO was able to:

- ‣ Engage, attract and educate both individuals and groups in a unique time of entertainment
- ‣ Make the interaction with sea animals possible to 60.000+ visitors in only 30 days
- ‣ Monitor the in-store engagement in real-time with a people counting sensor system
- ‣ Generate 5.800.000 online impressions and 1.500.000 social sharing, likes and comments
- ‣ Drive foot traffic in-store in low season
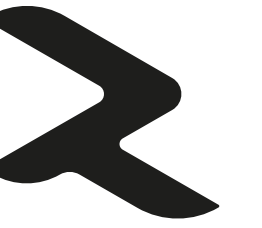- ‣ Deliver one of the best immersive experience ever created in a open-door environment
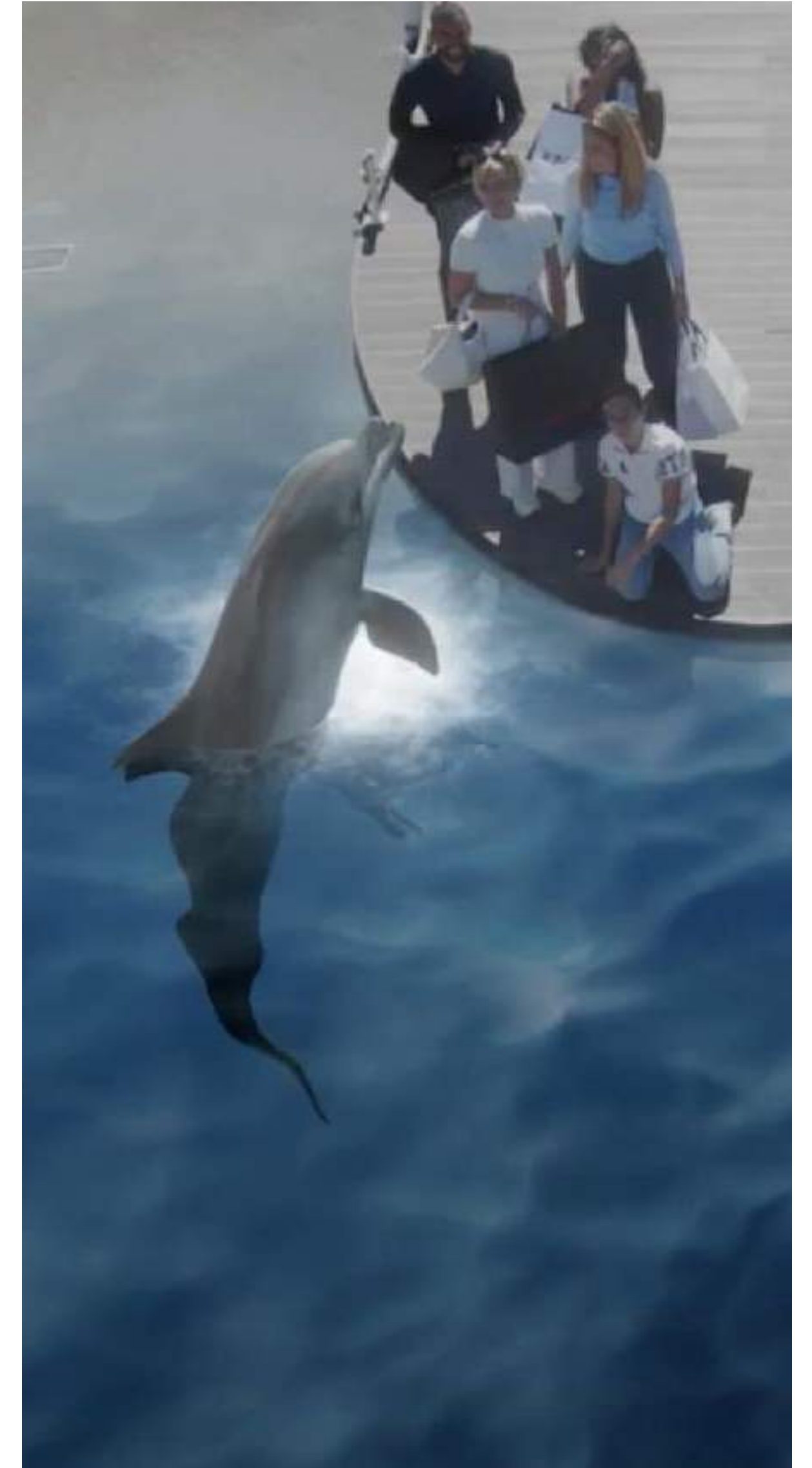
Paradox Engineering

Paradox Engineering

The Challenge

Paradox Engineering, a leading player in the Internet of Things with a proven technology background and a solid engineering DNA, supplying **manufacturing companies** worldwide and delivering strong solutions in data collection systems, radio design and wireless sensor networks. Paradox Engineering requested a solution to show to stakeholders an immersive demonstration of how public services could be managed and controlled from a single IoT platform, making cities cleaner, safer and more livable.

Pain Points
- Make the IoT services more tangible and understandable to all stakeholders is often extremely hard
- Stay competitive in the global market requires sometimes the ability to communicate services in an innovative way and break the limit of direct selling

The Solution

Realmore developed an interactive mobile app to simplify stakeholder's understanding of the company's data collection systems and boost customer engagement in the promotion of IoT services. We designed the 3D model of a virtual city that exploited the power of Augmented Reality to show the real functioning of public services as streetlight control, packaging management, solid waste collection, video surveillance and public Wi-Fi.
The company has now a powerful mobile app to exponentially transform the interaction with clients and promote the main services all over the world simultaneously - globally and locally.

