



We bring passion to where the community is.



Extended Reality (XR)

Augmented
Reality (AR)

Mixed
Reality (MR)

Virtual
Reality (VR)



AR: Smart Glasses



AR: Mobile App



VR: Head-Mounted-Display



VR: Mobile-based HMD



AR: Head-Mounted-Display



MR: Head-Mounted-Display

Excursion: XR, AR, MR, VR - What is reality?



Brand Experience Channels



Analog.

Carrier Media, TV/Radio, MICE.



Digital.

Social Media, Streaming, Blogs.

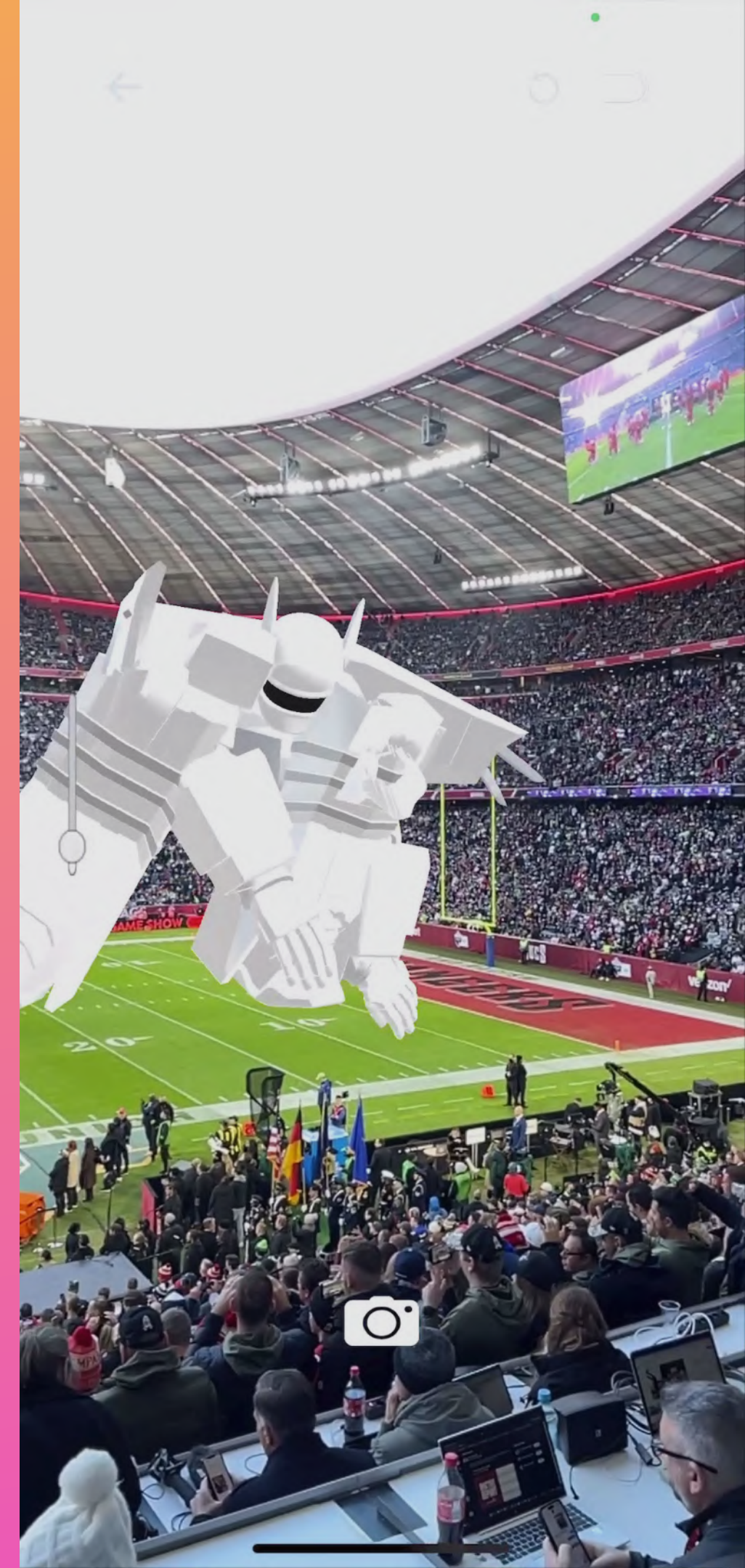


Phygital.

VZNZ.



