

LUCIDWEB

Flame

23rd September 2020

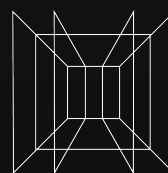


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 LUCIDWEB



WEBVR

VIRTUAL REALITY



WEBAR

AUGMENTED REALITY

DEMOCRATISING VR/AR STORYTELLING

1 CLICK

TO ACCESS VR/AR
VIA POPULAR BROWSERS

- ✓ Direct line from content to consumer
- ✓ Instant Wow
- ✓ High ROI for publishers



VR MODE



1

INTERACTION
from VIDEO in browser to
MAGIC WINDOW

2

INTERACTION from
MAGIC WINDOW to
VR MODE



AR MODE



1

INTERACTION
from browser to
REAL WORLD

2

INTERACTION with
3D object in AR MODE



IMMEDIATE ACCESS TO CONTENT =
MAXIMISE ENGAGEMENT



SOLUTION



LUCIDWEB PRO

WHITE-LABELLED DISTRIBUTION PLATFORM FOR IMMERSIVE MEDIA

SUPPORTED IN



- ✓ (Web) VR & (Web) AR
- ✓ Out-of-the-box, non-technical
- ✓ Portfolio of annotations
- ✓ 3 devices: smartphone, desktop and VR/AR headset

- ✓ Brandable players
- ✓ 1 URL, NO APPS!
- ✓ Control hosting & monetization
- ✓ SAAS



Commercial partners:



arte

welt



intovr



EMPLOYEE – REMOTE LEARNING/ONBOARDING

Healthcare institutions - NANTES UNIVERSITY HOSPITAL

Interactive hotspots clarify the role of the medical staff and the material during a rare operation



REMOTE LEARNING BENEFITS:

- ✓ Reduce costs
- ✓ Saves time
- ✓ Risk-free & safe
- ✓ Uplifts the attention
- ✓ Employees learn faster
- ✓ Easy to access, device of choice



