





# VIRTUAL REALITY VS INNOVATION

## /ABOUT US

The first and only entity to have developed a unique virtual reality experience on a global scale.

## /IC TEAM

A leading team in technological innovation, with strong skills in scientific communication and 3D modeling, combining experience and passion to bring revolutionary projects to life.

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# A NEW VR EXPERIENCE

## /DYNAMIC

The possibility to experience collective VR onboard any existing vehicle.

## /LARGE-SCALE

Large-scale immersive 3D scenarios in real-time, navigable over wide areas such as entire city districts or natural parks.

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# SYSTEM ARCHITECTURE

A Hardware and Software system that perfectly synchronizes any type of movement, sway, and vibration of a vehicle in the real world. These data are processed in real-time, faithfully reproducing the movement in a 3D virtual environment. The system is developed in three parts: the patent, the visualization system, and the tour content.

## MOV-X

### PATENT

- // System Integration
- // Vehicle Localization
- // Real-Time Movement Data
- // Georeferenced Automations
- // Real-Time 3D Graphics

## MEDIA-X

### VISUALIZATION

- // Transparent OLED Screens
- // LED Screens
- // VR Headsets
- // Projectors

## TOUR-X

### CONTENTS

- // 1:1 Scale 3D Reconstructions
- // Immersive Scenarios
- // Music and Voice Overs
- // Fragrance System
- // Remote Tour Management App



# HOW MOV-X WORKS

## HARDWARE

CPU and GPU  
5G Modem and Router

## SENSORS

GPS  
Gyroscope  
Accelerometer  
Speedometer  
Magnetometer

## STORAGE

Local Storage e Cloud  
Streaming

## DIGITAL CONTENTS

Software  
3D Scenarios on Real-Time Engine  
Video and Multimedia Content  
Music and Sound Effects

## METAVEVERSE

Synchronizes the real-world experience  
in the virtual world

Mov-X

## PATENT

European Patent  
N. 102021000007463

## OUTPUT DEVICES

Oculus  
OLED and LED Monitors  
Projectors  
Fragrance System  
Audio System  
iOS and Android Smartphones

## VEHICLES

Buses  
Trains and Subways  
Boats  
Cars  
Airplanes

## APPLICATIONS

Cultural Heritage  
Entertainment  
Advertising ed Eventi  
Real Estate



# EXPERIENCE: TECHNOLOGY, RESEARCH, AND ART



The VR BUS was the first application of MOV-X, technology applied to the enhancement of cultural heritage.

// MOV-X: Real-time 3D navigation scenario

// Automated tablet-driven experience

// FULL ELECTRIC vehicle

// 12 passengers + wheelchair

// 8K resolution on 8 transparent OLEDs

// 4.1 digital audio system

// Automatic diffusion of fragrances

// Geolocalized emotional narrative

// 3D Reconstruction Certificate



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# THE VENETIAN VILLAS VR BOAT

COMING FROM NOVEMBER 2024

5G, AI and Edge computing generate a real-time video memory of the experience

3D reconstructions of ancient Venetian villas, with special contents and detailed insights

Movement synchronization thanks to MOV-X

On board a boat along the banks of the Brenta





# PRESS

## PRESS

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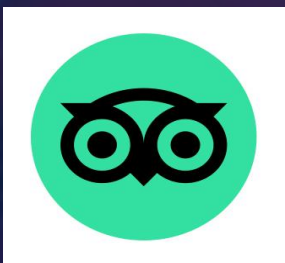
## TV



## RADIO



## SOCIAL





# TEAM INVISIBLE CITIES



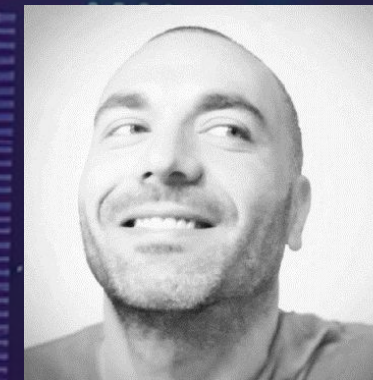
**GIORGIO CAPACI**  
CEO



**LORENZO RAFFI**  
CCO



**AUGUSTO ANGELETTI**  
CTO



**GIORGIO LATTAVO**  
CDO