The Outcome

Through the adoption of these innovative technologies, Paradox Engineering is now able to:
- Engage thousands of potential clients simultaneously
- Dramatically improve revenues with an always on digital sales tool
- Enable the clients to interact with the services and its specification via active engagement
- Promote services everywhere and anytime around the world
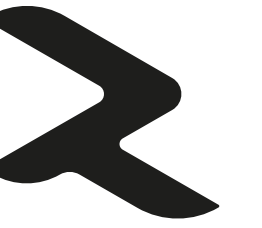- Make the services more tangible and understandable to all stakeholders
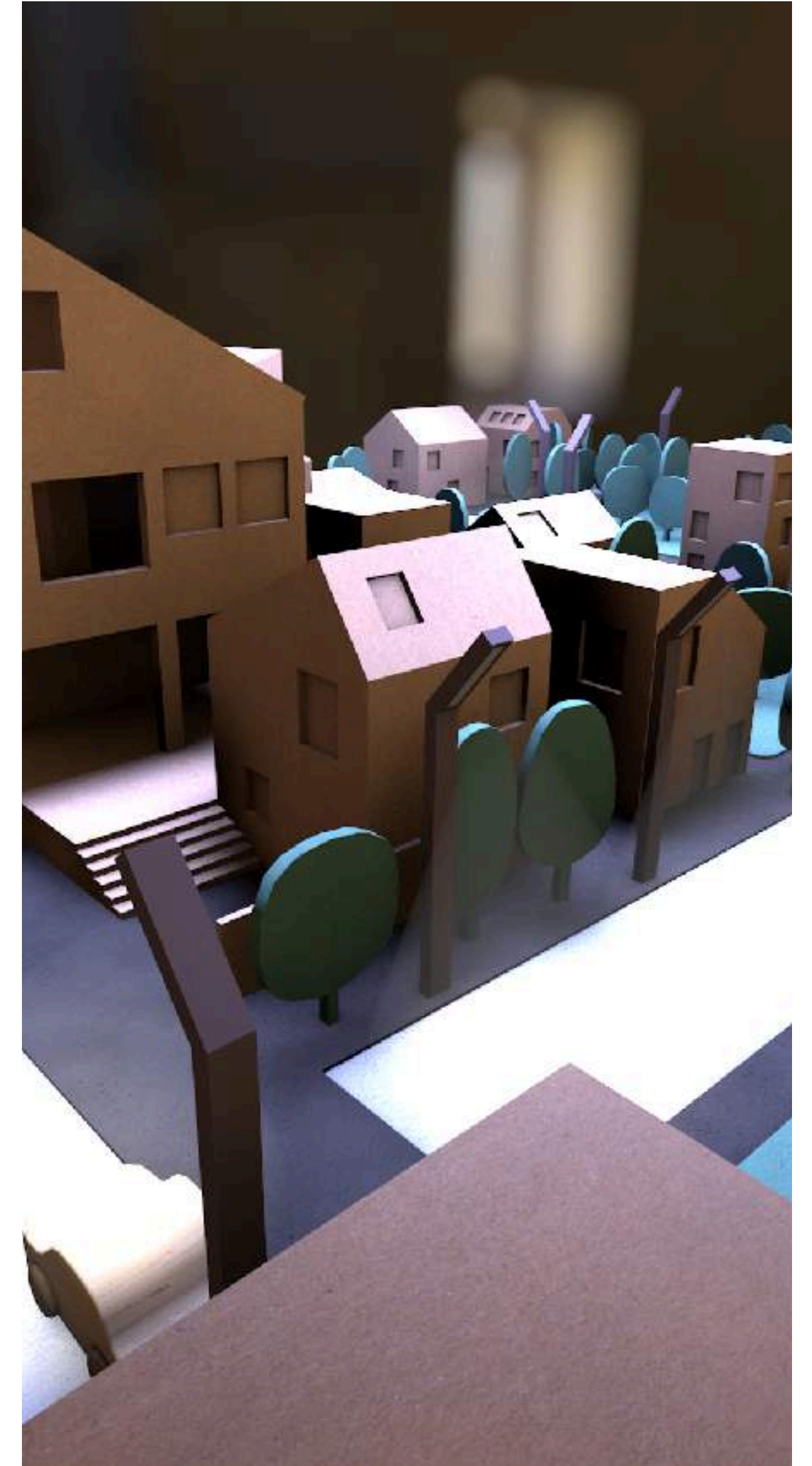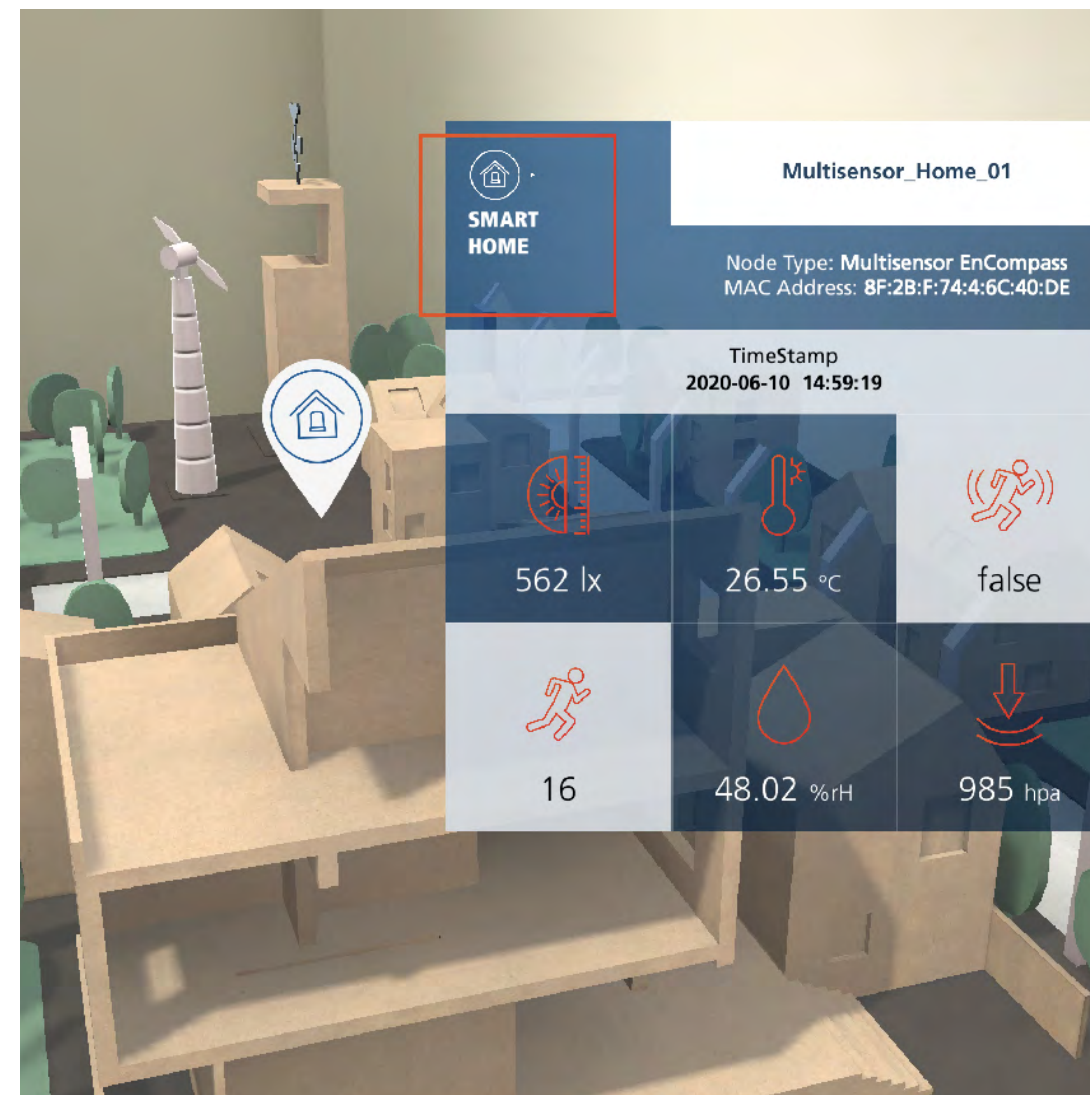
Villa Sistemi Medicali Smart Sales
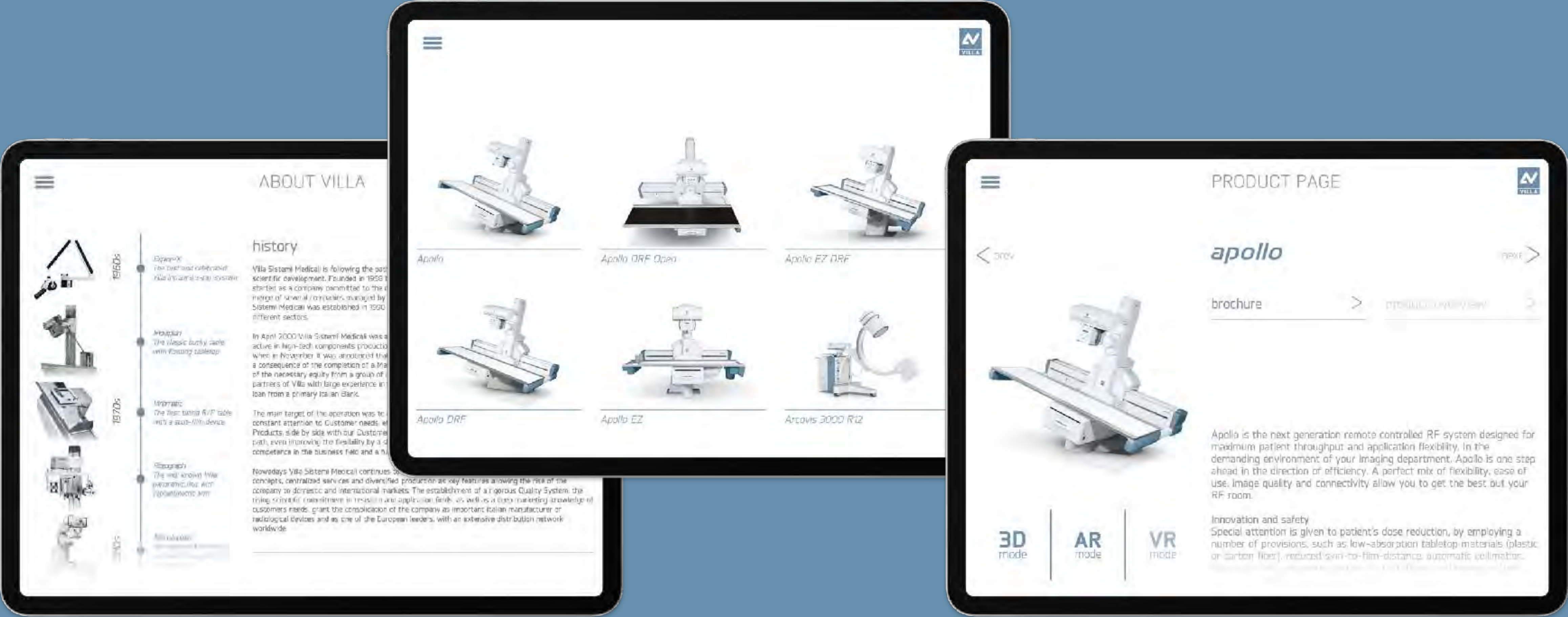
Villa Sistemi Medicali

The Challenge

Villa Sistemi Medicali, a leader in the manufacturing and sale of medical radiological systems, with a solid and extensive distribution network worldwide engaged Realmore with a simple yet challenging problem. Like many players in the **healthcare** and medical sector, **customer engagement** is always a challenge. Which tools can we provide the salesforce to best present and explain the WHOLE product line?

Pain Points
- High cost of transportation and risk of damaging expensive machinery,
- High level of technical complexity and customization/configuration,
- Trade-off in choosing which machinery to present is trade-shows.

The Solution

Realmore developed a cloud-based platform to show the complete line of X-ray and medical systems everywhere and anytime. We created a virtual showroom with lifelike models to be experienced both in **AR/VR** independent from the "Physical" Location. The salesforce now has a powerful technological tool to show the complete line of X-ray and medical systems, without trade-off or limits in **configuration** or customization.