CONSUMER – VIRTUAL VISITS/LIVE STREAM

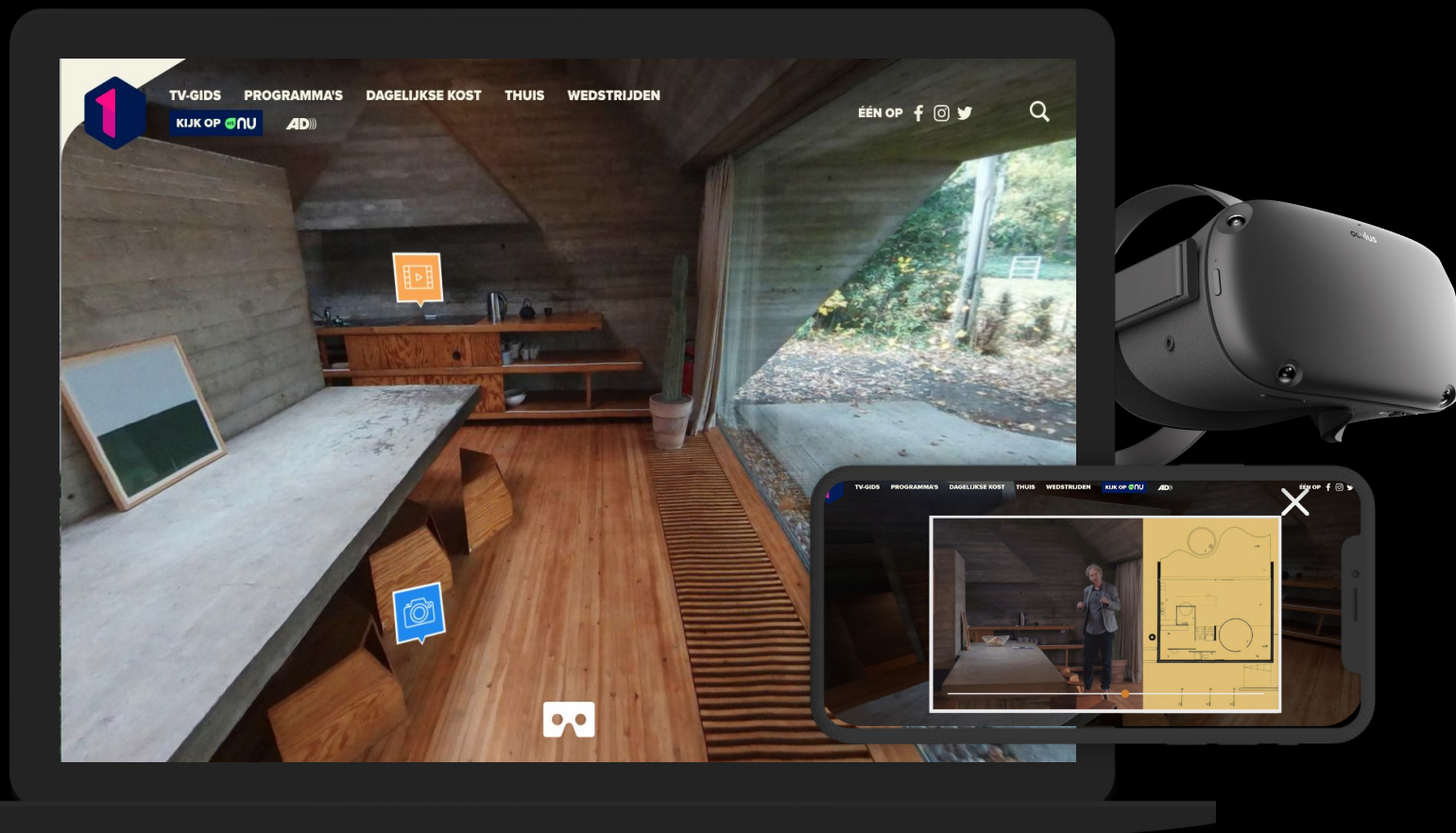
VRT – WONEN.TV

Interactive hotspots show floor plans, 2D video and picture gallery

- Cultural institutions
- Real estate
- Virtual showrooms
- Virtual events

BENEFITS:

- ✓ Reach prospects anywhere: no travel required
- ✓ Save time
- ✓ Increase productivity
- ✓ Real-estate: Create an instant sense of ownership
- ✓ Easy to access, device of choice



vr **NWS**

nl fr en de

Ontdek ▶ Video 🔊 Audio 🔍 Zoek ⌚ Net binnen

Mama Congo - vrouwen werken zelf aan een betere toekomst



CONGO KIEST

Congolese vrouwen geven nieuwe president duidelijke "to do"-lijst

vr 25 jan 2019 17:40



CONGO KIEST

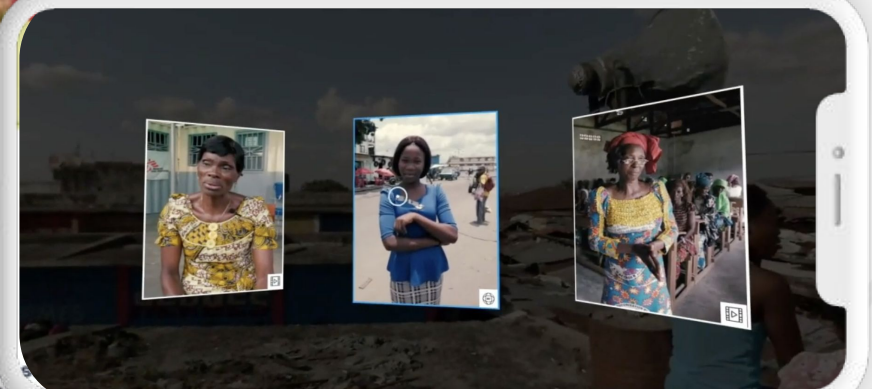
Mensenrechtenactivist Claudine Bela wil oplossing voor seksueel geweld in Congo: "We moeten daders heropvoeden"



CONGO KIEST

Géraldine Tolé en vuur: "En dan als kind werd beschuldigd van hekserij"

