INVISIBLE CITIES

VR Experience Solution

Giorgio Capaci
CEO

VR EXPERIENCE LIMITING FACTORS

STATIC

Need to remain stationary on a chair or possibility of walking only a few steps at most.

LIMITED AREA

Restricted to a specific, limited spot

FOUNDERS

GIORGIO CAPACI

CEO & Creative Director

ERNESTO FARACO

Project Manager

LORENZO RAFFI

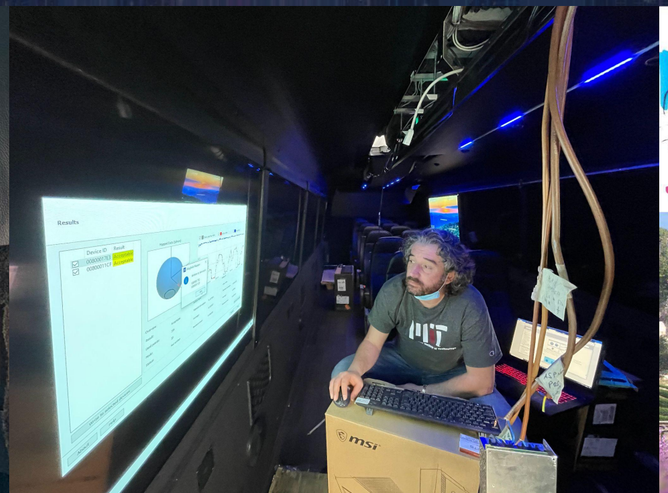
VR Supervisor

AUGUSTO ANGELETTI

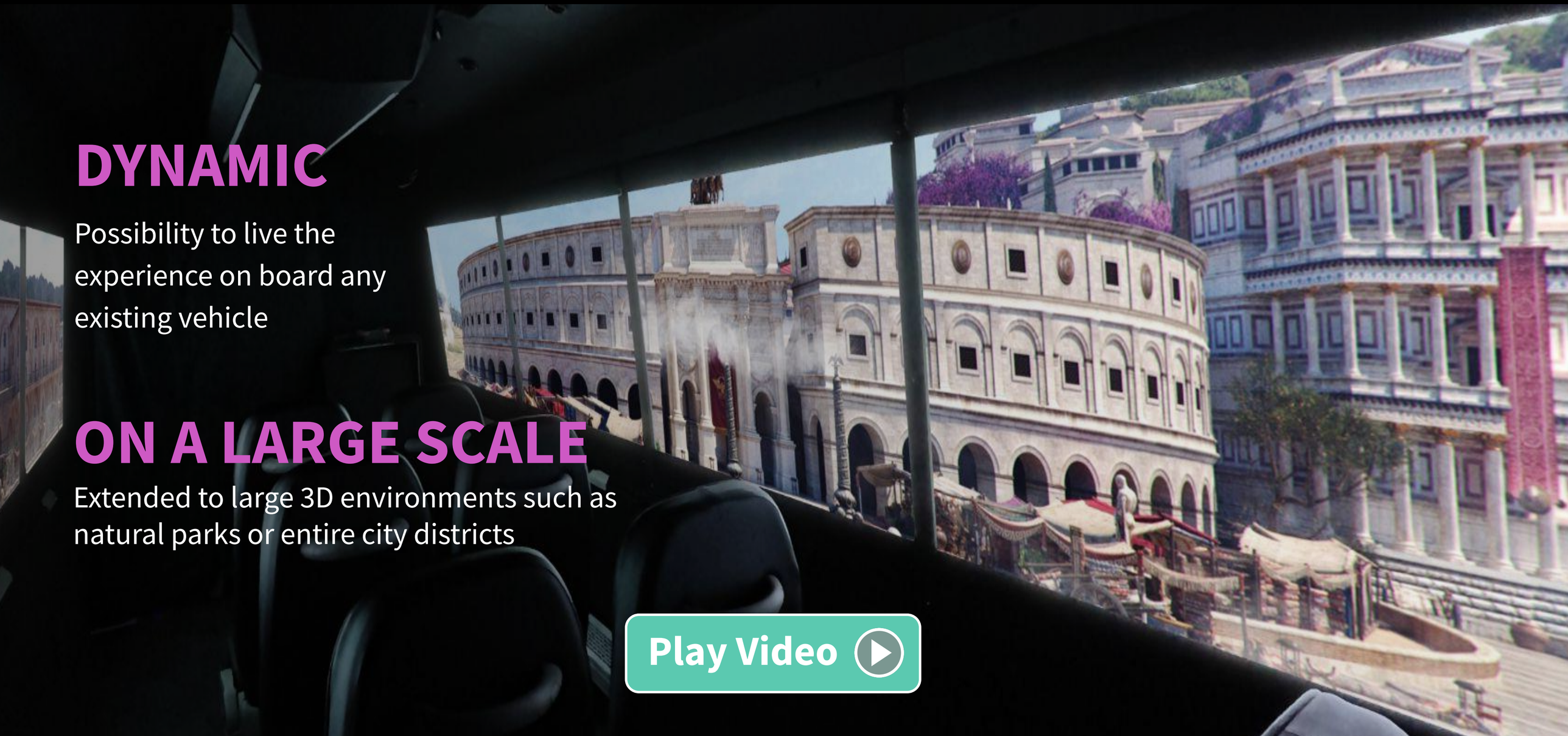
Software Developer

GIORGIO LATTAVO

Lead 3D Artist



A NEW VR EXPERIENCE



DYNAMIC

Possibility to live the experience on board any existing vehicle

ON A LARGE SCALE

Extended to large 3D environments such as natural parks or entire city districts

Play Video

VR SYSTEM ARCHITECTURE

Mov-X

PATENTED
SOFTWARE

SYSTEM INTEGRATION - GEOLOCALIZATION
SYNCHRONIZATION - AUTOMATISMS

