



# INNOVATIVE STARTUP 2021

[www.invisiblecities.it](http://www.invisiblecities.it)

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Sometimes, to really see the future, you have to go back... for thousands of years."

- Antonio Maccario

## The idea

### History in the First Person

Virtual Reality is inexorably advancing. Invisible Cities is taking part in this development, indeed it is becoming its architect, and it starts from **Rome**.

Our idea is to revolutionize the way we experience history and create

a new category we've called "First Person Story". An innovative and highly exciting way of storytelling.

A totally immersive VR experience that literally allows you to travel through time and make people live for a few moments in another era.

Forget reading history: here you can really experience history.



We thought of designing solutions for virtual reality trips that reveal the hidden beauties of the "Hidden Wonders" and allow us to relive them for a few moments in their heyday. A journey made possible by a unique hybridization of skills: technological innovation, 3D reconstructions, augmented reality, virtual reality and scientific dissemination.

*Giorgio Capaci*

- Giorgio Capaci | CEO

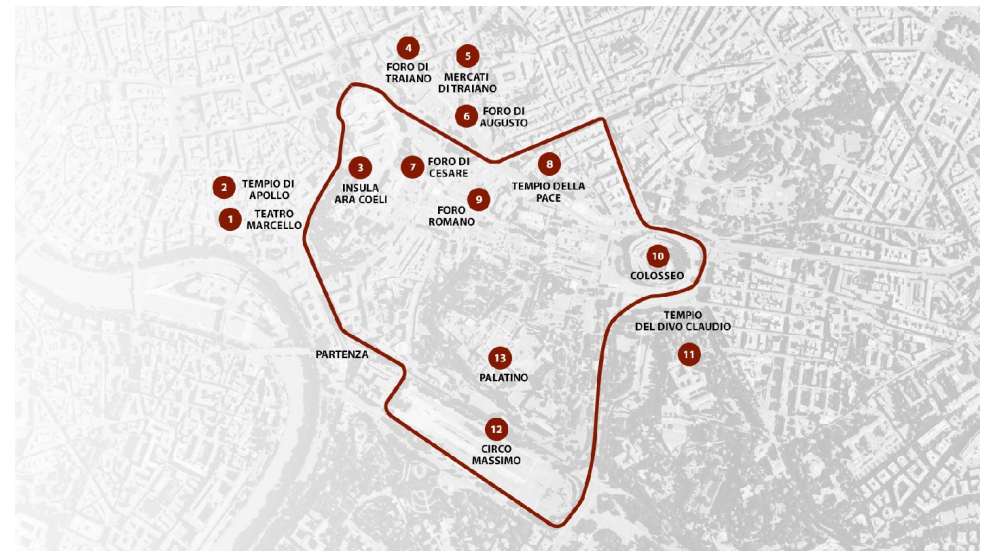
# VR BUS

First application

## City: ROME

The first VR Bus that will allow you to move through space on a pre-defined route and travel through time.

The identified route is the place with the highest density of archaeological finds in the world.