The Outcome

Through the wise adoption of these innovative technologies, **Villa** is now able to:

- ▸ Present and customize it's products completely location independent.
- ▸ Dramatically reduce the cost and risk of transportation of sensitive machinery .
- ▸ Provide the salesforce the complete catalog of products (no trade-offs).
- ▸ Enable the client to configure/interact with the product live and to its specification (active vs. passive) engagement.
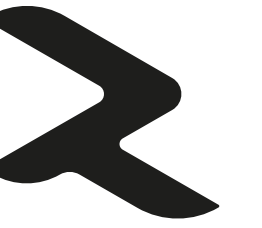- ▸ Dramatically increase sales performance resulting in increased revenues.
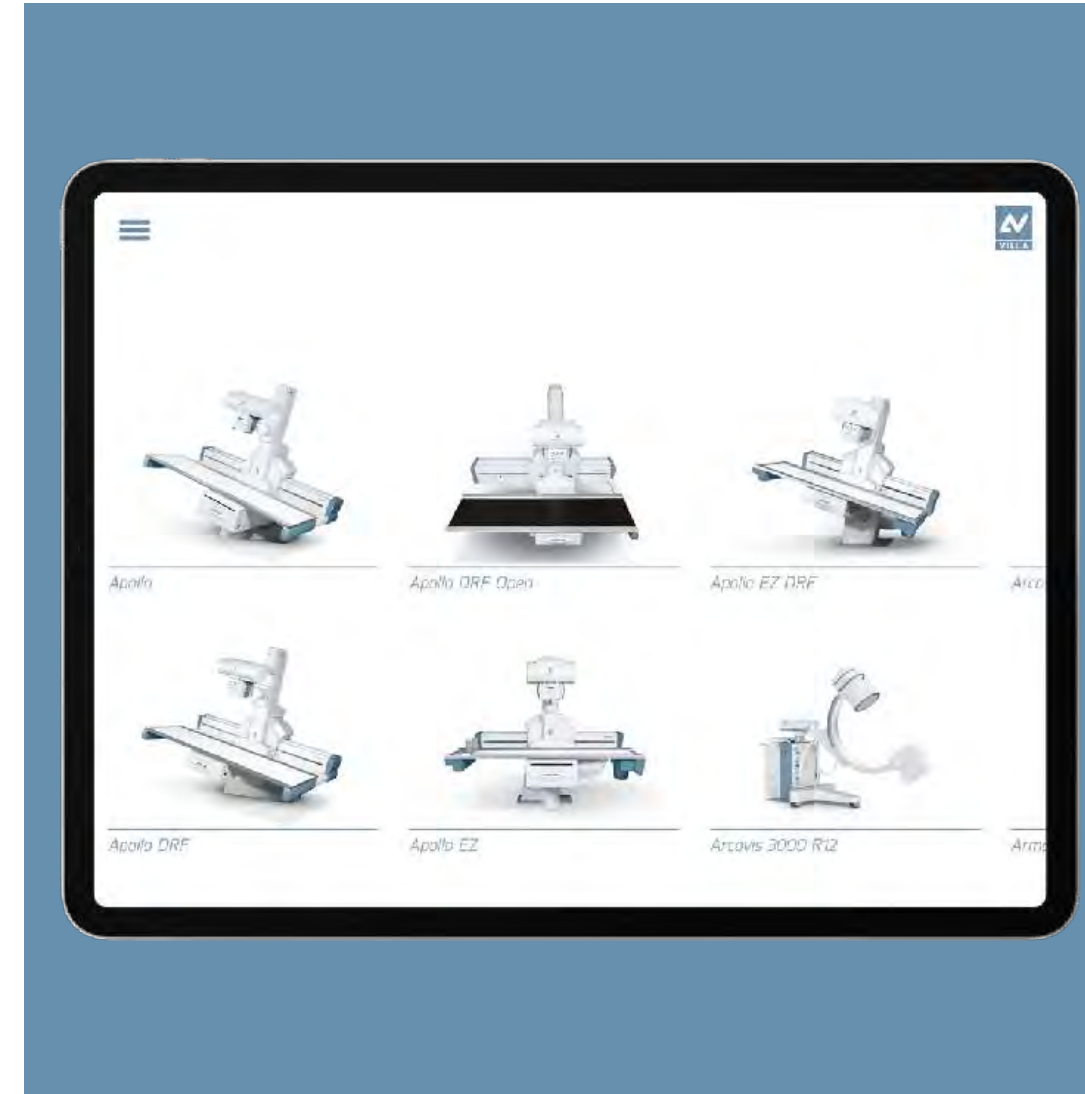
MPS Private Banking AR
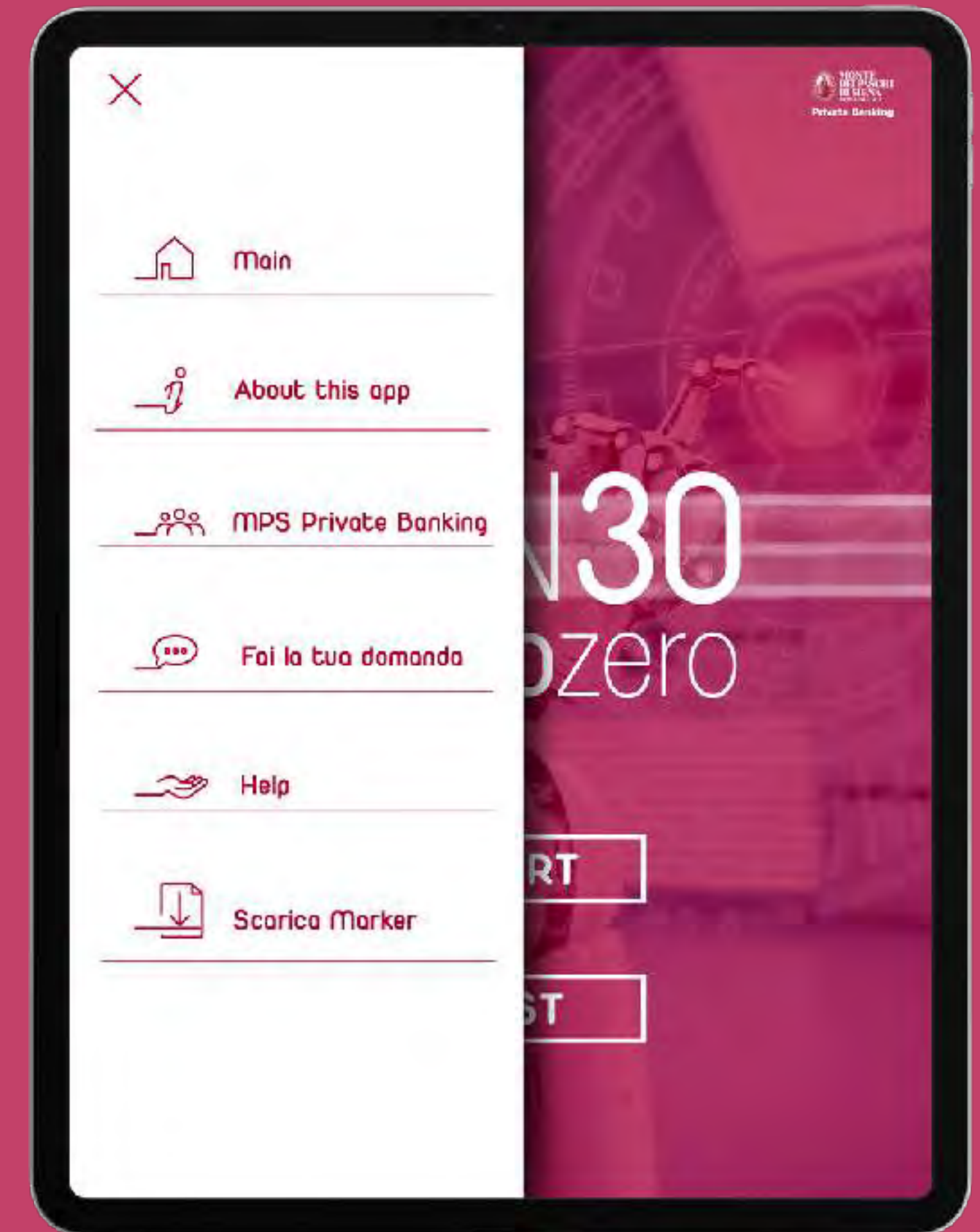
MPS Private Banking AR

The Challenge

MPS bank requested a solution to educate finance stakeholders and the new generations on the ground of emerging technologies. Digital Transformation in all its forms concerns each of us, influencing behavioral patterns and cultural references. Nowadays there are many fields in which we can observe the digital transformation: the tools and the machines that are used to work, the cars that we drive, the environments from which we get all the information to make our choices. The world of financial consultancy also invests resources in digital transformation and in new emerging technologies like Artificial Intelligence and Augmented Reality to support decision-making processes led by Bankers and specialists in the sector, who remain the main actors for investment decisions.

The Solution

Realmore developed an Edutainment mobile app that exploited the power of Augmented Reality to allow stakeholders and new generations to benefit from some experiences resulting from Artificial Intelligence and Augmented Reality. People could interact with the app and learn by having fun of how emerging technologies were changing the digital world. With a lifelike reproduction of digital immersive content, it was possible to literally "touch" the power of mixed reality in an immersive and significantly engaging way. GEN30PuntoZero was a cognitive path in the world of Digital Transformation promoted by MPS Private Banking dedicated, in particular, to the first generation born in the era of Artificial Intelligence and to all those who want to live, work and invest in the times of digital transformation.