Media-X

VISUALIZATION

TRANSPARENT SCREENS - OLED
OCULUS - PROJECTOR

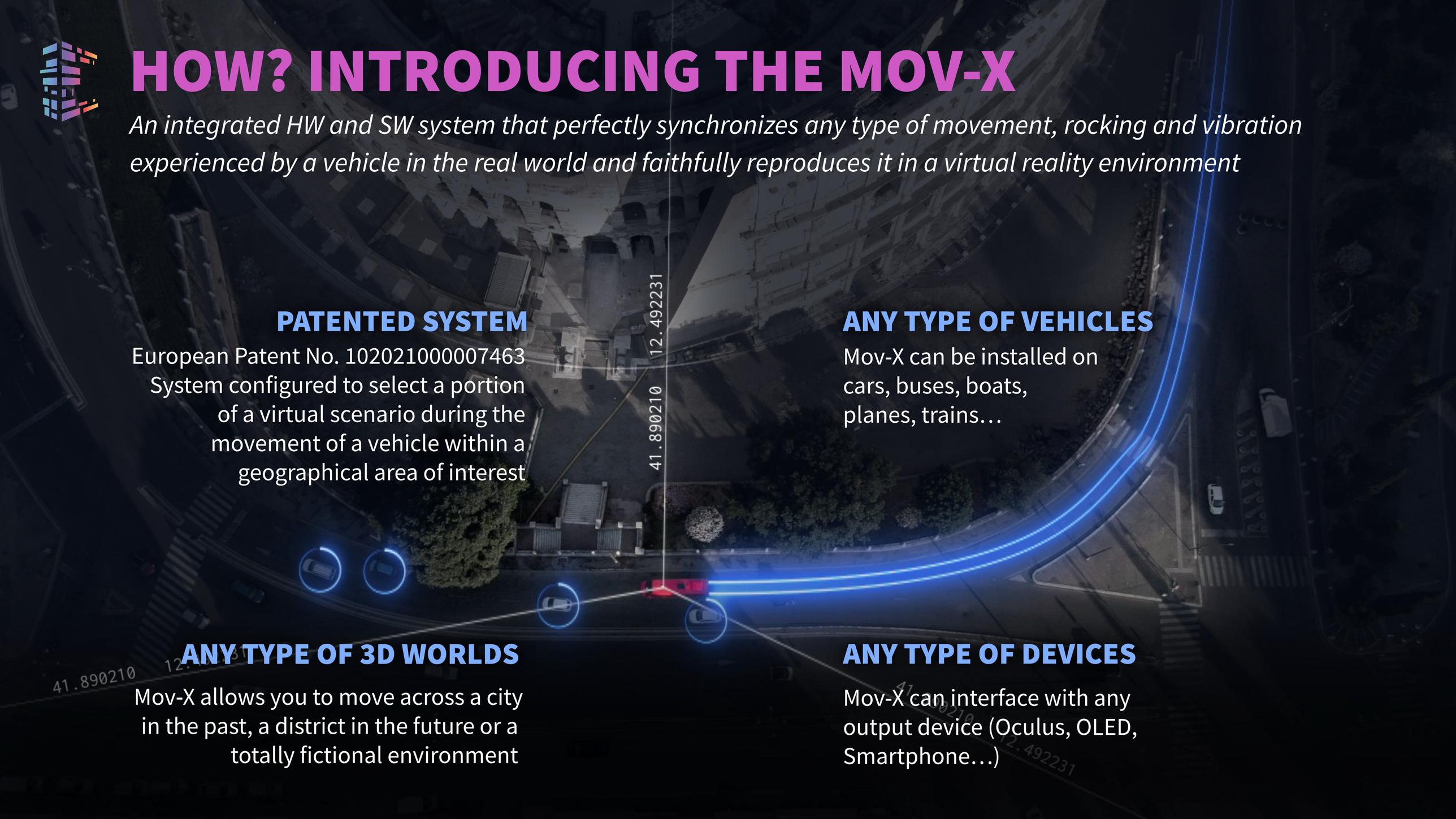
Tour-X

CONTENT

3D RECONSTRUCTIONS - MUSIC
VOICES - FRAGRANCES - ACCESSORY

HOW? INTRODUCING THE MOV-X

An integrated HW and SW system that perfectly synchronizes any type of movement, rocking and vibration experienced by a vehicle in the real world and faithfully reproduces it in a virtual reality environment



PATENTED SYSTEM

European 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

ANY TYPE OF VEHICLES

Mov-X can be installed on cars, buses, boats, planes, trains…

ANY TYPE OF 3D WORLDS

Mov-X allows you to move across a city in the past, a district in the future or a totally fictional environment

ANY TYPE OF DEVICES

Mov-X can interface with any output device (Oculus, OLED, Smartphone…)