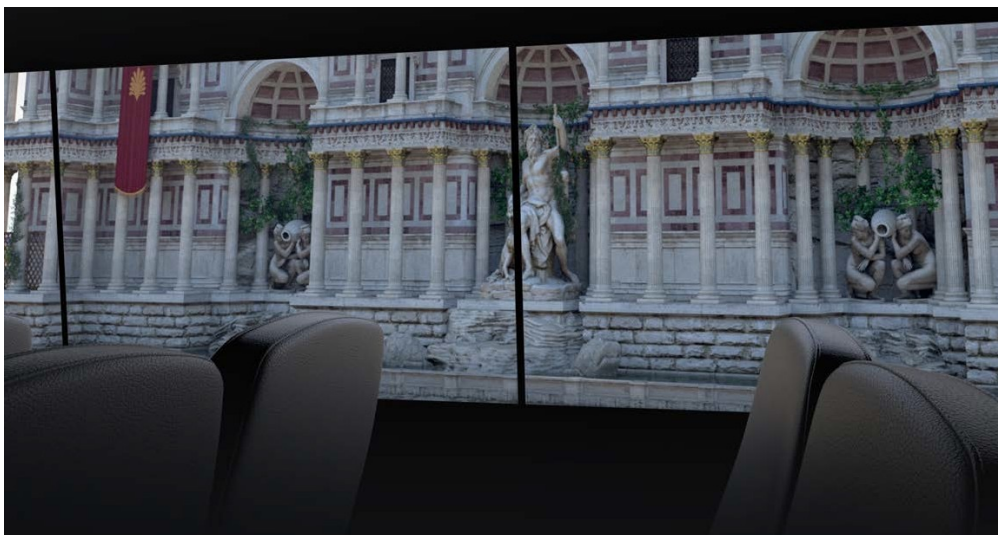


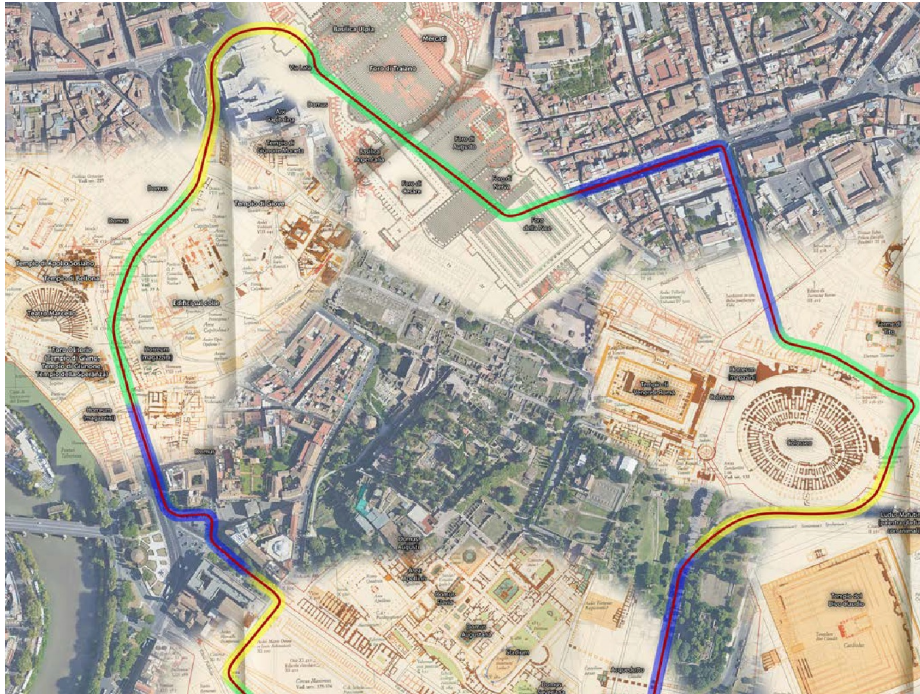
## Admiring Imperial Rome

Imagine getting into a time machine and finding yourself travelling back 2000 years through history. All you have to do is look out the window and enjoy an incredible journey through ancient Domus, imperial forums, beautiful markets, temples, basilicas and Roman baths.

**Duration : 20 minutes**

**Places : 14 + 2 Companions / 10 + Disabled coach + 2 Companions**





## A wonderful journey

To create this incredible effect, a transparent 4k monitor has been placed in front of each glass and an automated curtain, between the glass and the monitor, which will close every time you switch from the external landscape to virtual reality. A sophisticated ecosystem of 5G broadband connectivity extends the operation, allowing the perfect geolocation of the system at all times and the synchronization of the reconstructed 3D images with the places crossed, as well as the delivery of premium content in particular locations.

## A unique patent

Speed and position will be monitored using a patented system involving three GPS, a three-axis accelerometer, a magnetometer, a velocimeter and a surface laser. Every movement, curve, pothole or bump during the journey is recorded and reproduced by the simulator in real time. An Italian genius, a system that reconstructs every marvel in exactly the same place, where it remains today, but where it shone with beauty 2000 years ago.







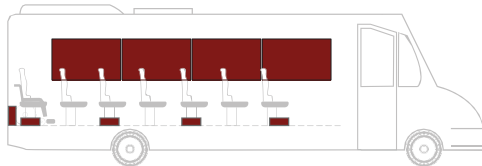
## A transparent OLED system

The experience includes different moments of entertainment. 3D IMMERSION a journey through a totally immersive virtual environment, synchronised with the movement of the bus.