The Outcome

Through the adoption of this innovative technology, MPS was able to:

‣ Educate both stakeholders and new generations about new technologies
‣ Build a strong driven technological brand image
‣ Enhance customer experience at the main roadshows
‣ Engage simultaneously thousands of people with an always on mobile app
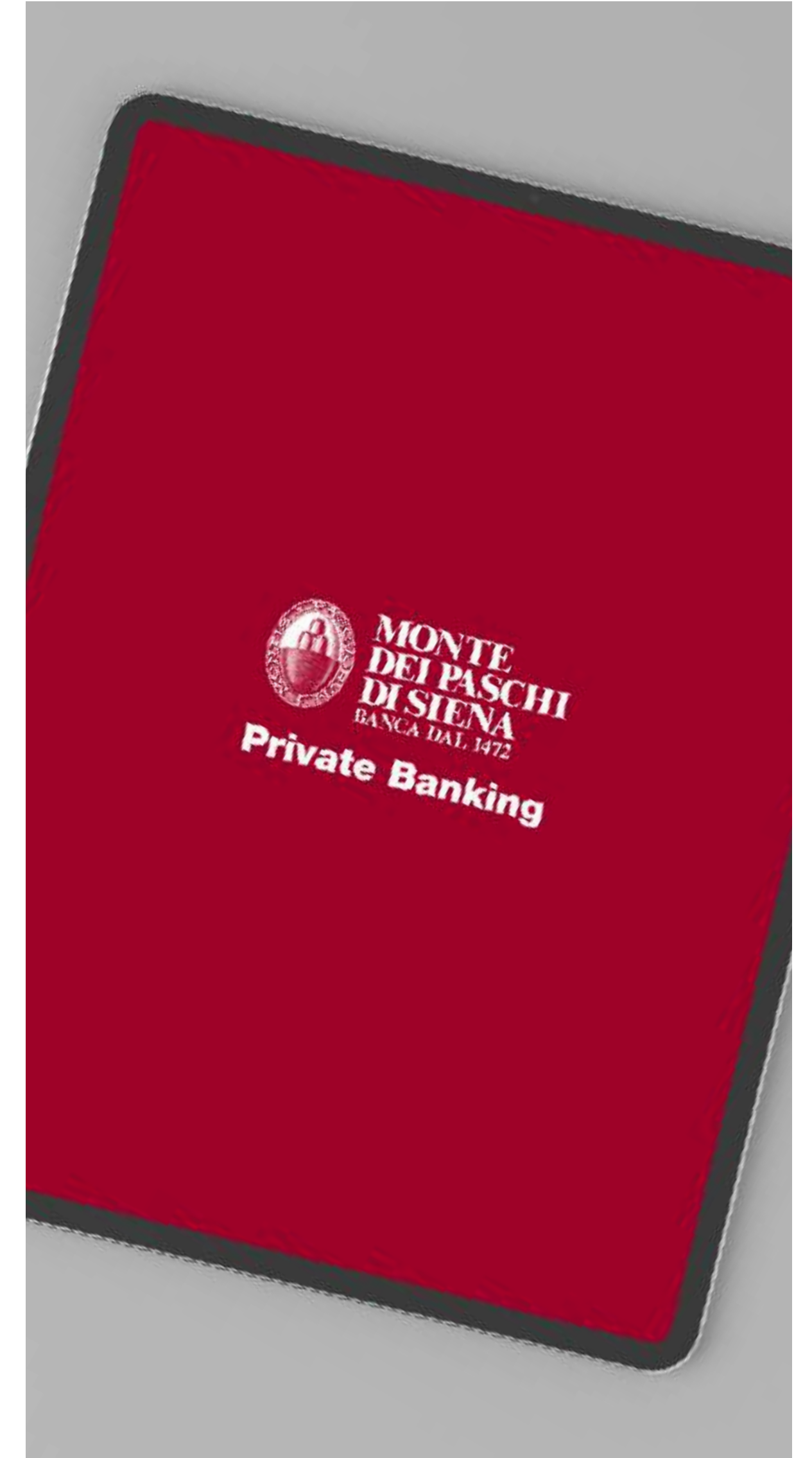
PADOVA

CLASS CNBC
SPECIALE

IL FUTURO DEL PRIVATE BANKING
#GEN30PUNTOZERO FA TAPPA A MILANO

SERVICES OPTIMIZATION

—

Downtime translates into high costs and the level of specialization required is a major challenge for less experienced technicians. Human errors risk irreversibly compromising the quality of the product or service. Keeping the workforce active and ready to deal with operational problems and ordinary and extraordinary tasks is the new digital breakthrough.
Manufacturers are embracing the new era where everything can be smart, thanks to the connected devices. These technologies introduce a major change in the quality and efficiency of workforce performance in the field of customer care, production, service and maintenance processes.
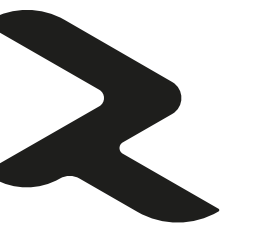
Improving these processes and strengthening the skills needed to satisfy an increasingly informed and savvy client is crucial to stay competitive in such a quickly changing global landscape.

Augmented Reality, Virtual Reality and IoT create a bridge connecting devices, digital platforms, people, information and places. Thanks to this digital culture, and through the technological transformation of processes, companies can achieve new levels of efficiency and lasting and sustainable results over time.

ABB VR Training Experience

ABB VR Training Experience

The Challenge

ABB Group, multinational giant of robotics, power, heavy electrical equipment, and **automation technology**, engaged **Realmore** to transform the way of **training** and visualizing complex mounting sequences. Like many players in the **Industrial sector**, service optimization is always a challenge. Which tools can we provide the technical professional to **optimize operations** efficiency?

Pain Points
- High cost of transportation and handling of hazardous materials.
- High level of technical complexity and customization/configuration.
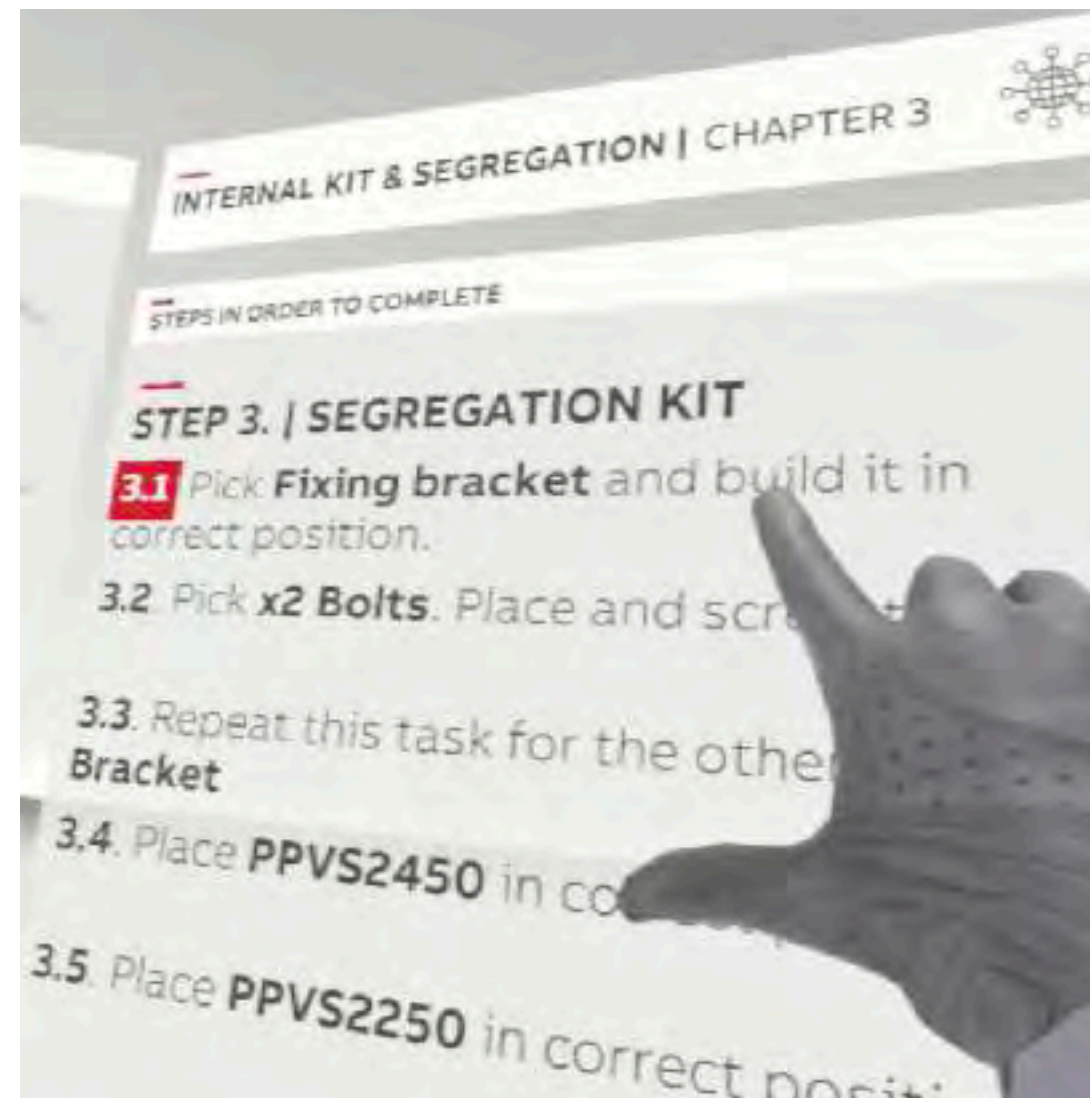- Challenge in communicating key future of such technical machineries.

The Solution

Realmore developed a Customized **VR experience** later extended in a multi platform **gamification** solution to simulate a real time assembly of a life-size model of the main distribution switchboard solution. Simply **training** is not sufficient. We wanted to truly create a **meaningful engagement** between the user and the system. To do so we utilized a gamification framework. The solution was so engaging that the experience has been utilized as a **customer engagement** tool.

The Outcome

Through the adoption of a customized VR solution ABB is now able to:

▸ Present and **customize** it's products completely location independent
▸ Dramatically reduce the cost and risk handling of hazardous materials
▸ Provide the technical staff a new engaging way to learn assembly sequences and configurations
▸ Provide Client's and Technician a meaningful experience through gamification and what we call "Serious play"
▸ Reduce accidents and effectively demonstrate the key features of such a complex solution.

