iSPARX™

*the magical business of

AR+

iSPARX™

"changing the way we interact with the World"

BOLD innovation, IMMERSIVE media experiences & GREGARIOUS community values - iSPARX™ is a premium digital Immersive Media Agency

augmented reality is a pragmatic technology

97%

of Forbes' Most Valuable Brands utilise augmented reality.

there's a bottleneck we can solve

1%
of retailers say they are using AR

$50B
is the estimated AR Market value by 2024.
It's only just beginning.
The AR market is a rapidly growing industry with an estimated market value of $50 billion by 2024.

9 in 10
medium-sized brands are using augmented reality to power their business (Deloitte)

biggest expectations of AR+

""I do think that a significant portion of the population of developed countries, and eventually all countries, will have AR experiences every day, almost like eating three meals a day. It will become that much a part of you."

Tim Cook, CEO of Apple

"Looking to the future, the next big step will be for the very concept of the 'device' to fade away"

Sundar Pichai, CEO of Google

"I believe that augmented reality will be the biggest technological revolution that happens in our lifetimes."

Tim Sweeney, CEO of Epic Games

The most versatile AR+ platform, allowing the dynamic choice of engagement by marker, location & web CMS. **Real-time data reporting** provides valuable marketing analytics, with information securely stored on the Cloud. **White label solution** with full branding support on our app, your customised modular AR+ app or we can integrate our AR+ technology into your existing app. **Competitively priced** AR+ solution provides unrivalled value to industries, including Retail, Sports & Live Events, Advertising & Promotions. **AR+collection by iSPARX™**

iSPARX™ "changing the way we interact with the World"

AR+*artist*™

*an artists catalogue designed to work on location at an exhibition or concert or an installation with modular AR+ & streaming media.

iSPARX™ "changing the way we interact with the World"

AR+*guide*™

*a dynamic index of immersive media & location services.

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AR+*story*™

iSPARX

*multi user story telling - curated immersive media to share a message or artwork or design concept for work, play & education.

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 Vision Pro

iSPARX

*the **iSPARX™ AR+** SDK & CMS port natively to **Apple Vision Pro**

"Innovation distinguishes between a leader and a follower"

Steve Jobs

the go-to-market.