We are building the future of real-life brand engagement.
Passion driven, tech enabled.





Augmented Reality



Non-Fungible Token

Geopositioning

We combine MR, Web3 and Smart Data to create unseen event experiences and innovative brand stories.

By leveraging these technologies we increase engagement, interaction and immersion for brand storytelling of the the future.



Stuttgart Carlito Exhibition

London Fashion Week



NFL Munich

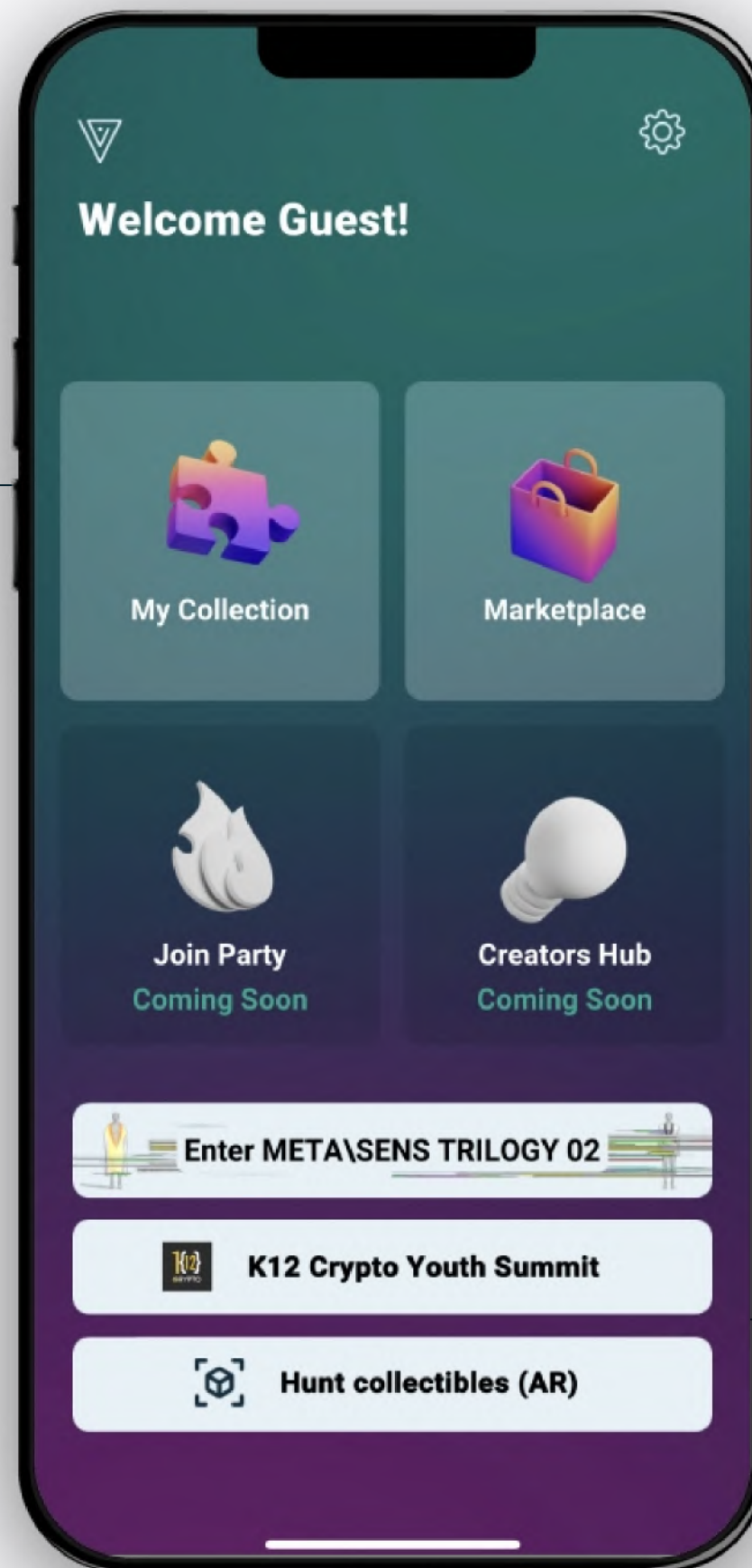
