INVISIBLE CITIES

VR Experience Solution

IMAGINE

of being able to visit vanished worlds of the past, relive the present and explore the infinite scenarios of the future

to be able to make this journey with your family or friends

to experience these fantastic worlds, sitting in an armchair or in a moving vehicle

to have the perfect tool to navigate the metaverse and the smart cities of the future

INVISIBLE CITIES

EXECUTIVE SUMMARY

ROMA IMPERIALE VR BUS

The «Roma Imperiale – Virtual Reality Bus» has been launched on June, 23 2022 in partnership with Sovrintendenza Capitolina Beni Culturali, to enhance the value of the Artistic Cultural Heritage.

MARKETING PLAN

Video Promo

VIRTUAL EXHIBITION

10 tours a day, 7 days a week

In 2 months, 5.000 visitors with 85% of occupancy.

60% of visitor are local citizens

EXECUTIVE SUMMARY

RATING

★★★★½

Google, TripAdvisor, Invisible Cities App

ROMA

SOVRINTENDENZA CAPITOLINA
AI BENI CULTURALI

IMMERSIVE EXPERIENCE

The individual VR experience is transformed into a collective experience, on the move and on a large scale. A unique, innovative and immersive experience in the heart of ancient Rome. MOV-X and VR BUS revolutionize the way we experience history and create an innovative and highly emotional storytelling.

EXECUTIVE SUMMARY

FULL Electric Vehicle, with 12 seats.

Inside the bus, you can fully enjoy the 3D reconstructions, thanks to the 8K resolution generated by the 8 transparent OLEDS and a 4.1 digital audio system that envelops the entire passenger compartment.

The Mov-X patented system translate real movements in to the Virtual Environment.

An automatic system releases 4 different fragrances, developed to evoke the historical identity of the places visited during the experience.

PRESS REVIEW

EXECUTIVE SUMMARY

PRESS

Repubblica ANSA Il Corriere della Città ALTO ADIGE Il Tabloid Italia 24 La Voce del Lazio LULOP Mondo Mobile Web Zetema Tiscali -GAME SURF Avanti Cinitalia Key4Biz Arte Magazine Ignazio Marino