the traction

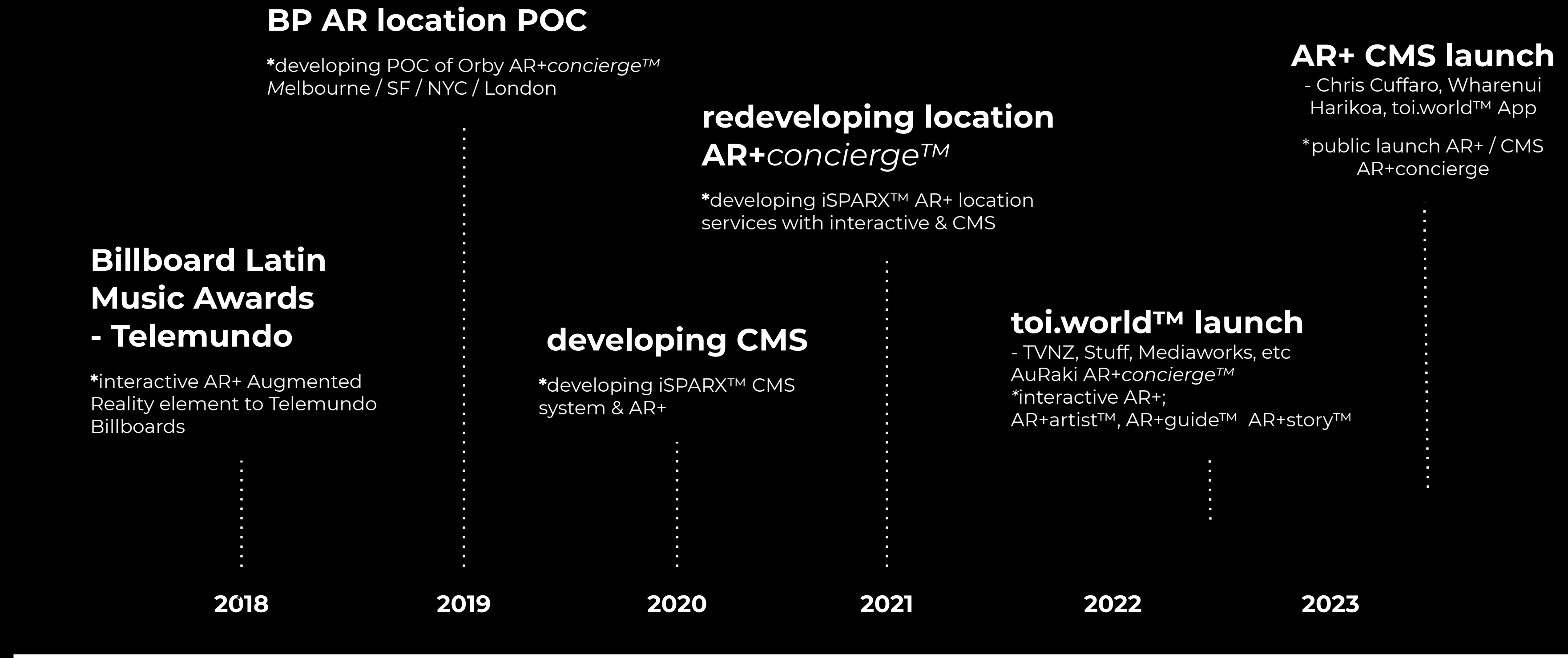**30x**

arts & culture AR+
Apps published on
iOS & Android

50+

digital projects involving
indigenous artists &
international exhibitions

$0

funding & investment
directly to **iSPARX™**
- 100% bootstrapped

the traction

BP AR location POC

*developing POC of Orby AR+*concierge*™
*Melbourne / SF / NYC / London

AR+ CMS launch
- Chris Cuffaro, Wharenui
  Harikoa, toi.world™ App

*public launch AR+ / CMS
  AR+concierge

**redeveloping location
AR+***concierge™***

*developing iSPARX™ AR+ location
services with interactive & CMS

**Billboard Latin
Music Awards
- Telemundo**

*interactive AR+ Augmented
Reality element to Telemundo
Billboards

developing CMS

*developing iSPARX™ CMS
system & AR+

toi.world™ launch
- TVNZ, Stuff, Mediaworks, etc
AuRaki AR+*concierge*™
*interactive AR+;
AR+artist™, AR+guide™ AR+story™