Web3 Meetup Zurich

w3.hub intro Berlin

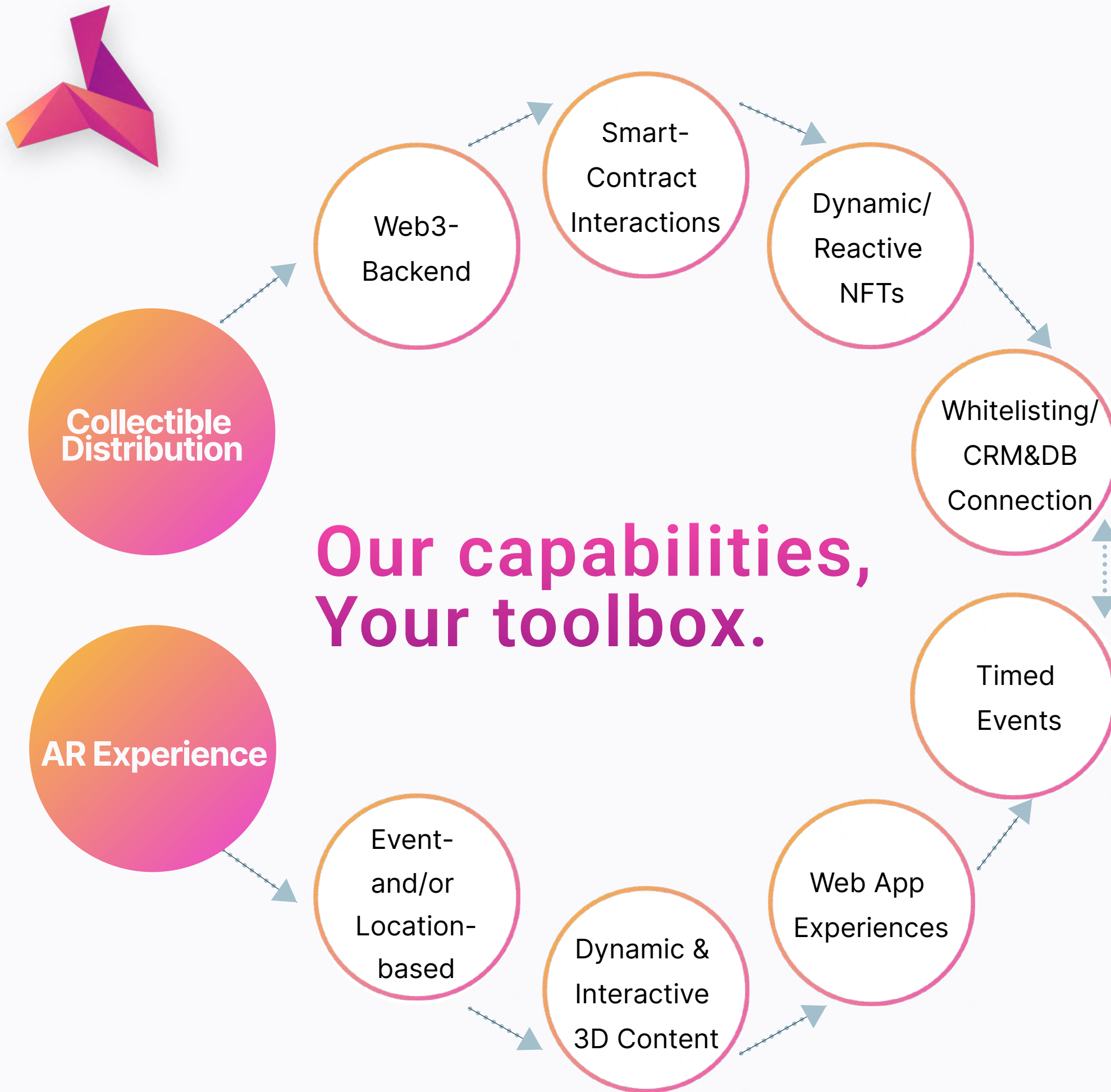


Your Collectibles,
your experience

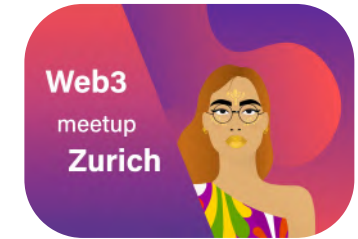
PRODUCT BASIS:
The VZNZ Alpha



Here's where the magic
happens and experience starts



Our Collabs





Anywhere, Anytime.

Globalized, Gamified and Decentralized.
Brand communication moves from linear
and informative to biliteral and engaging.





WHY NOW?

AR, Geomarketing & Blockchain are conquering the world of brand engagement.