Camel S.p.a. AR Smart Assistance

Client **Camel S.p.a. — Camel S.p.a. AR Smart Assistance**

Keywords **Beyond training - AR Smart Assistant - Immersive learning - UX Design - 3D Graphics - VR Simulation - Development**
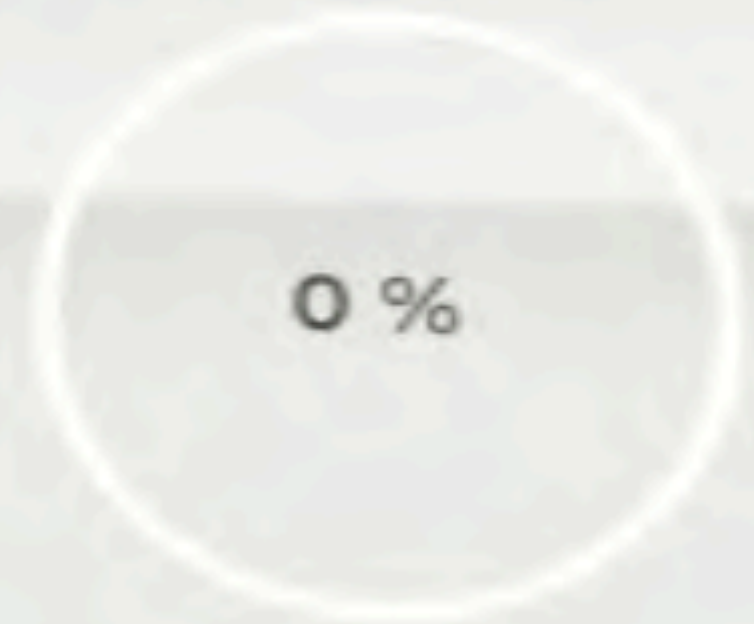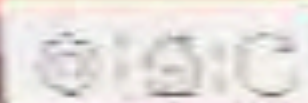
Camel S.p.a. AR Smart Assistance

The Challenge

Camel, European leader in the design and construction of **automation and robotization systems**, engaged Realmore with the following challenging problem. The manufacturing industry is embracing a new era with smart and connected devices. These technologies introduce an important shift the quality of workforce performance in the production processes. How can we translate basic skills to digital capabilities and to a long sustainable and successful outcome?

Pain Points

- Downtime machines translate in high costs
- High level of specialization required reduces time response of less expert workforce
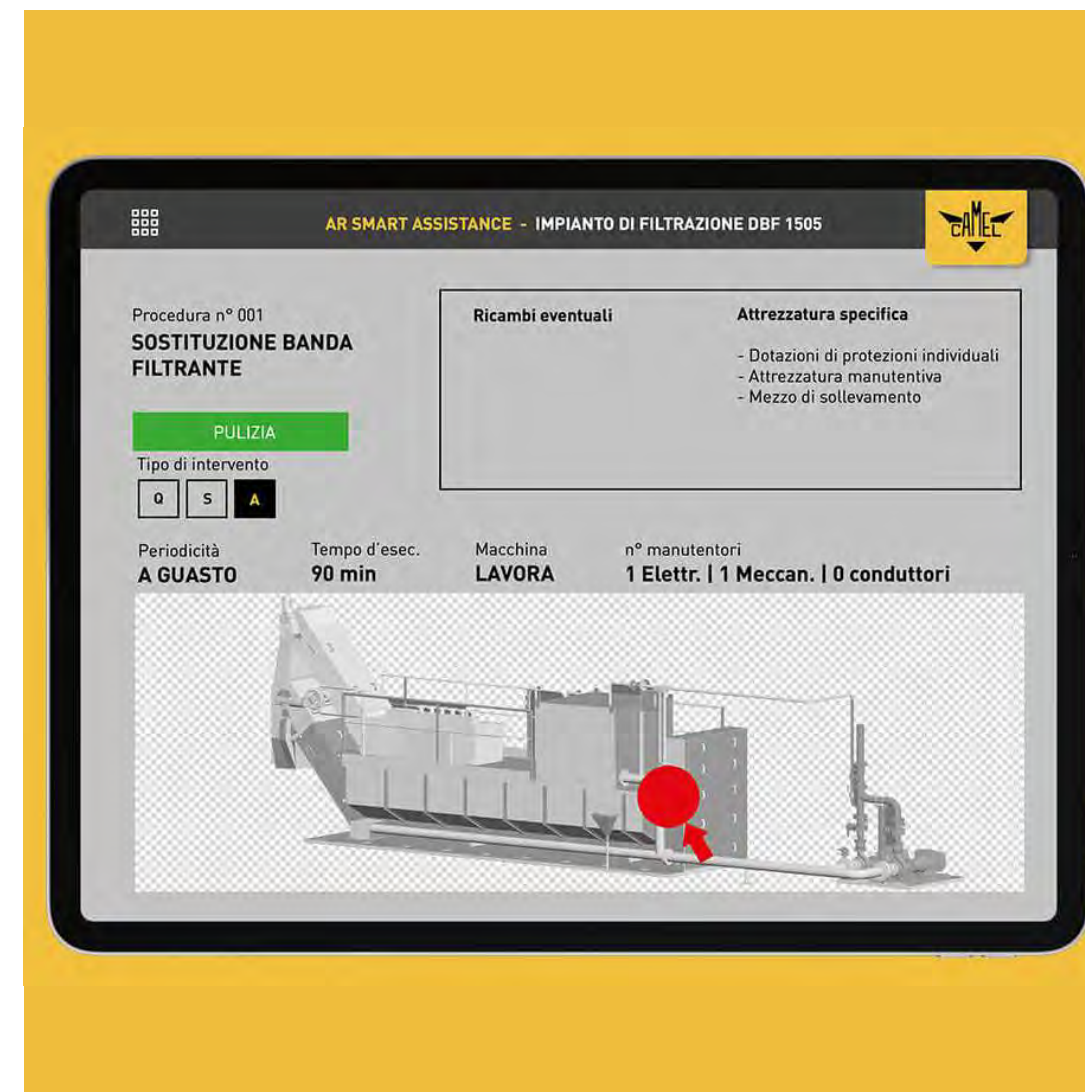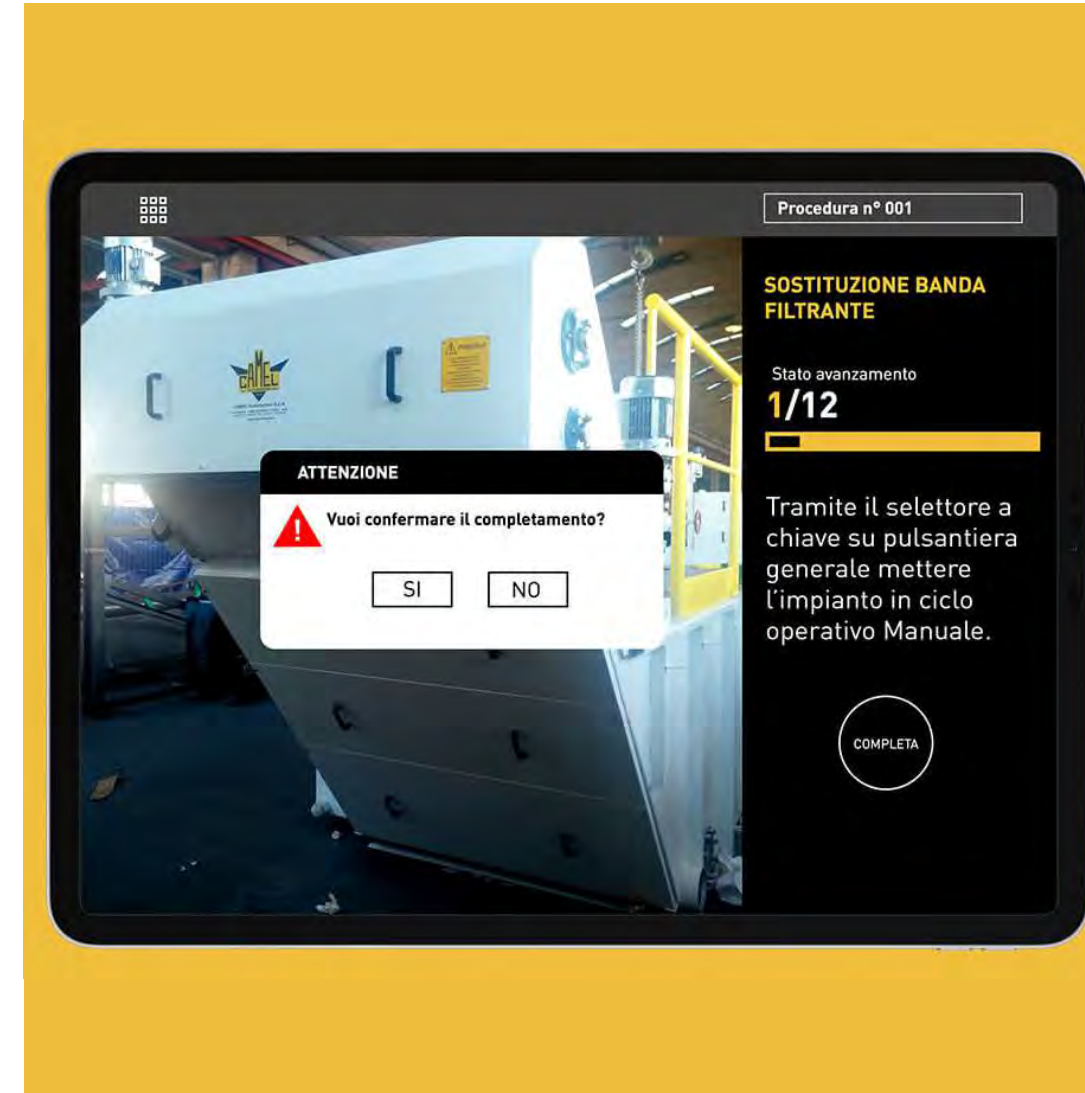- Human errors affect the productivity and quality of the service