| 2018 | 2019 | 2020 | 2021 | 2022 | 2023 |

why now

*static links
search & find information

→

AR+ is an index of content
curated content to user preferences

*static directions
linear experience & advertising

→

dynamic location services
way finding customer journey & experiences

*static information
two dimensional media

→

dynamic information
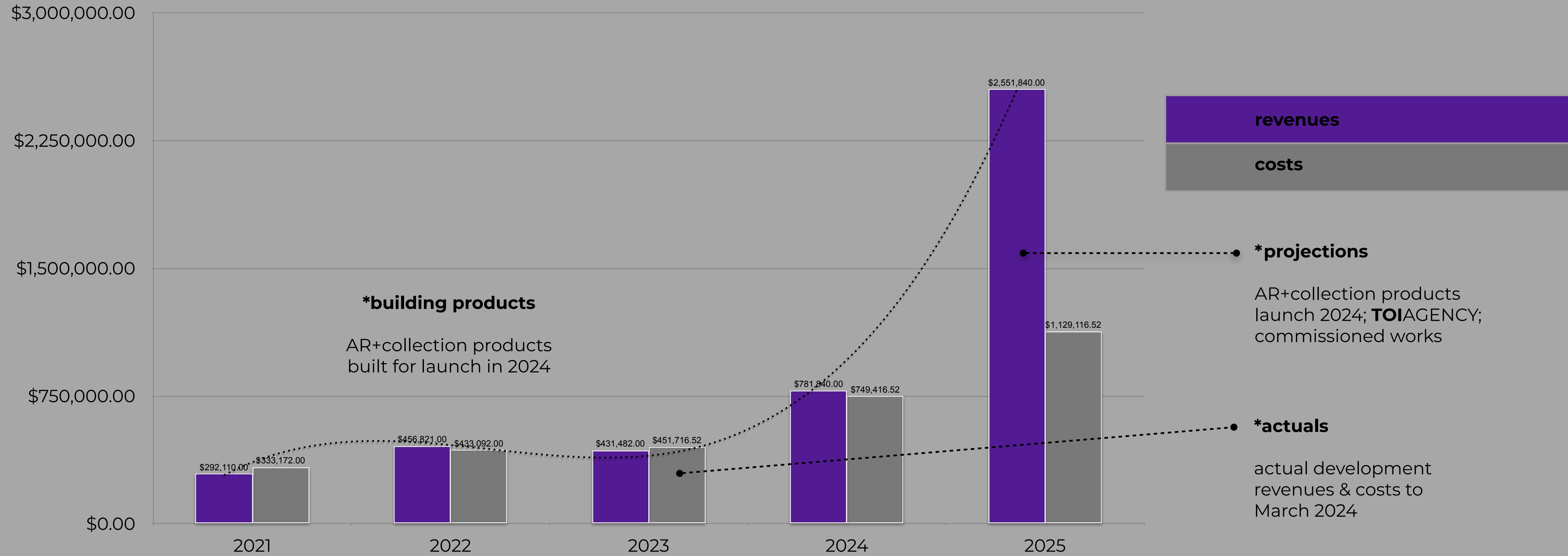immersive interactive customer experiences

the subscription models

	basic	advanced	premium
AR+artist™ build	$5750	$12750	upon request.
subscription / year	$660.00	$1320.00	tbd
catalog / items	< 25 items	< 100 items	unlimited.
AR+ modules	x 1	x 3	unlimited.
location services / analytics	✗	✓	✓
CMS / login / real time analytics	✗	✗	✓

growth plan

revenues

costs

*building products

AR+collection products
built for launch in 2024

*projections

AR+collection products
launch 2024; **TOI**AGENCY;
commissioned works

*actuals

actual development
revenues & costs to
March 2024

Chart data:
- 2021: $292,110.00 / $333,172.00
- 2022: $456,821.00 / $433,092.00
- 2023: $431,482.00 / $451,716.52
- 2024: $781,040.00 / $749,416.52
- 2025: $2,551,840.00 / $1,129,116.52

Y-axis: $0.00, $750,000.00, $1,500,000.00, $2,250,000.00, $3,000,000.00

product roadmap.

done	
ongoing	
planned	
ideas	

application

launch AR+collection

develop AR+ curators capability

develop new immersive media

publish toi.world™

integrations

develop CMS workflow

develop or integrate live chat functions

develop Ai integrations

develop new multiplayer immersive experiences

performance

launch CMS / web interface & SDK

develop advanced Ai AR+concierge™ capability

launch CMS updates & new platform features

2023   2024   2025   2026

"changing the way we interact with the World"

iSPARX™

"changing the way we interact with the World"

ISPARX™ specialises in creating emotionally engaging immersive experiences for arts, cultural, retail & commercial clients using our AR+ development platform.

We build innovative narratives, interactive installations & boundary-pushing XR pieces to deeply connect users, leveraging emerging tech's potential for augmented reality, spatial computing, volumetric video, gestural controls & more.

We help galleries, libraries, retailers etc imagine multi-sensory exhibitions & narratives using the latest immersive formats to increase access, engagement & diversity.

Our consultancy assists organisations in building the next generation of transformative, emotionally resonant immersive experiences using AR+ technology to progress arts/culture & drive business success.