HOW IT WORKS - METAVERSE READY

HARDWARE

CPU
Modem 5G
Router
GPU

MOTION SENSORS

Gps
Gyroscope
Accelerometer
Velocimeter
Magnetometer

STORAGE CONTENTS

Local Storage
Cloud
Streaming

DIGITAL CONTENTS

Software
3D Environment
Video
Sound

METAVERSE

Synchronize the real experience in the virtual world

Mov-X

PATENT

OUTPUT DEVICES

Oculus
Transparent Oled
Monitor Oled
Projector
Fragrance
Audio System
Interior Light

VEHICLES

Bus
Train
Metro
Ship
Car
Airplane

APPLICATIONS

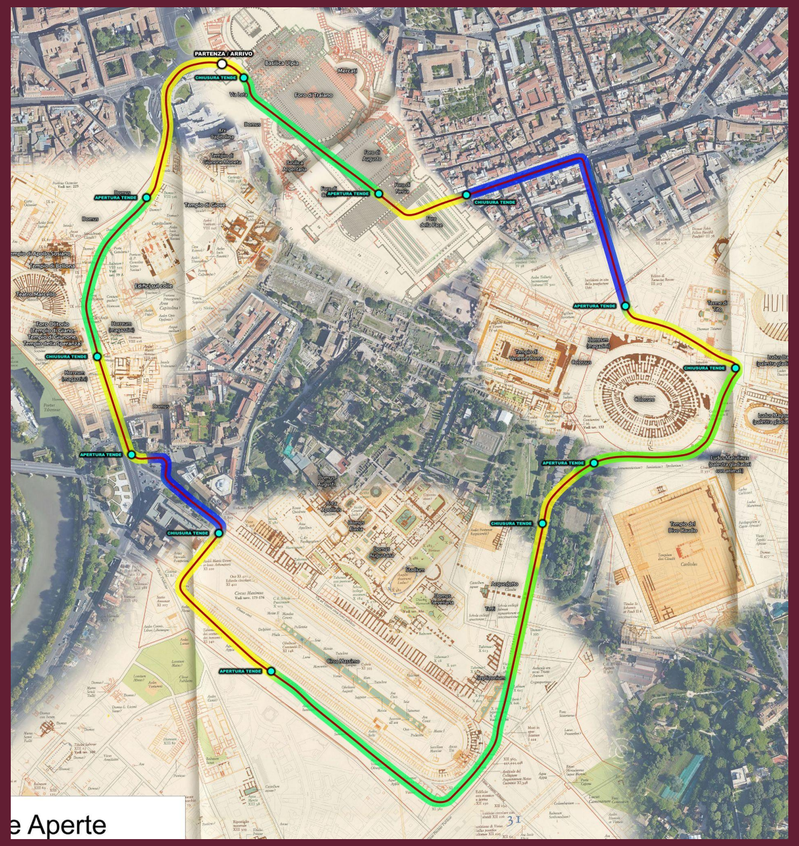
Entertainment
Scientific Disclosure
Advertising
Real Estate
Events

THE ROMA IMPERIALE VR BUS

- FULL Electric Vehicle
- 12 passengers + wheelchair
- 8K resolution on 8 transparent OLEDS
- 4.1 digital audio system
- Automatic Fragrance Diffusion
- Emotional Storytelling
- Certified 3D Reconstructions

