

VISUAL INTUITION

ViXR

UNLOCK THE EXPERIENCE

POWERED BY

NEXREF

TECHNOLOGIES

UNLOCK THE EXPERIENCE

Augmented Reality is the practice of overlaying text, media or animation on physical objects to bring them to life and captivate your audience.



Our mission is to connect consumers to brands like never before, using visually interactive technologies to deliver immersive experiences

INTERACTIVE PRINT

A PERSONALIZED, DYNAMIC EXPERIENCE



Any magazine, business card, postcard, logo or more...can lead to an immersive experience that will lead to an amazing customer interaction



OPPORTUNITY

Enhance the customer experience in all facets of your industry through engaging and intelligent user interactions using augmented reality. The ability to have a 24 hour sales force, immersive engagement, and help with low frequency activities can drive customers directly to the store or website while reducing the noise of multiple campaigns. We can also enhance customer satisfaction and promote brand amplification through social media campaigns.

Find what you want faster

A modern, sleek interface enables users to find the relevant information they want in a flash.

Discover deeper, more engaging content

Quickly access current specials/features, inventory, coupons, digital brochures, product specifics and more.





INCREASE AD REVENUE

Demand More for Traditional Printing Jobs



ACTIVATE EXISTING PRINT

Use Logos, Merchandise, and Printed Materials as a Trigger to Activate Campaigns



DYNAMIC EXPERIENCES

Immersive Digital Content to Educate, Entertain, and Capture Audiences



CUSTOMER RETENTION

Maximize Customer Experiences by Changing Content on Demand

VALUE

Primary Focus Points

VIXR

BRIDGE THE GAP

Digital and Print have long been at odds until recently. Clients and Agencies have always feared the intermingling of these products because they felt they were competing ideologies, when in fact, they blend perfectly together if done the right way!

Deliver Rich and Immersive Content

By using static and traditional print, we can now provide unlocked content by simply using a smartphone or mobile device to capture the awe and imagination of potential customers

Offer exceptional ROI to Clients

By capturing KPI's in the first touch point, we can help deliver targeted campaigns to the client that is personally delivered with extensive analytics from age, language, geo location, and gender.



TURNKEY SYSTEM

The 3 Tiered **Content Management System** is user friendly, intuitive, and fast. Change content in minutes...not weeks! Add or change Call-To-Actions anytime and even maintain from your cell phone.



Create and maintain campaigns in just minutes from your computer, laptop, phone or tablet



POWERED BY
NEXREF
TECHNOLOGIES

YOUR TRIGGER | YOUR CHOICE



visual intuition

AGE
28



2D markers

Two separate systems residing in one unique SAAS application for your benefit



POWERED BY
NEXREF
TECHNOLOGIES



visual intuition

VISUAL INTUITION

From **movie posters** to ads, **billboards**, buildings, and more, ViXR's **visual intuition** can read the world around you and deliver a **digital experience** that excites the user.

ViXR can recognize **imagery** and connect to **behaviors** and **content** that you own and can change on the fly. Animated **experiences** videos, links and more...



"Turn an ordinary pizza box into a **MOTION PICTURE** and change the content instantly without having to reprint the box ever again"





2D markers

XR MARKERS

ViXR can read **2D code markers** instantly, printed in any color over any surface that is even **slightly lighter**. Circular and **hi tech**, they are perfect for the **bottoms of cups** and on packaging.

Place **markers** anywhere that can instantly **communicate** large amounts of **information** and **drive to locations** and behaviors **YOU choose**.

XR is a scalable solution to businesses who need to uniquely identify hundreds to thousands of products with a consistent trigger.



UNIQUE USER EXPERIENCES



Send tailored messages to precise demographic inputs such as Age, Gender, Location, & Language

VIXR

CUSTOMERS ENGAGE THROUGH SCANNING



\$120 Billion 2020 ...

Global Revenue Mobile
AR will see in 2020



\$3 Billion 2016...

Global Revenue Mobile
AR will see in 2016



\$87MM 2015...

Global Revenue Mobile
AR saw in 2015



\$21MM 2010 ...

Global Revenue Mobile
AR saw in 2010



Retail



Banking



Entertainment

Loyalty

Google: Our Mobile Planet / Understanding the Mobile Consumer (May 2013)



OVER 500,000,000 USERS GLOBALLY

USE CASE - MODERN LITHO

Modern Litho is a prominent printing agency in the Mid West. They have contracted Nexref Technologies for the ViXR product for additional revenue streams for their company. By having a turn-key system at their disposal, it saves time and money for the company and increases ad revenues monthly.

White Label Technology

By offering Modern Litho with our white label solution, they have been able to provide clients with additional service offerings including: digitized print campaigns, ideation, content creation, and analytical analysis on their campaigns.

Client ROI

Providing useful data on Key Point Indicators such as gender, geo location, language preference and most importantly, dwell time (how long a customer watches the video or stays engaged) has given Modern Litho the cutting edge when it comes to local printing companies without a proven measure of adoption. No longer do we have to rely on ambiguous third party validators that might or might not be accurate.