ISPARX™ fuses arts/creativity with AR+ powered XR formats to transport audiences, unlocking new eras of human connection and imagination.

appendix.

iSPARX™ AR+ App

geo spatial + anchor locks | AR+ demonstrator
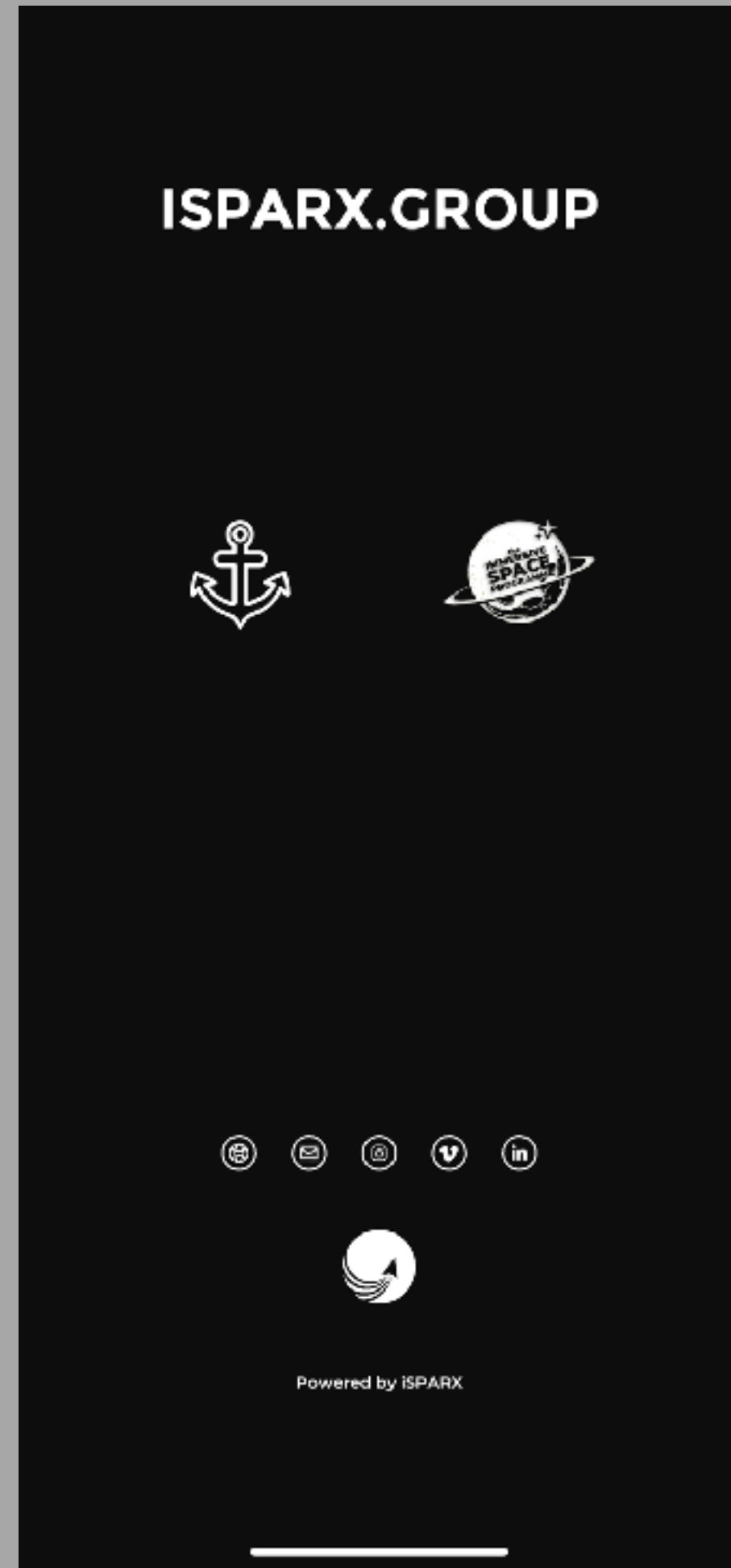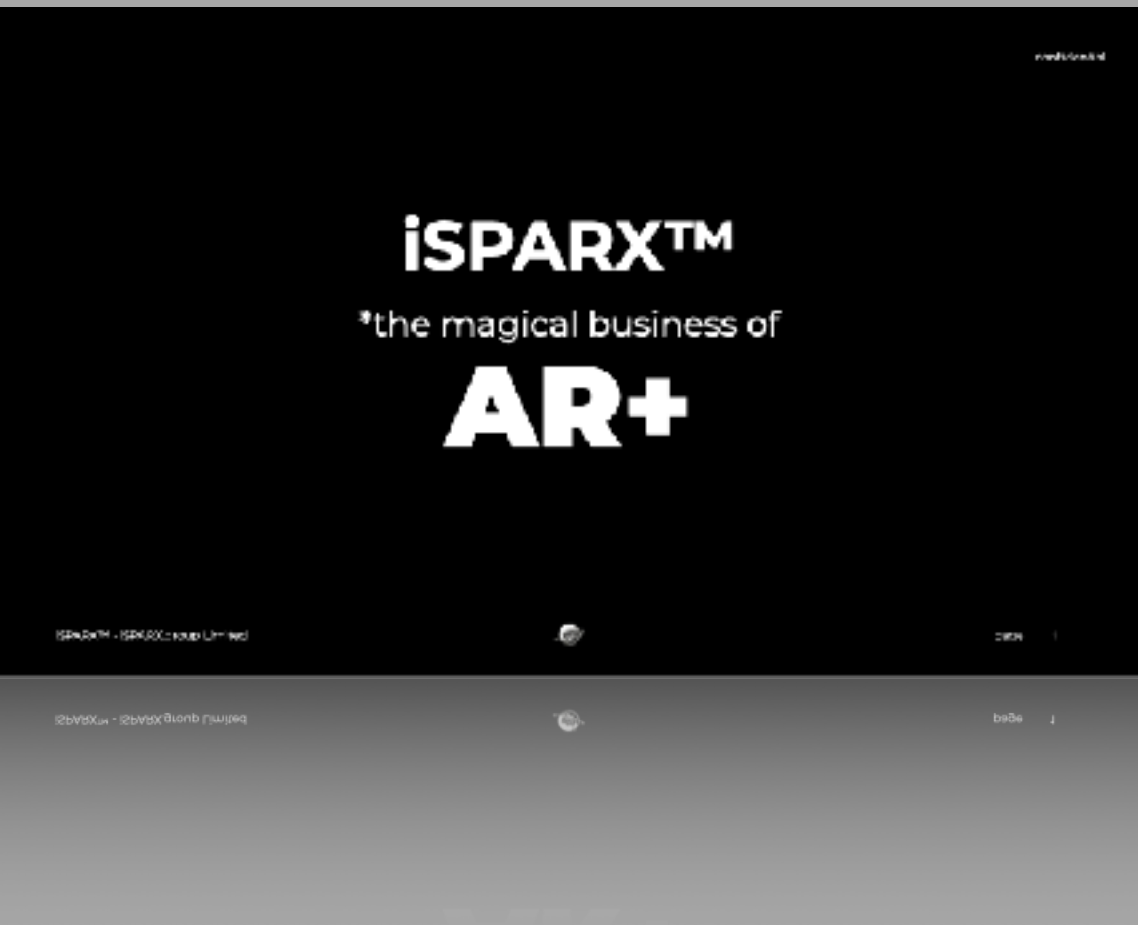
Chris Cuffaro