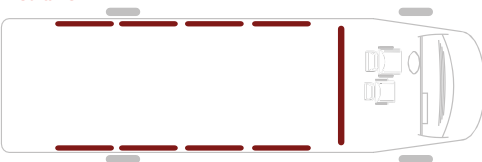
FICTION we will relive the most beautiful images that have made the history of the place we are visiting.

ROME TODAY thanks to the presence of transparent monitors, lifting the curtains we can admire the beauties of today and compare them with those of the past.

**Monitors**



**Curtains**



## Spatial Digital Sound



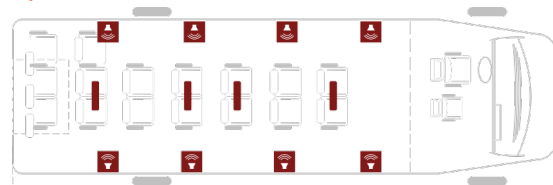
Totally immersive audio experience, thanks to a 5.1 system you can enjoy spatial sound.

An immersive and richer experience from a sensory stimulation point of view.

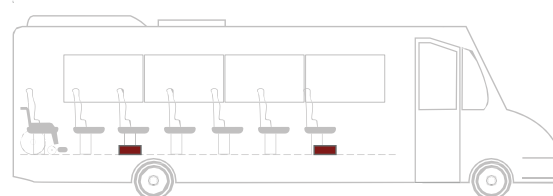


A journey through time and space where the sound of the era will guide you through virtual reconstructions.

**Speakers**



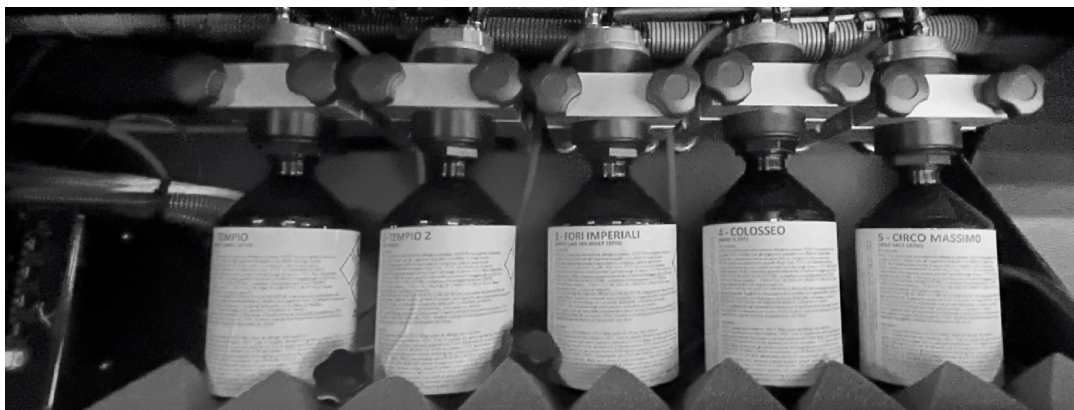
**Subwoofers**



## Fragrances in augmented reality

The Ancient Romans burned essences as a sacrifice to the gods, to pray to them and make them happy. They liked to perfume themselves three times a day and saw perfume as an auspicious symbol.

Ever since then, perfume has been an element that makes one feel good about oneself and others.



## Integrated fragrance delivery system developed by Integra Fragrances

A company that designs olfactory identities for the world's top brands, triggering the most distinctive and emotional branding leverage.

— [integra-fragrances.com](http://integra-fragrances.com)



## Temples

Myrrh and frankincense, already regarded as precious, were the resins most commonly used for burning in braziers, along with charcoal.

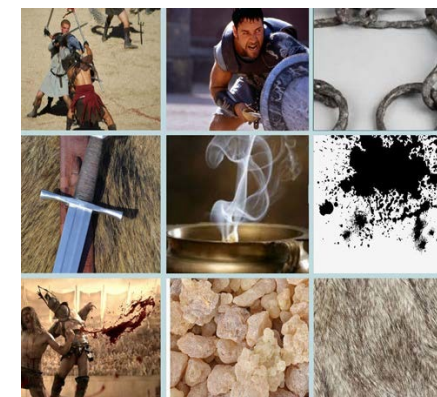
Sacred, prayer, divinity, Fate, spirituality, religion, good luck, braziers, divine fumes.