15:18



<https://sens.arte.tv/webvr/>



4 minutes, 49 seconds

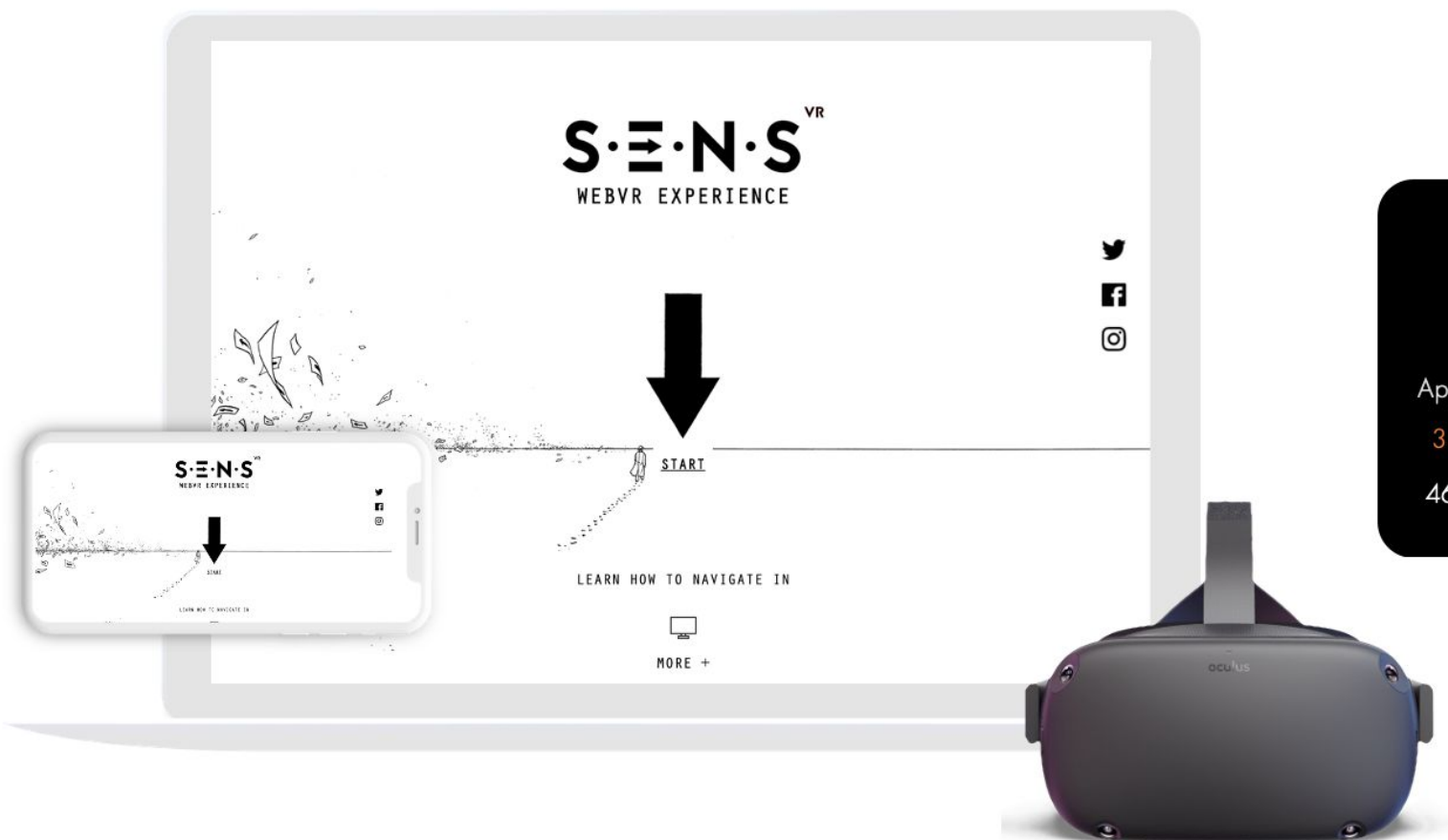
AVERAGE SESSION DURATION

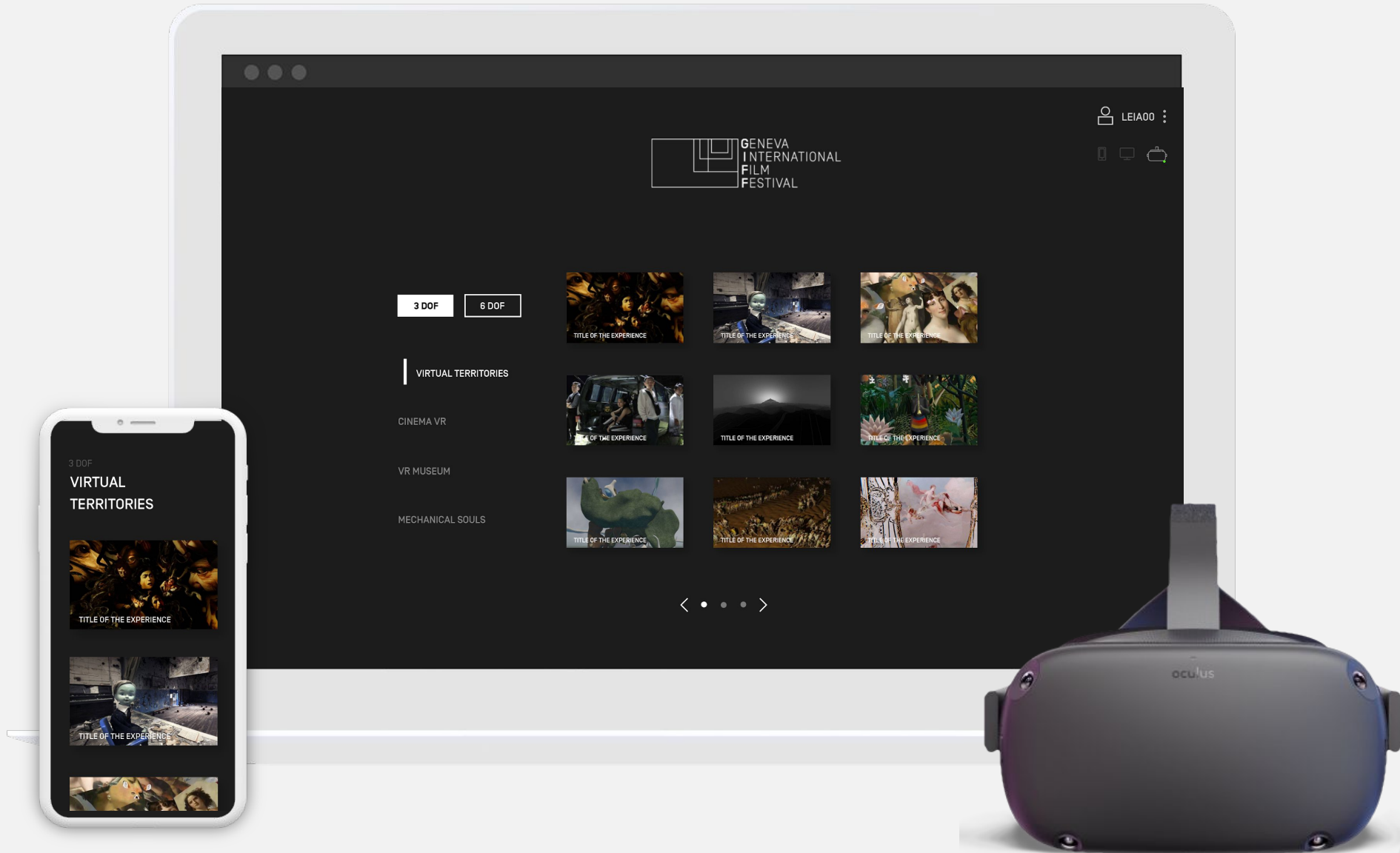
NUMBER OF STEPS TO ACCESS THE EXPERIENCE

NATIVE APPLICATION

WEBVR

App store	Google Play	Samnsung GearVR	Oculus Store	1 STEP 0 MB
3 steps	3 steps	3 steps	3 steps	
468MB	25MB	641MB	641MB	







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THANKS!

Just the beginning. Content is king.

Sign-up now via

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