Los Angeles based Photographer

*exhibitions & installations · iOS & Android · 3D spatial · Apple VisionPro
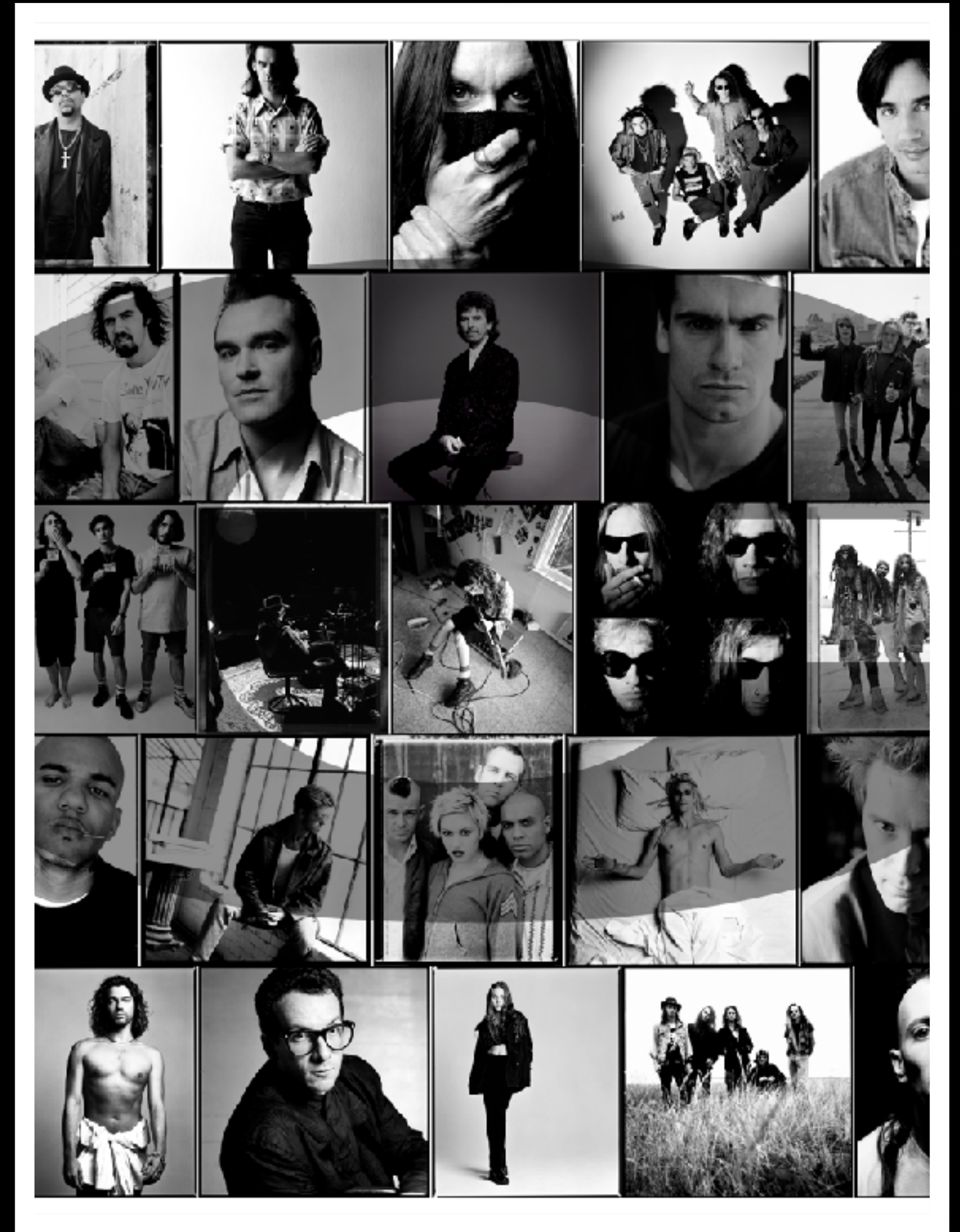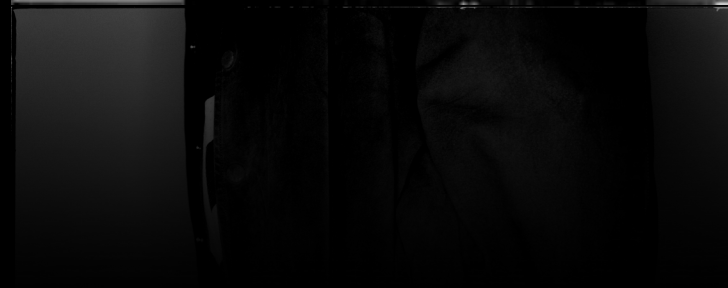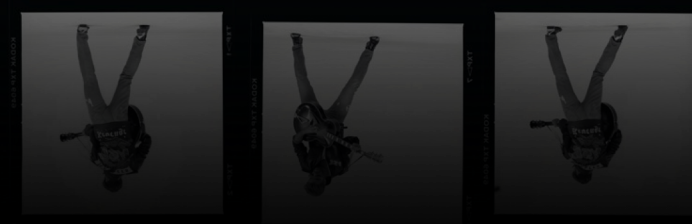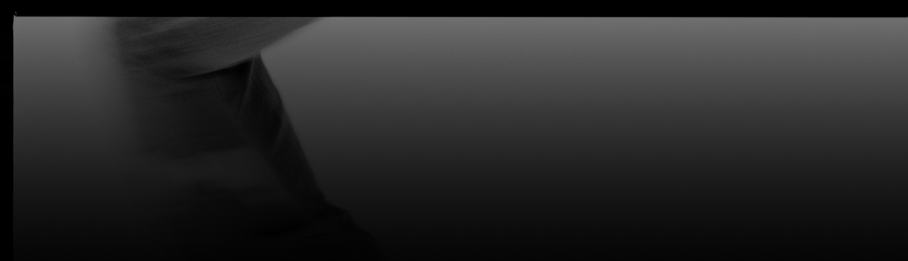
Discover Porirua