TV

RADIO

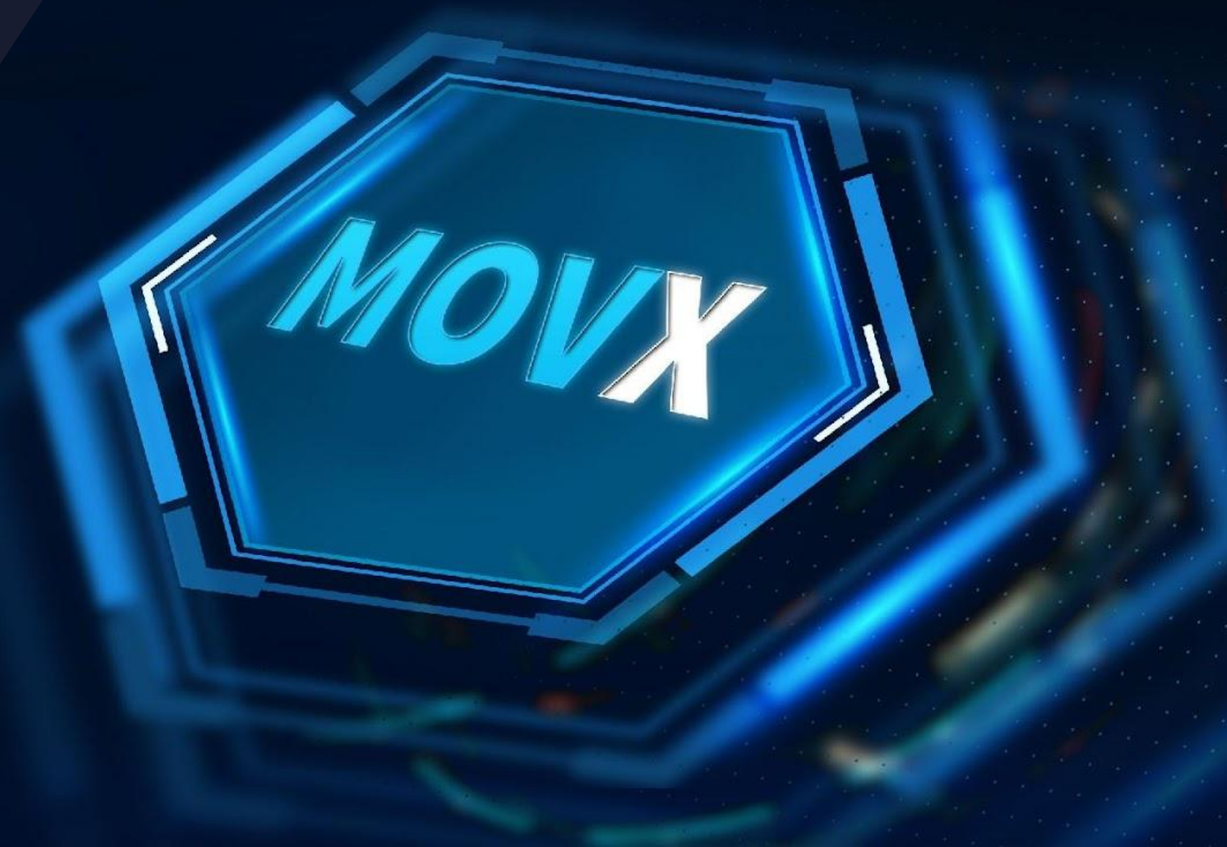
SOCIAL

MOV-X

MOV-X Movement Extended Reality is an innovative system capable of revolutionizing the standards for Virtual Reality experiences.

EXECUTIVE SUMMARY

MOV-X is designed so transfer each vehicle’s movement to an identical movement in the virtual environment.
At the heart of the system is the original patent that allows, during the movement of a vehicle, to explore and interact with any virtual environment reconstructed on a geographical area of interest.



UNIQUE PATENT

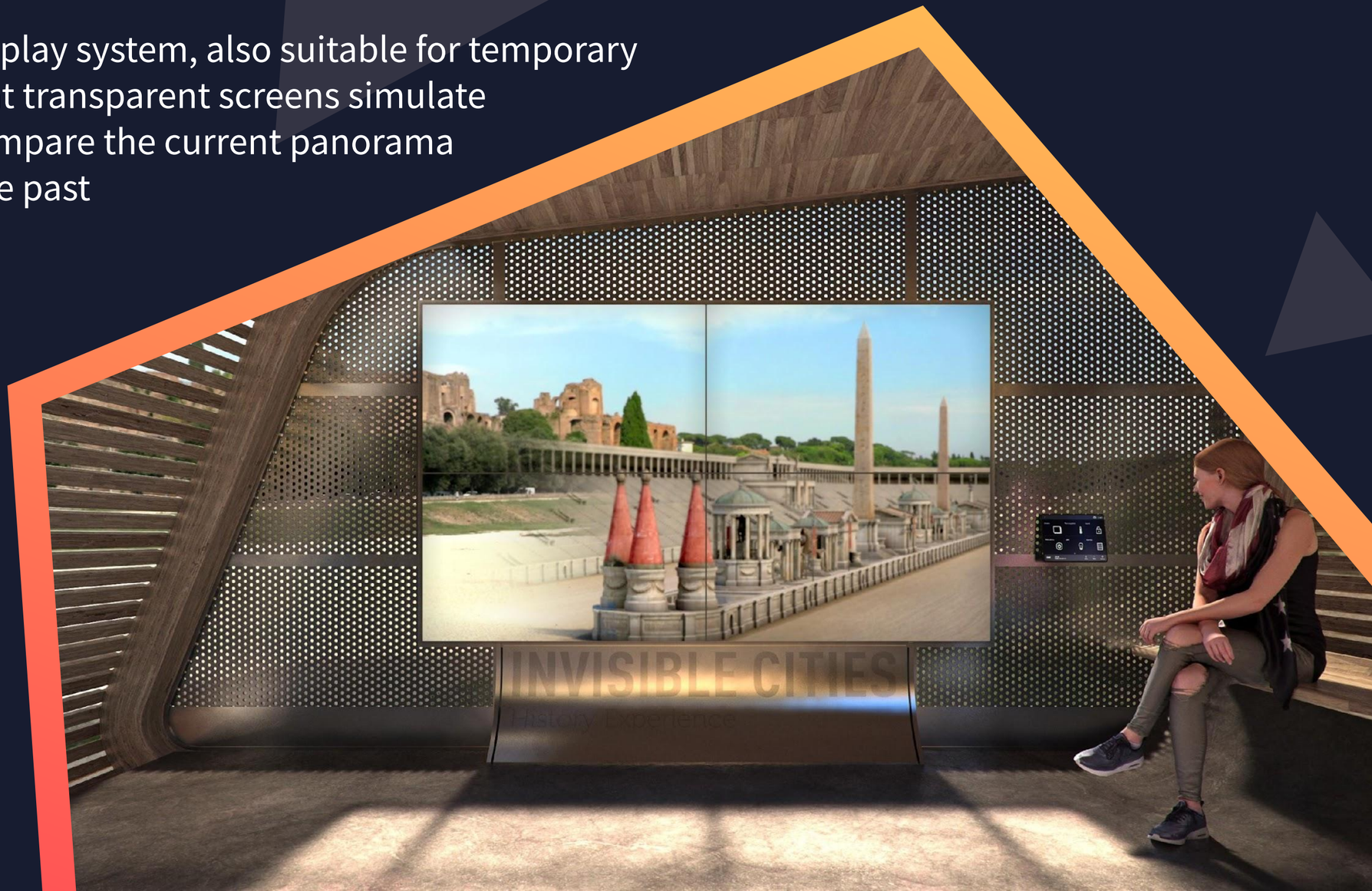
Patent No. 102021000007463
SYSTEM CONFIGURED TO SELECT A PORTION OF A VIRTUAL SCENARIO DURING THE MOVEMENT OF A VEHICLE WITHIN A GEOGRAPHICAL AREA OF INTEREST.