The Solution

Realmore developed an **augmented reality platform** to support the workforce during the main operations on industrial machines and consequently avoid breakdowns by monitoring and controlling operations in **real-time and remotely**. We digitized manual paperwork and translated it into li**ve digital to do lists** and step by step procedures displayed in the main plant workstations (by tablet or by wearable device). Camel has an immersive training tool to activate real-time digital content and improve workforce's skills faster with data driven insights.
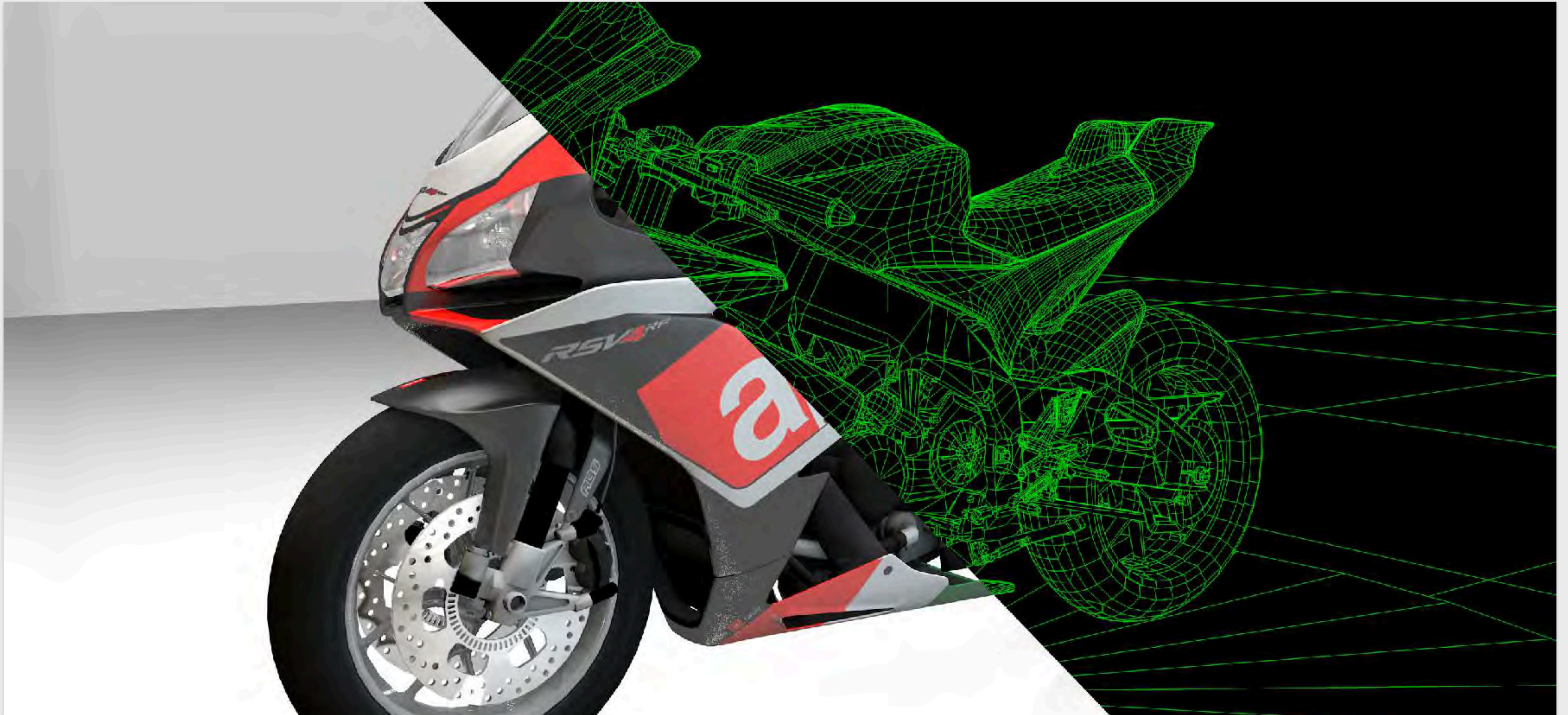
The Outcome

Through the adoption of this innovative technology, Camel is now able to:

▸ Improve the accuracy of activities that require a high level of expertise
▸ Exponentially reduce errors and safety accidents
▸ Reduce costs by replacing machine components only when needed
▸ Improve worker time to productivity in the execution of complex tasks
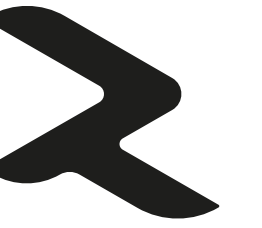▸ Monitor data real-time to customize the appropriate service solution

Client **Camel S.p.a. — Camel S.p.a. AR Smart Assistance**

Keywords **Beyond training - AR Smart Assistant - Immersive learning - UX Design - 3D Graphics - VR Simulation - Development**

Aprilia Racing

Aprilia Racing

The Challenge

Aprilia Racing team has supported a strong motorsport competition program beginning with motocross racing and then a world championship-winning road racing program. Aprilia engaged Realmore to discover an **optimized** solution to support mechanics during the preparation and the maintenance of racing motorbikes. In such a competitive environment every millisecond counts. Races are no longer won on the track but mainly in the pits.

Pain Points
- Monitoring and managing massive amounts of real-time telemetric data.
- Translating such DATA in actionable performance **improvement** tactics.
- Acquisition, Identification & Visualization of real time data.

The Solution

Realmore developed a Customized **AR Smart Maintenance** solution that integrated with a smart helmet is able to display in front of the mechanics the core telemetric data such as water temperature, oil levels, tires pressure, and tread compound. Other sensitive datas such as consumption, lap count and suspension setting are all displayed and augmented with regulation presets and other settings.

The Outcome

Through the adoption this **AR Smart Maintenance solution** Aprilia is now able to:

▸ Collect and Translate massive telemetric data in clear understandable actions
▸ Present all the needed information and procedures right in front of the mechanics eyes
▸ Completely eliminate the use of paper manuals and tables
▸ Instantly run what if scenarios with simulations of different setting
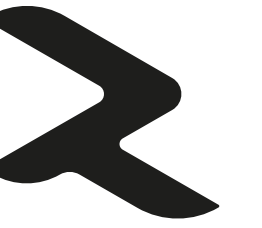▸ Significantly reduce the time for tuning options resulting in an unprecedented competitive advantage

Steriline

Steriline

The Challenge

Steriline, well-established European manufacturer specialized in the production of **complete lines** for the aseptic processing of injectable products, supplying pharmaceutical companies worldwide. As a highly specialized **healthcare** and medical supplier, representing accurately their solutions is always a challenge.

Pain Points
- High cost of transportation and risk of damaging expensive machinery,
- High level of technical complexity and customization/configuration,
- Trade-off in choosing which machinery to present is trade-shows.

The Solution

Realmore developed a **VR smart learning solution** to improve the maintenance performance and increase the response time. The solution focuses on accuracy and safety. The Virtual Reality solution that re-creates a real lifelike working situation. The worker wearing the HTC Vive viewer enters into a virtual room where he can freely move and interact with the machineries just as he would in the real world.