Raw materials: Frankincense, myrrh, resins, charcoal (smoked woods), guaiac wood, birch wood, vetiver.

## Imperial Forums

Power, decision, discussion, fabrics, togas, gold, jewellery.

Raw materials: Oak moss, patchouli, sandalwood, balsamic amber notes.



## Colosseum

Theatricality, scenography, violence, adrenalin, perspiration, battle, dangerous beasts, slavery, war, fresh blood, fear, terror.

Raw materials: Metallic notes (aldehydes), animal notes (civet, guaiac wood, oud wood, costus, cistus labdanum, oxane, paracresyl acetate), warm spices (cumin).

## Circus Maximus

Theatricality, scenography, violence, adrenalin, perspiration, slavery, fear, terror.

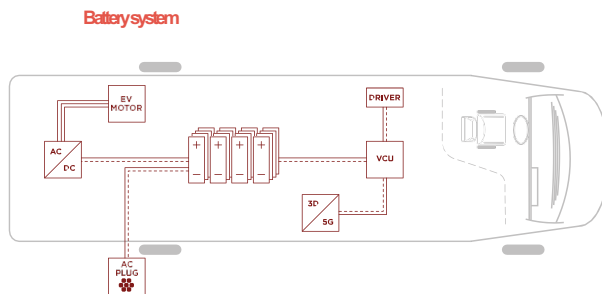
Raw materials: Metallic notes (aldehydes), animal notes (civet, guaiac wood).





## Full electric system

Our VR Bus is fully electric, environmentally friendly and safe. Small in size and silent. With an average speed equal to that of a scooter, it is an icon of the future on a city tour.



## Marketing of the future

The digital world is evolving at an extremely fast pace and if you don't follow it, you will lose.

Welcome to 4E: **Engagement, Experience, Exclusivity** and **Emotion**.

People no longer buy products. They buy experiences and emotions instead. The most successful brands don't offer material products or services, but real experiences and emotions, which is why people buy from them. Our project focuses exactly on these needs of the public. But what are the most efficient marketing tools for the near future?

Among the many, we would like to emphasise augmented reality where "edutainment" multiplies its effectiveness.





# AR PAVILLON

## Second Application

## City: ROME

AR Pavillion was born from the need to make people relive the past or be projected into the future, through virtual reconstructions in the most interesting places.

A digital window, thanks to the transparent monitors, that will allow us to travel back in time, and see wonderful scenarios and fascinating stories from that same perspective.

All immersed in an enveloping sound without headphones or wireless devices.