63%

of shoppers say that AR improves their experience despite early tech maturity.

1.1B

user devices are expected to be AR-compatible by 2022 while the AR-glasses distribution ups to 30M in 2023.

69%

of viewers took some sort of action after seeing a digital street level ad.

71%

of PokemonGo players have visited a business because of in-game content placed near the location.

51%

of all PokemonGo players have visited a business due to in-game content and half of them stayed for longer than 30 min.

89%

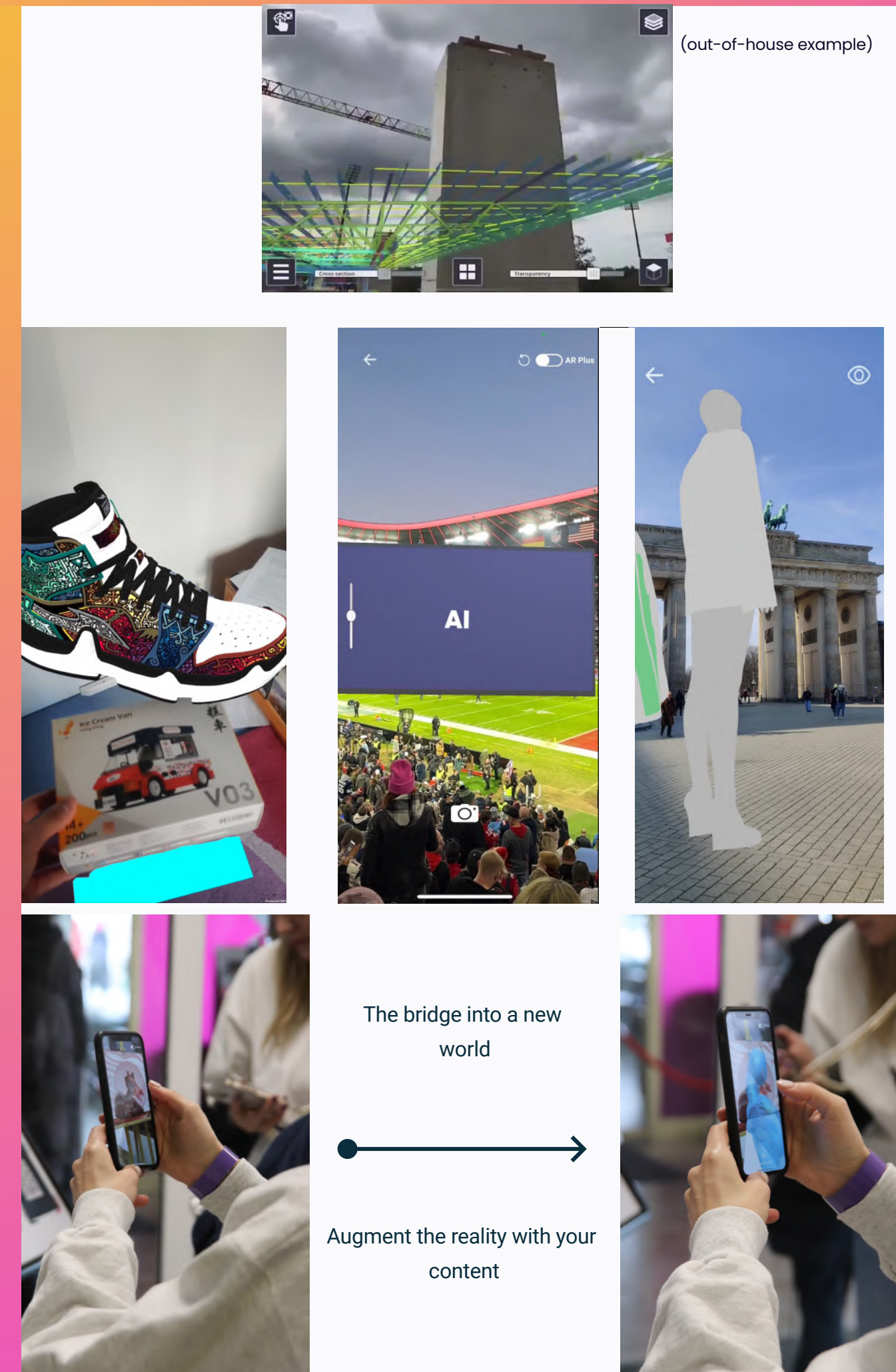
of increased sales can be noted by leveraging location-based marketing and geotargeting.