The Outcome

Through the adoption this **AR Smart Maintenance solution** Aprilia is now able to:
- ‣ Present and customize it's products completely location independent
- ‣ Dramatically reduce the cost and risk of transportation of sensitive machinery
- ‣ Provide the salesforce the complete catalog of products (no trade-offs)
- ‣ Immersive learning solution removed interruptions to the regular laboratory workflows
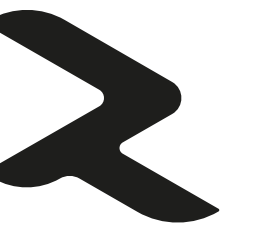- ‣ Dramatically increase the learning process and reduce onsite expensive errors.
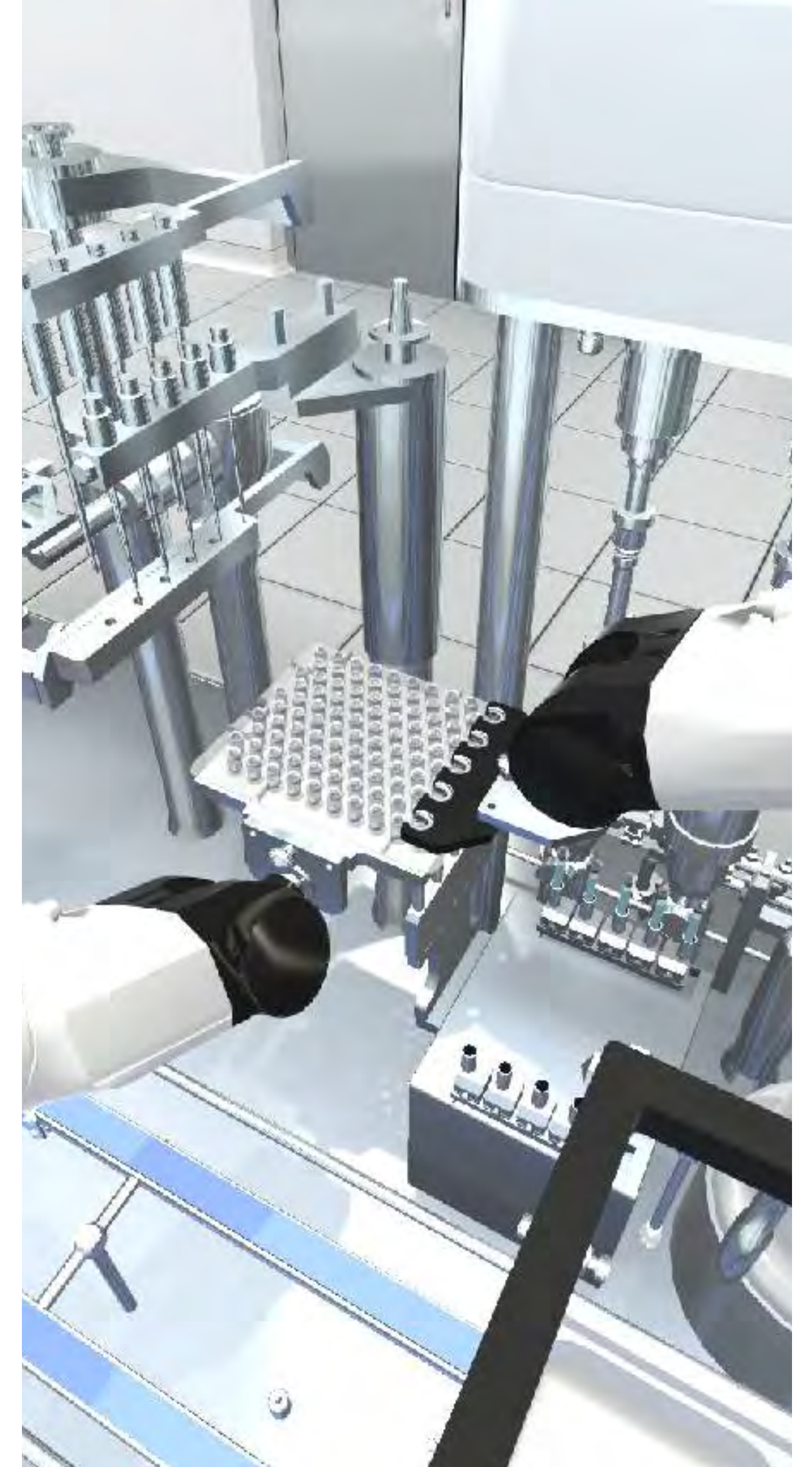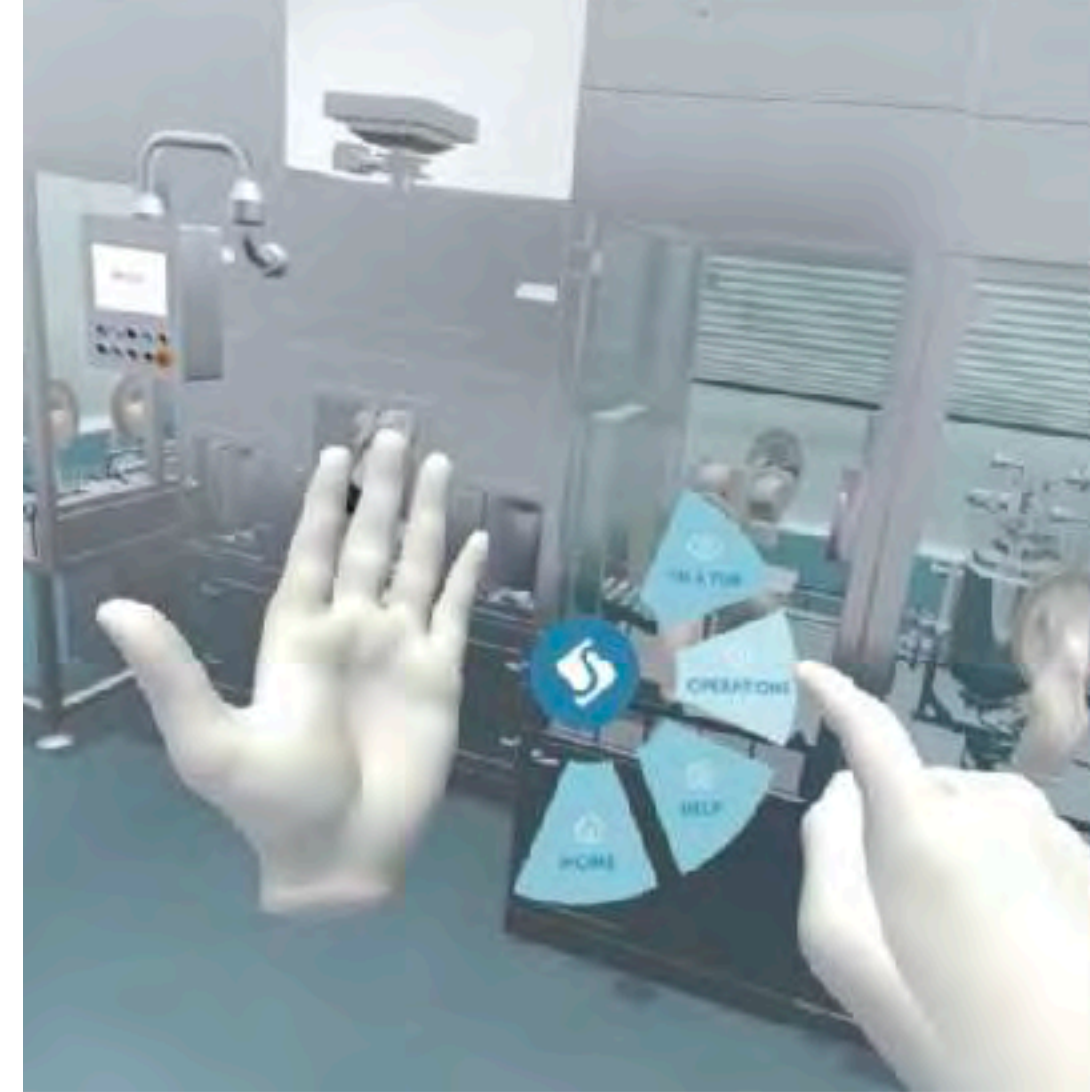
FR&Partners • 3D Configurator

FR&Partners • 3D Configurator

The Challenge

FR&Partners is a global provider of enhanced packaging solutions for cosmetic, beauty brands and contract fillers. It operates worldwide within the cosmetic and personal care, make-up and beauty industries. FR&Partners engaged Realmore to find a solution to enhance its brand identity in a more innovative and technological way by delivering an extremely personalized product experience.

Pain Points

- The variety of combination of the packaging is a challenge for the final customer to find a suitable solution for its cosmetic product
- Traditional paper catalogs don't reflect the technological approach of the company
- Lack of presence of all products and their configurations on the website

The Solution

Realmore developed a 3D cross-platform product configurator to enhance customers' purchase. We designed a product configurator based on augmented reality with a very careful level of detail in order to deliver a realistic product experience.

By delivering a 3D configuration that integrates every available product and data sheet, customers could easily view, create and personalize products with their own specifications. They have exactly what they want anywhere they are.

The Outcome

Through the adoption of these innovative technologies, FR&Partners is able to:

▸ Enhance product customer experience
▸ Increase revenues by speeding up the process of product configuration
▸ Engage the customer in an active way by allowing him to configure/interact with the product in realtime while
▸ Collect analytics from product configurations and not only sales
▸ Improve customer loyalty by uplifting company identity thanks to innovation
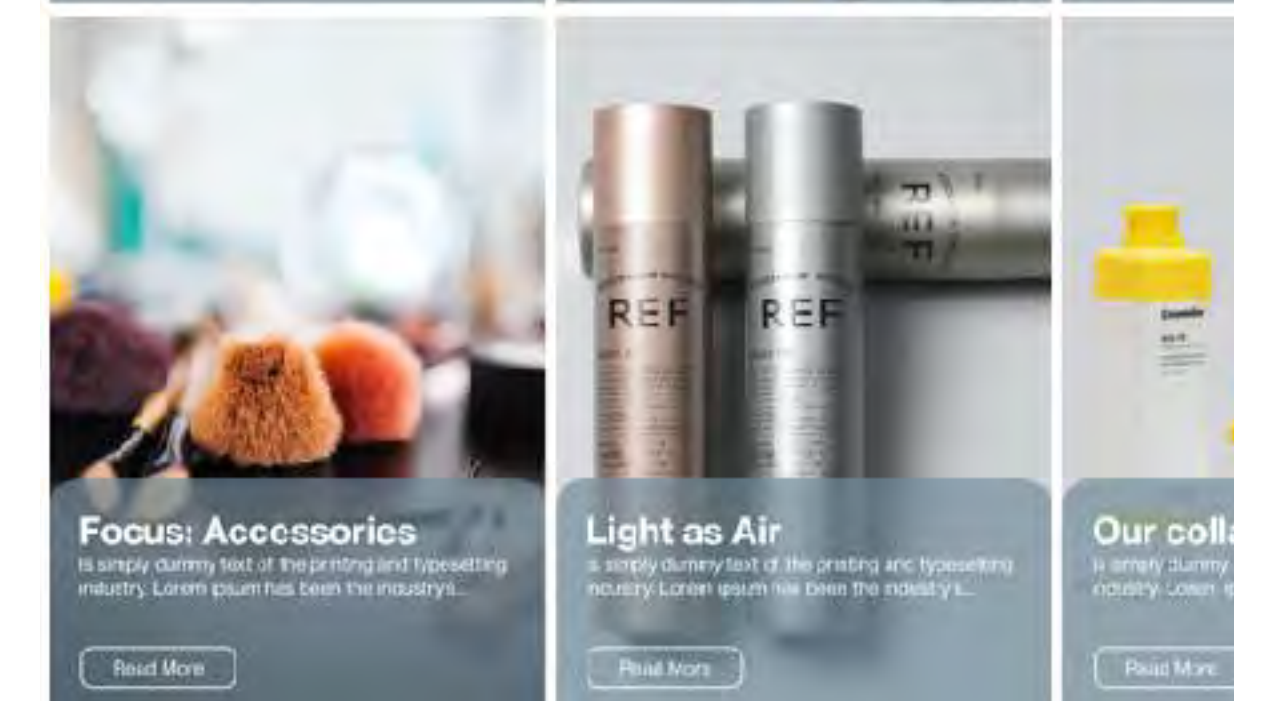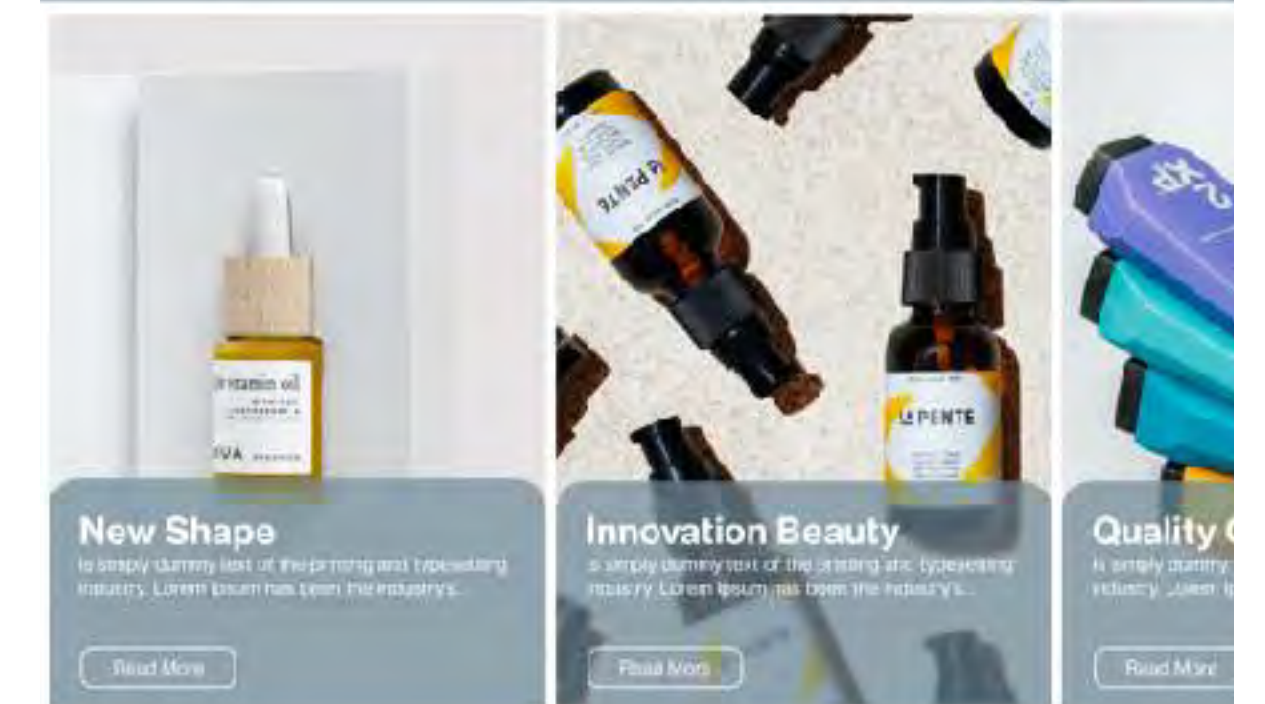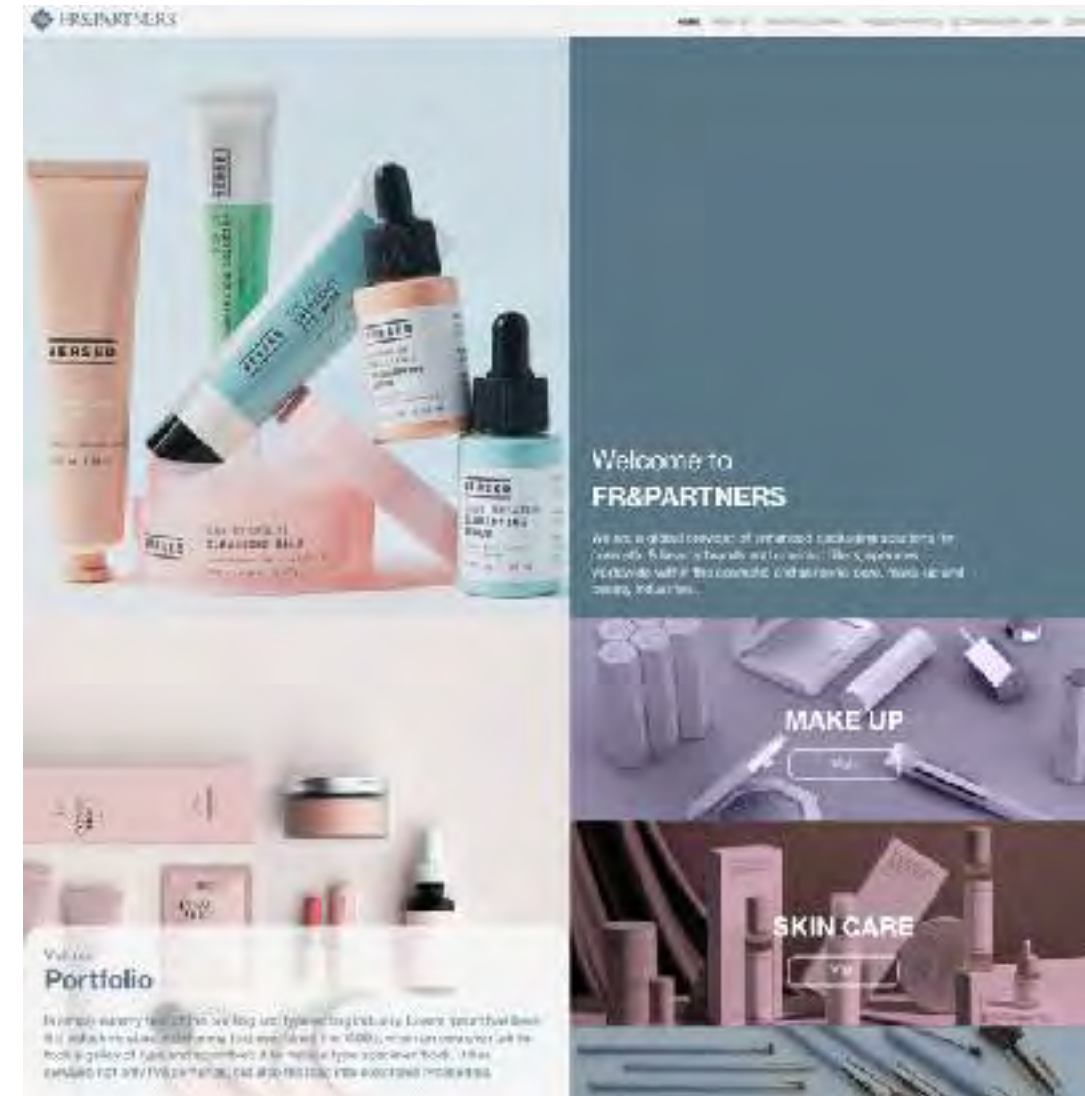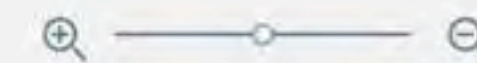
Celli • Digital Training Platform

Celli • Digital Training Platform

The Challenge

Celli Group, a leading company involved in designing new models of **consumer experience** in the beverage dispensing sector, engaged Realmore with the following challenging problem. Like many industries know having a real-time ready workforce is a critical aspect that companies have to face with. How can we improve performance and optimize operations efficiency?

Pain Points
- Downtime machines translate in high costs
- High level of specialization required reduces time response of less expert workforce
- Human errors affect the productivity and quality of the service

The Solution

Realmore developed an **augmented reality platform** to simplify the installation and the assembly of the dispensing equipment and consequently boost workforce performance by activating component's tracking. We digitized manual paperwork and translated it into live digital to do lists overlaid right in front of the workforce's eyes (by tablet or by wearable device). People in Celli have an immersive training tool to activate real-time key information and improve their skills faster with data driven insights.

The Outcome

Through the adoption of this innovative technology, **Celli** is now able to:

- ‣ Exponentially reduce errors and safety accidents
- ‣ Reduce costs by replacing machine components only when needed
- ‣ Improve worker time to productivity in the execution of complex tasks
- ‣ Monitor data real-time to customize the appropriate service solution

Realmore

Augmented & Virtual Reality Solutions

Portfolio 2020