

Sector: Digital Marketing
(Gamification)

Product/Service Type: Software
Development

Founding Date: 05/26/2022

Team Size: 7 people

Technologies: VR, AR, XR **Metrics:**

- 7 VR onboarding experiences for corporate clients
- 10+ AR filter campaigns for advertising agencies
- 12 WebXR metaverse events using our own LOID solution
- 4 e-commerce platforms 10+ traditional website



CEO - Eduardo Labollita



COO - Ariel Crespo



CCO - Alvaro Souto

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Company: We drive digital transformation and technological sustainability for 2030, helping companies navigate this era of change. Our expertise enhances development, training, marketing, and communication strategies through virtual reality (VR), augmented reality (AR), extended reality (XR), and 3D web content.

Problems and Solutions: Our company tackles tech adaptation, training inefficiencies, and communication challenges through VR, AR, and XR. We enhance learning retention, cut costs, and drive innovation with interactive content. Our solutions minimize errors, boost efficiency, and prepare businesses for future tech challenges.

Products and Services: Our company provides solutions for current technological challenges. We offer VR training for industries, behavioral adaptation courses, and emergency preparedness. We design AR filters for advertising and social media, organize corporate events in our WebXR factory (LOID), and develop websites and e-commerce platforms.

Differentiation: We offer immersive training, improving retention and reducing costs. In real estate, we optimize virtual tours, reducing risks. We create interactive content to enhance marketing and prepare for the future.

Additional Information: Since our founding, we have made remarkable progress. After our presentation at Virtuality Expo 2022, we established a partnership with Huawei and received support from an angel investor. We are close to launching our beta editor, which merges our solution for creating WebXR experiences with WordPress.

Key Milestones:

Deco-Polo in VR for real estate project development.

VR training for the APM Terminal at the Port of Buenos Aires.

Development of the WebXR Innovation Hub for Huawei at the Sadosky Awards 2023 presented by CESSI.

Development of the ARCOR Metaverse for Innovation Week. We are currently developing a comprehensive WebXR editor, integrated with WordPress and our metaverse factory, LOID, representing a leap in how immersive and multi-user environments are created through a URL.