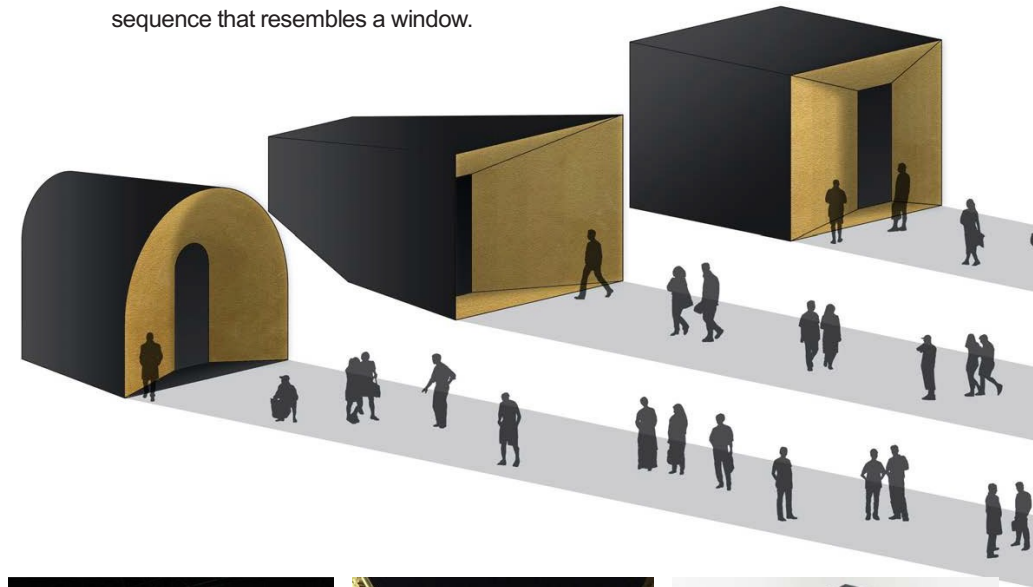
## A virtual window on the world

The proposal of a multimedia installation will take the form of a pavilion with a maximum capacity of 6 people, in the form of classical architecture or a contemporary sculpture.

It may take the form of an arched vault or a viewer framing the portion of the city that will be virtually reconstructed.

Within this perspective-accentuated space the screens are arranged in a sequence

Within this perspective-accentuated space, the screens are arranged in a sequence that resembles a window.





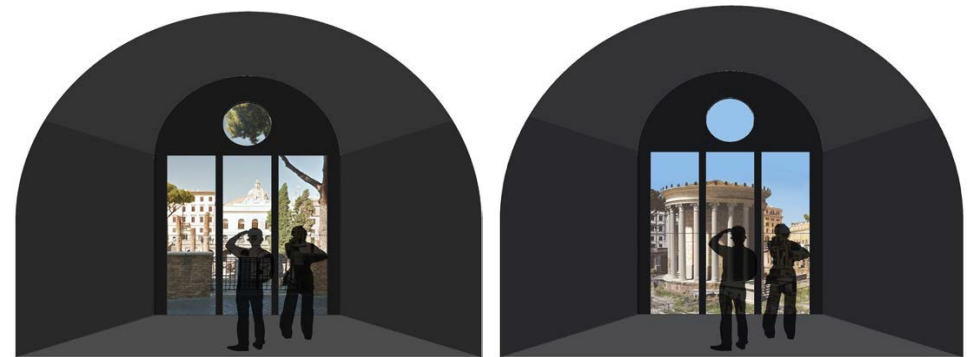
## An easy-to-install system

The pavilion is a light structure consisting of a wooden or metal frame onto which the external panels are fixed - black on the sides, to reduce the visual impact of the volume, and enhance the applied graphics, and painted gold on the entrance façade to highlight the precious character of the intervention.

The entire structure can be assembled on site from aggregate elements that can be transported by truck, and is self-sufficient thanks to the installation of photovoltaic panels.

## The belvedere goes digital

Within this perspective-accentuated space, the screens are arranged vertically, in a sequence that re-proposes a tripartite window on the external landscape, but also the loggias of the buildings overlooking the courtyards and gardens.



Real interior view

Virtual interior view







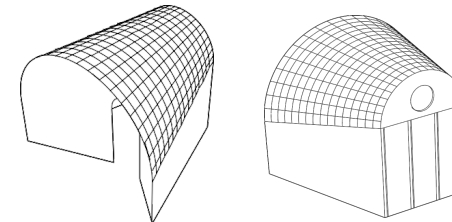
## Designed to be integrated

AR Pavillon is designed to echo the forms of classical architecture for the city or, if placed in an archaeological context, can take on a contemporary form.



## Photovoltaic roof

The photovoltaic roof has a surface area of 23 square metres with high-efficiency thin crystalline silicon modules with a maximum rated power of 4 KW. The thin crystalline silicon modules can also take curved shapes with the appropriate radius of curvature. The net effect is to leave the annual energy production unchanged at 5500 KWh, which is more than sufficient for a Pavillon net energy balance of 0.



# VR EXPERIENCE

## Third Application

## Pilot project: Ferentino

Applications for travelling in augmented and virtual reality through mobile devices, integrating videos and spectacular reconstructions.

## The ability to disseminate science

Ferentino VR is the first project created by Invisible Cities, dedicated to scientific dissemination through storytelling and technology.

Thanks to the many experiences in the documentary sector of the whole team, scientific divulgation is at the heart of this startup, as demonstrated by the realisation of this wonderful journey through the remains of the Roman theatre and market of Ferentino.

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





## Our Team



**Giorgio Capaci**  
*Ceo*

Art Director for Alberto and Piero Angela.  
Founder of Creativeroom.