CERTIFIED 3D RECONSTRUCTIONS

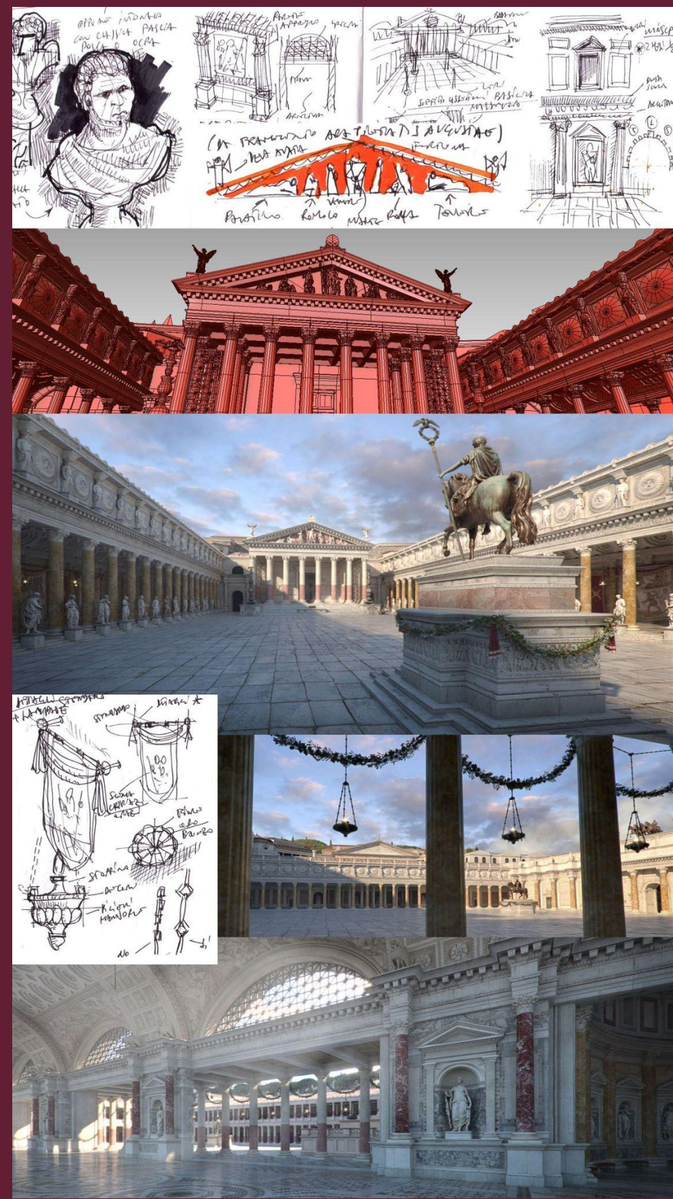
ROMA



IMMERSIVE EXPERIENCE THAT COMBINES TECHNOLOGY, RESEARCH AND ART.

The VR Bus is a moving museum along a breathtaking route in the Eternal City, which winds its way in about 30 minutes between the Fori Imperiali, the Colosseum, the Palatine Hill and the Circomassimo and Teatro Marcello.

The VR Bus moves among the current archaeological ruins of ancient Rome and let you discover how they were 2000 years ago: physically traveling inside the splendid 3D reconstructions created by the best visual effects specialists in Italy with the supervision and certification of the archaeologists of the Sovrintendenza Capitolina ai Beni Culturali.



SOVRINTENDENZA CAPITOLINA
AI BENI CULTURALI

FRAGRANCES OF ANCIENT ROME

The Ancient Romans burned essences as a sacrifice to the gods, loved to perfume themselves three times a day and saw in perfume a symbol of good luck.

An integrated fragrance emission system developed by Integra Fragrances distributes 4 different fragrances, also approved by archaeologists, to recreate the identity of the places visited:

Fori Imperiali
Oak moss, patchouli, sandalwood, balsamic amber notes

Colosseum
Metallic notes, animal notes, warm spices (cumin).

Circomassimo
Metallic notes (aldehydes), animal notes, guaiac wood.

Temples
Myrrh and incense, resins, charcoal (smoky woods), birch wood, vetyver.

ROMA IMPERIALE VR BUS

OPERATING	**since july 2022**
PASSENGERS	**25K**
OCCUPANCY	**70%**

RATING

★★★★½

Google - TripAdvisor

ROMA SOVRINTENDENZA CAPITOLINA AI BENI CULTURALI

PRESS REVIEW

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

BUSINESS MODEL

Mov-X

PATENTED SOFTWARE
INTEGRATED HARDWARE

- User License recurring fee
- Development Consultancy
- Maintenance and assistance

Tour-X

TAYLOR-MADE CONTENT

Only Right of Use

- Storytelling
- 3D Reconstructions
- Music & Speakers
- Fragrances
- Other Digital Contents

Media-X

- Display and output devices reselling and set-up

Managed VR Bus

- Tickets
- Sponsorship
- Ancillary products

INVISIBLE CITIES

VR Experience Solution

CONTACTS

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