Location AR / 360° AR+guide™ **App**

AR+*concierge*™

BP / EY | Orby

geo spatial + anchor locks x interactive AR+
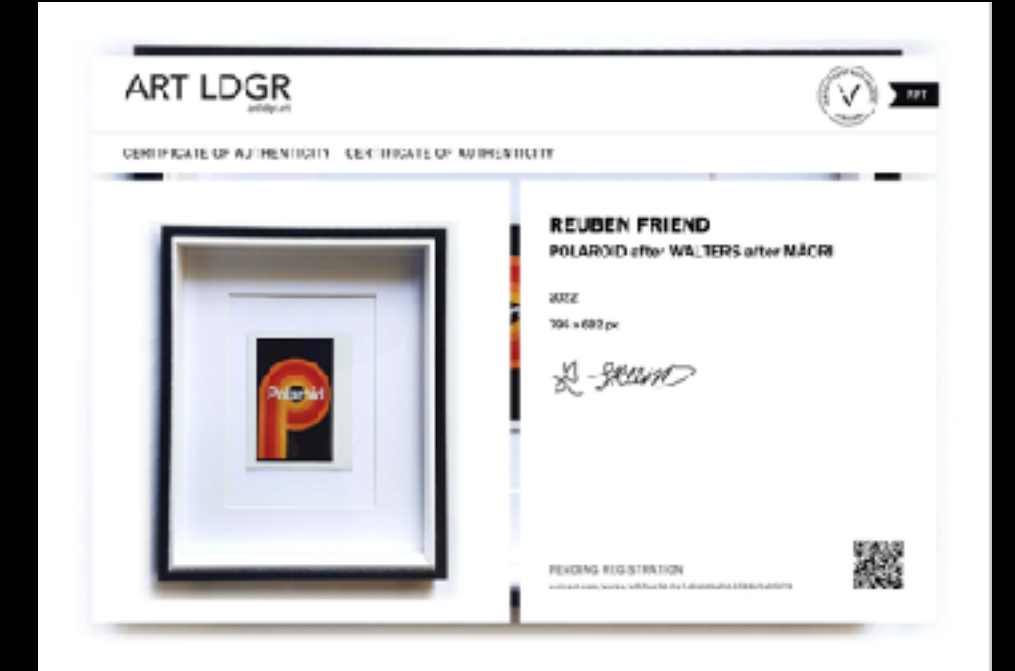
AR+*concierge*™