*Digital visualeffects in science dissemination.*



**Ernesto Faraco**  
*President*

Ceo for Arsenale23 Srl.  
*Communication, tv, web tv, promotion, production.*



**Davide Rota**  
*Board Member*  
CEO for Linkem SpA



**Daniel Righi**  
*Board Member*

Chief Innovation & Business Development for Linkem SpA



**Antonio Pelosi**  
*Marketing Strategy*

Founder of Albergo Etico Roma

*Business Strategy, Business Planning, Startups.*

## Our Team



**Lorenzo Raffi**  
*Lead Developer*

CEO for EdgeLab  
*XR experience design and digital products.*



**Augusto Angeletti**  
*CTO*

CTO for EdgeLab  
*Developer of immersive and interactive applications.*



**Giorgio Lattavo**  
*Lead 3D Artist*

VFX 3D Artist  
*Architectural modeling and rendering, specializing in archaeological reconstruction.*



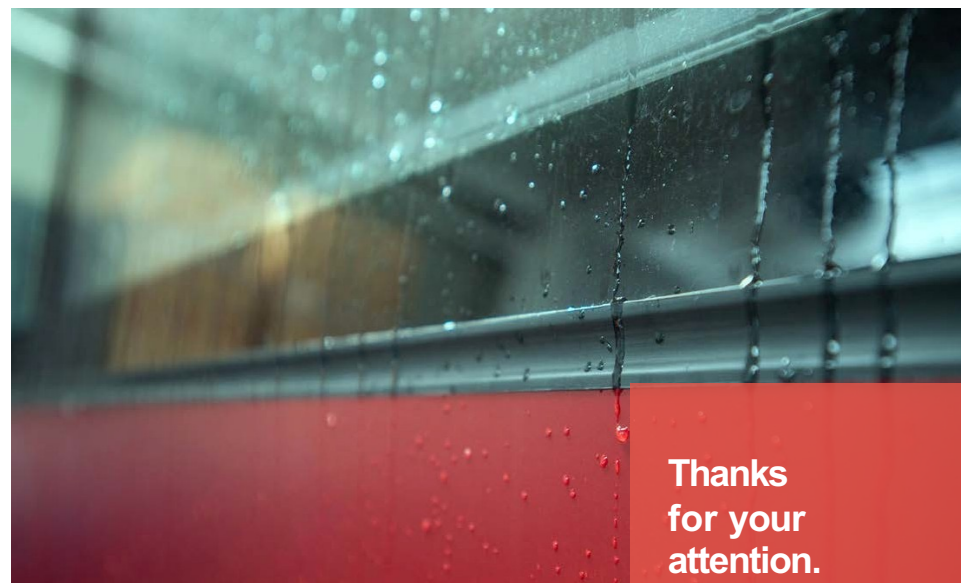
**Simone Passacantilli**  
*Lead VFX*

VFX - 3D Generalist  
*Color Correction and Visual Effects, specialized in Video Mapping in Museums.*

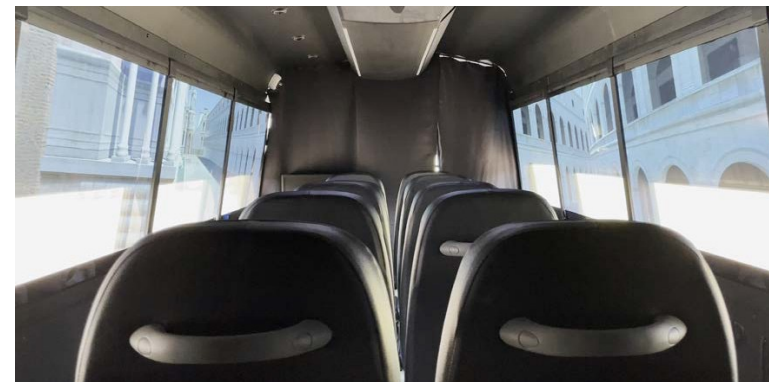


**The strength of the team is in each individual member. The strength of each member is the team.**

- Phil Jackson



**Thanks  
for your  
attention.**





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[www.invisiblecities.it](http://www.invisiblecities.it)