EXECUTIVE SUMMARY

Our central computing unit is able to process the movements and rotations of the vehicle, generating a stream of aggregated data that can be interpreted by all major development software and even the most popular graphics engines (Unity3D and Unreal Engine). The system also supports the integration of further peripheral devices such as perfume dispensers or customised devices such as electric curtains, sensors and cameras. Finally, the output can be configured on any display device: virtual or mixed reality headset, OLED display, touchscreen, projectors or holographic systems, making each immersive experience unique.

AR PAVILLION

The AR Pavillion is a static display system, also suitable for temporary installations. Designed so that transparent screens simulate a window, it allows you to compare the current panorama with 3D reconstructions of the past or even the future.



AR PAVILLION

A pavilion that hosts 6 persons max, designed according to the classic architectural lines.
Inside the AR Pavillion the screens are positioned to create a window.

8K resolution generated by 4 transparent OLEDS screens.
Immersive audio without headphones or wireless devices.
The system is easily assembled and self-sufficient thanks to the photovoltaic panels.

EXECUTIVE SUMMARY

THE SYSTEM

Our solution is composed by 3 different elements that can be combined in different ways to create the perfect experience.

Mov-X

All the software and Hardware elements to run the Mov-x Patent

SYSTEM INTEGRATION - GEOLOCALIZATION SYNCHRONIZATION - AUTOMATISMS

Media-X

The system you choose for the visualization

TRANSPARENT SCREENS - OLED - OCULUS - PROJECTOR

Tour-X

All the elements that define the experience,

3D RECONSTRUCTIONS - MUSIC - VOICES - FRAGRANCES - ACCESSORY

VR AND AR MARKET– SMALL BUT GROWING FAST

MARKET ANALYSIS

$ 11,5 Billions

2019

According to the last ***Goldman Sachs Research report***, the VR and AR market has registered a value of **11,56 billions** in 2019

$ 80 Billions

2025

Goldman Sachs Research foresees that it will reach 80 billions in 2025

$ 1500 Billions

2030

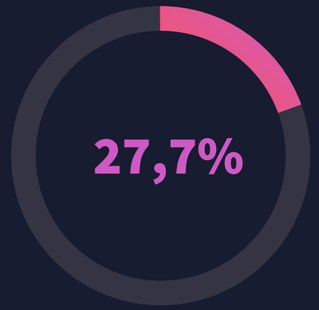
According to Pricewaterhouse Cooper it will reach **1.500 billion dollars and 23,3 million of jobs in** 2030