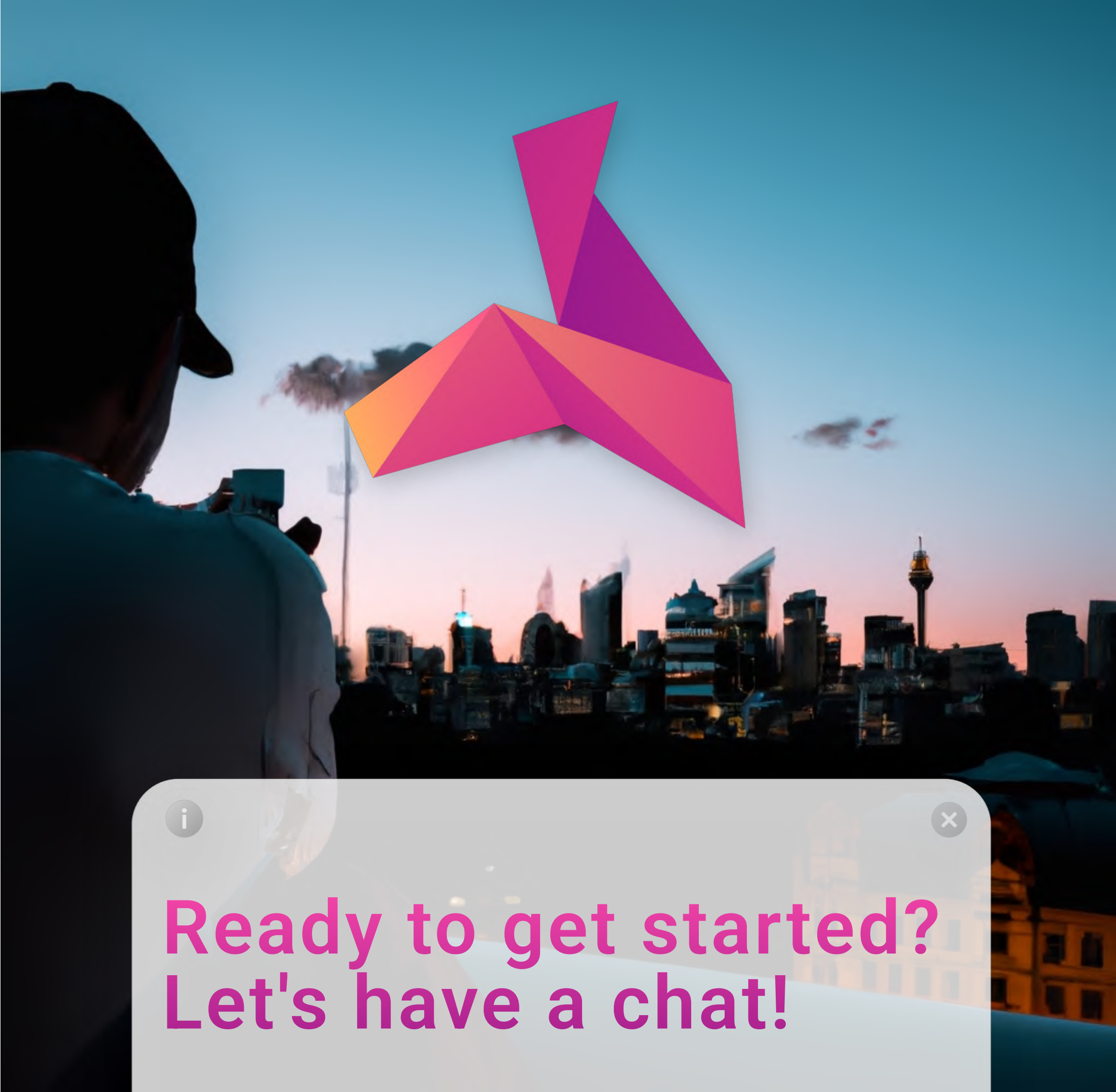


AR Venue Enhancement & Web3-Coop Opportunities

We bring multiple second layer benefits:

- Infotainment meets Next Gen DooH
- Exhibition Enhancements
- Site Augmentation
- Virtual Vending Machines
- Blockchain Leveraging Content
- AR Catalogues





Nico Owsianowski

Co-Founder of aurar
nro@aurar.vision
+49 151 54314243

**Ready to get started?
Let's have a chat!**