USE CASE - ZODIAC VODKA

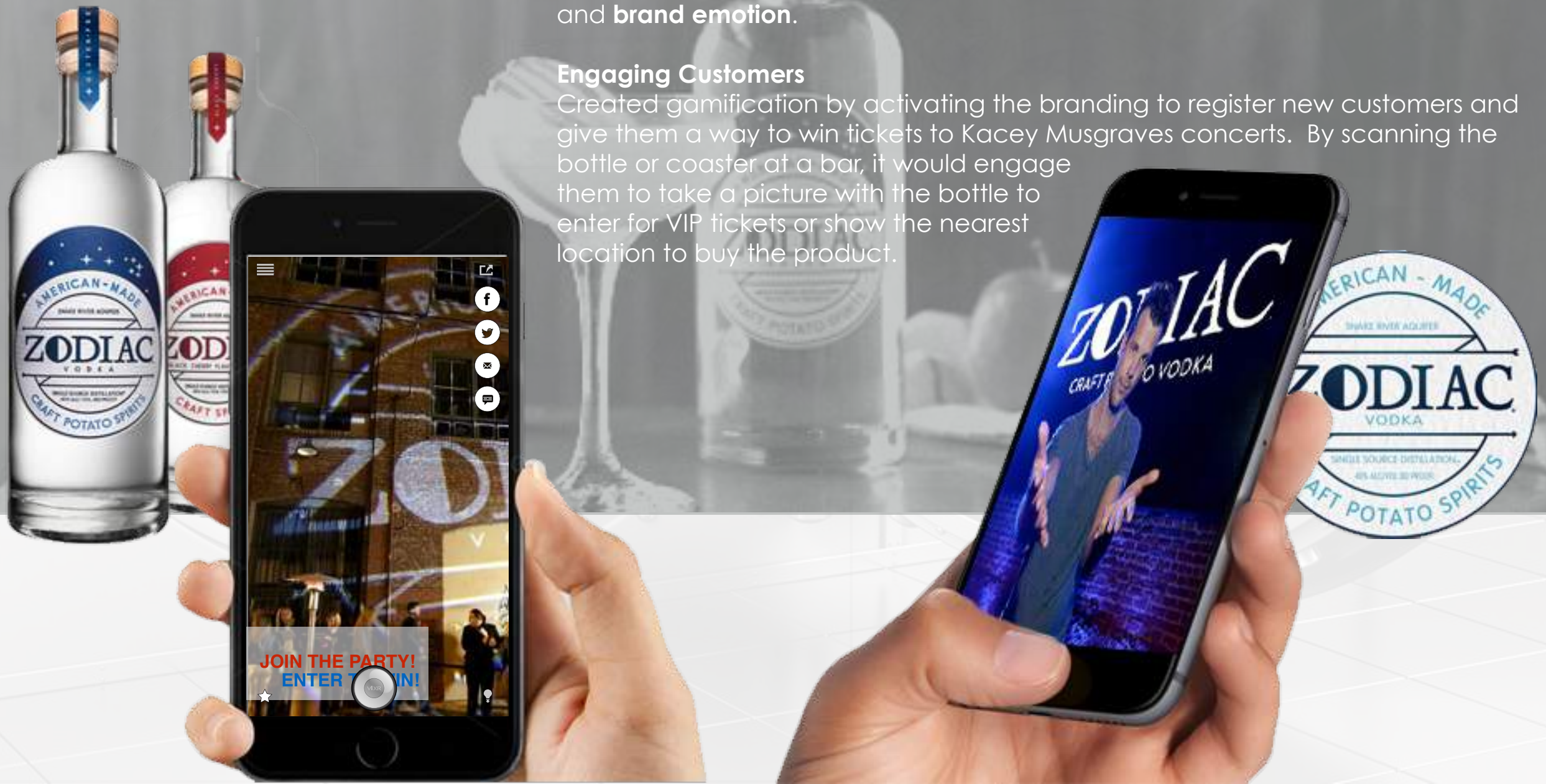
Zodiac Vodka uses their bottles and coasters to activate their Brand Ambassadors in the most unique and effective ways. Kacey Musgraves has been a longtime fan of the brand and is even a paid spokesperson for the Potato Vodka. The problem was that no-one knew how to truly use her skills as a grammy award winning artist and performer. ViXR created a way to activate her more often and with a new twist!

Immersive Content Delivery

Place on Coasters, Flyers, Posters, Packaging, Coupons, or bottleneck prints. Let your offline printing come to life and give valuable feedback by delivering **ROI** and **brand emotion**.

Engaging Customers

Created gamification by activating the branding to register new customers and give them a way to win tickets to Kacey Musgraves concerts. By scanning the bottle or coaster at a bar, it would engage them to take a picture with the bottle to enter for VIP tickets or show the nearest location to buy the product.



THANK YOU

CONTACT US FOR MORE INFORMATION ON HOW WE CAN HELP
BRIDGE THE GAP FOR YOUR PRINTING COMPANY

GARY HAYMANN
ghaymann@nexref.com
214.435.0624
www.myViXR.com



POWERED BY
NEXREF
TECHNOLOGIES