VR/AR MARKET SHARES

China and USA are the leader of the market

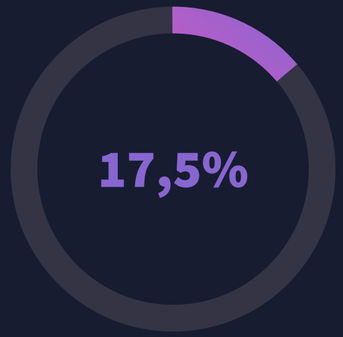
China

In 2020 China spent more than **5,8 billion dollars**



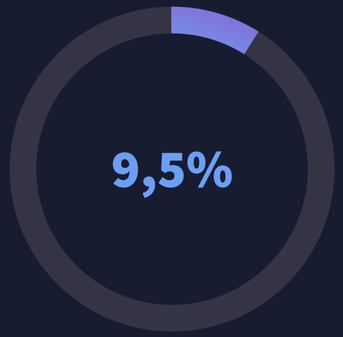
USA

5,1 billion dollar



Europe

3,3 billion dollar



Japan

1,8 billion dollar

MARKET ANALYSIS

The market is controlled by the big technology Company: Sony, Samsung, Google, Microsoft, HTC, Meta Platforms con Oculus.
Apple is about to launch their headset in 2022.

SAMSUNG Google Meta Microsoft SONY

MARKET SECTORS

Invisible Cities' solutions are the perfect instruments for all the companies who want to offer to their customers an immersive experience, exploiting the potentiality of Virtual Reality.

Mov-X is the only patent that allows to live a VR Experience on a moving vehicle without any headset. This create a partnership opportunity with all the companies operating in the Virtual Reality Market.

MARKET ANALYSIS

Educational & Tourism

- CITIES
- ARCHEOLOGICAL PARKS

Entertainment

- TV ON DEMAND
- AMUSEMENT PARKS

Transport

- BUS
- SHEEPS
- TRAINS

Information Technology

- GAMING
- VIRTUAL REALITY
- AUGMENTED REALITY

Buildings

- REAL ESTATE

The Metaverse will change the global economy market, Invisible Cities' Solutions are ready for it.

TEAM

ERNESTO FARACO
PRESIDENT *Founder*

- **CEO** Arsenale23 srl
- **Executive Producer** Axis Associati
- **Producer** Rai Trade
- **Expert Consultant** Consultel
- **Marketing Director** A.G.I. Spa

GIORGIO CAPACI
CEO *Founder*

- **Art Director** Rai S.p.A.
- **Founder and manager** Creativeroom

DAVIDE ROTA
MANAGER *Founder*

- **CEO** Tiscali S.p.A.
- **Sales and Marketing** procter and gamble

ANNALISA ORLANDO
CMO

- **CMO** Live Protection srl
- **CRM** Linkem S.p.A.
- **Sales** Linkem S.p.A.

DANIELE RIGHI
MANAGER

- **Chief Innovation & Business Development** – LinkemLAB
- **Board Member** 3PItalia
- **Board Member** idroplan
- **Smart Cities Network Manager** Invitalia

AUGUSTO ANGELETTI
CTO *Founder*

- **CTO** Edge Lab Srls
- **Stack Developer** dindarò
- **Creator** Magic Leap
- **Lead Software Developer** Pathflow

ANTONIO PELOSI
BUSINESS DEVELOPMENT

- **Founder & CEO** Albergo Etico Roma
- **Co-Founder & CMO** Hotel Project
- **Consiglio Direttivo** Federalberghi Roma

MASSIMO SPAGGIARI
ACCOUNT

- **CEO** GSNET Ricerca e Sviluppo in Realtà Aumentata
- **Presidente** Categoria Informatica
- **WARD** Associazione Mondiale per la ricerca e lo Sviluppo

LORENZO RAFFI
XR DEVELOPER *Founder*

- **CEO** EDGE LAB Srls
- **Epic Games Authorized Istructor**
- **Docente Sistemi Interattivi** IED Istituto Europeo di Design
- **Creator** Magic Leap
- **Docente Animazione Digitale e VFX** Accademia delle Bell Arti di Roma

GIORGIO LATTAVO
LEAD 3D ARTIST *Founder*

- **Lead 3D Artist** Arsenale23 srl
- **Lead 3D Artist** Sartogo Architetti
- **Lead 3D Artist** Gruppo Bonifaci S.p.A.
- **Technical Expert** ADTI Airports Ltd
- **Lead 3D Artist** De Francis Design NY