#WeAreTheMainstream | AuRaki

geo spatial + anchor locks x interactive AR+

toi.world™

*a unique digital media platform for delivery of engaging immersive content

Wharenui Harikoa

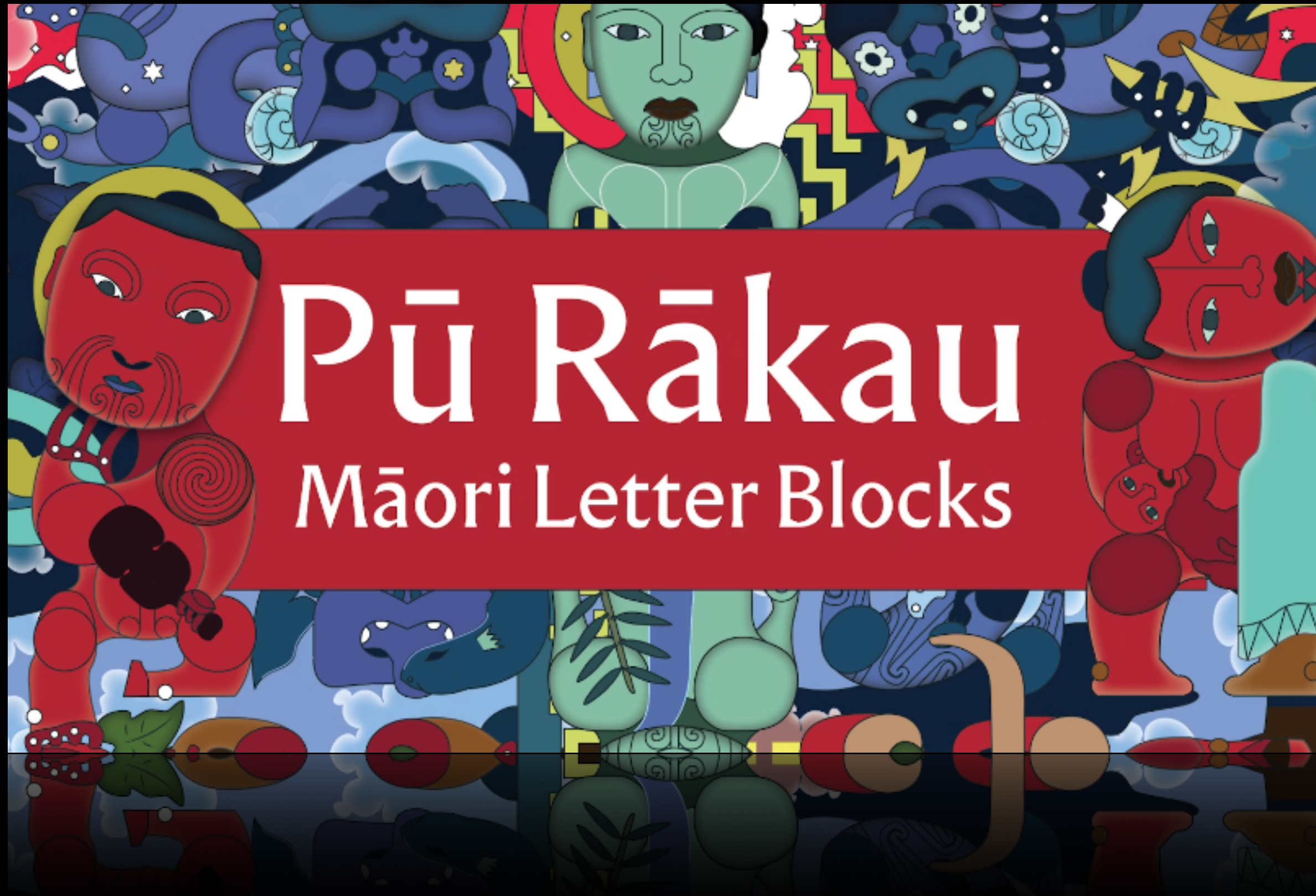**Lissy Robinson-Cole and Rudi Robinson**

Photogrammetry | Installation | AR+artist™ App

Paku - Pū Rākau

Dr Johnson Witehira and Jamie Prier - IDIA

Animation / SFX / Audio | AR+artist™ App

TOIAGENCY