SIMONE PASSACANTILLI
VFX ARTIST *Founder*

- **VFX Supervisor** Arsenale23 srl
- **VFX** Ultimo Piano

COMPANY PRESENTATION

TEAM EXPERIENCES

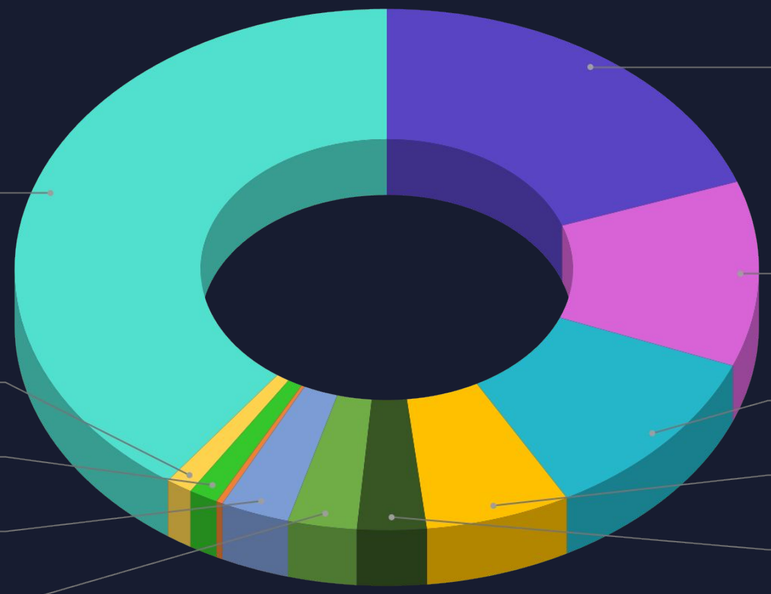
Rai	Arsenale	EDGE	linkem	GSNET ITALIA	Hotel Project
GIORGIO CAPACI	ERNESTO FARACO GIORGIO LATTAVO SIMONE PASSACANTILLI	AUGUSTO LATINI LORENZO RAFFI	DAVIDE ROTA ANNALISA ORLANDO DANIELE RIGHI	MASSIMO SPAGGIARI	ANTONIO PELOSI

Invisible Cities Srl

INNOVATIVE STARTUP

Headquarter address	Ferentino (FR) Strada Provinciale ASI 1 n.28 03013
VAT number	15933761007
PEC	invisiblecities@pec.it
Rea number	FR - 303409
Constitution	19/11/2020
Start Up	22/07/2021
Capital	440.432,00€
Members	10
Administrators	5

COMPOSITION OF THE COMPANY



COMPANY PRESENTATION

registroimprese.it
I dati ufficiali delle Camere di Commercio

MAKING THE INVISIBLE VISIBLE

Mission

Developing Virtual Reality solutions to create unique immersive experiences

Business Objective

Entry into the VR market thanks to the realisation of innovative products

Target

Tourism, Entertainment and Technology

Budget for go to market

Capital raised 900k
Requested for Industrialization and development
3 Ml

Market Launch

BUSINESS MODEL

OWNED VR BUSES

Implement more VR Bus directly managed in Rome or other Italian cities

INTERNATIONAL LICENSES

Acquire licenses in foreign countries to develop VR Buses in touristic areas/cities

PARTNERSHIP

Develop partnerships with local companies to implement and manage the VR Buses

METAVERSE-READY

The development of the tourism business lays the foundations for the creation of a portfolio of digital products. Furthermore, Mov-x is the unique system in the world that allows you to navigate the Metaverse on a moving vehicle and explore the virtual space.

OPERATIONAL PLAN

ROAD MAP

2021

Mov-X Research & Development
Mov-X Patent Deposit
VrBus Research & Development
VrBus Prototype

I Sem 2022

Testing Mov-X on VrBus
VrBus Launch in Rome

II Sem 2022

Capital Increase
Roma Imperiale VR Bus – Operations and Analysis
VrBus Advertising Campaign

I Sem 2023

Mov-X Industrialization
Developing Mox-X on differentiated systems
ArPavillion research & development

II Sem 2023

International launch of Mov-X
Developing VrBus edge computing
ArPavillion Prototype
ArPavillion Commercial Launch

2024

FOCUS ON SALES

MARKETING PLAN

The “Roma Imperiale VR Bus” will be the first marketing instrument to show all the potentiality of the Mov-X System. Marketing Activities will be focused on the Roma Imperiale VR Bus to create brand awareness and support the revenues.

Advertising will focus on Brand Identity and Awareness, to to spread the knowledge of ***Mov-x****.*

THANKS!

HEADQUARTER

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