

REACTIVE REALITY

WORLD LEADING EXPERTS IN AR AND VR

- Founded in 2014 in Graz
- Headquarters: Graz, Austria (hotspot for computer vision and machine learning technology)
- Operations in Milpitas, California, USA (Silicon Valley); Milano, Italy; Japan office coming soon
- Global sales and field application support coverage
- Microsoft ISV Partner



STEFAN HAUSWIESNER

Co-Founder & CEO

- PhD, >10 years R&D in AR and image processing

PHILIPP GRASMUG

Co-Founder & CTO

- >8 years of R&D in AR and 3D Reconstruction

PHILIPP PANI

Co-Founder & CEO

- 8 years of R&D in cloud computing and software technology

DIETER SCHMALSTIEG

Co-Founder & Chief Scientist

- World-renowned researcher in AR/VR
- Author of the definitive book on AR

...AND TEAM OF AR/VR EXPERTS

- Fast Growing Team of 35 engineers (50 by year end)
- AR/AI experts from world leading research institute
- Over 115 international publications, Patents & trademarks registered



WHAT DOES REACTIVE REALITY DO?

Our technology captures **products and people in 3D**
on mobile devices within minutes.



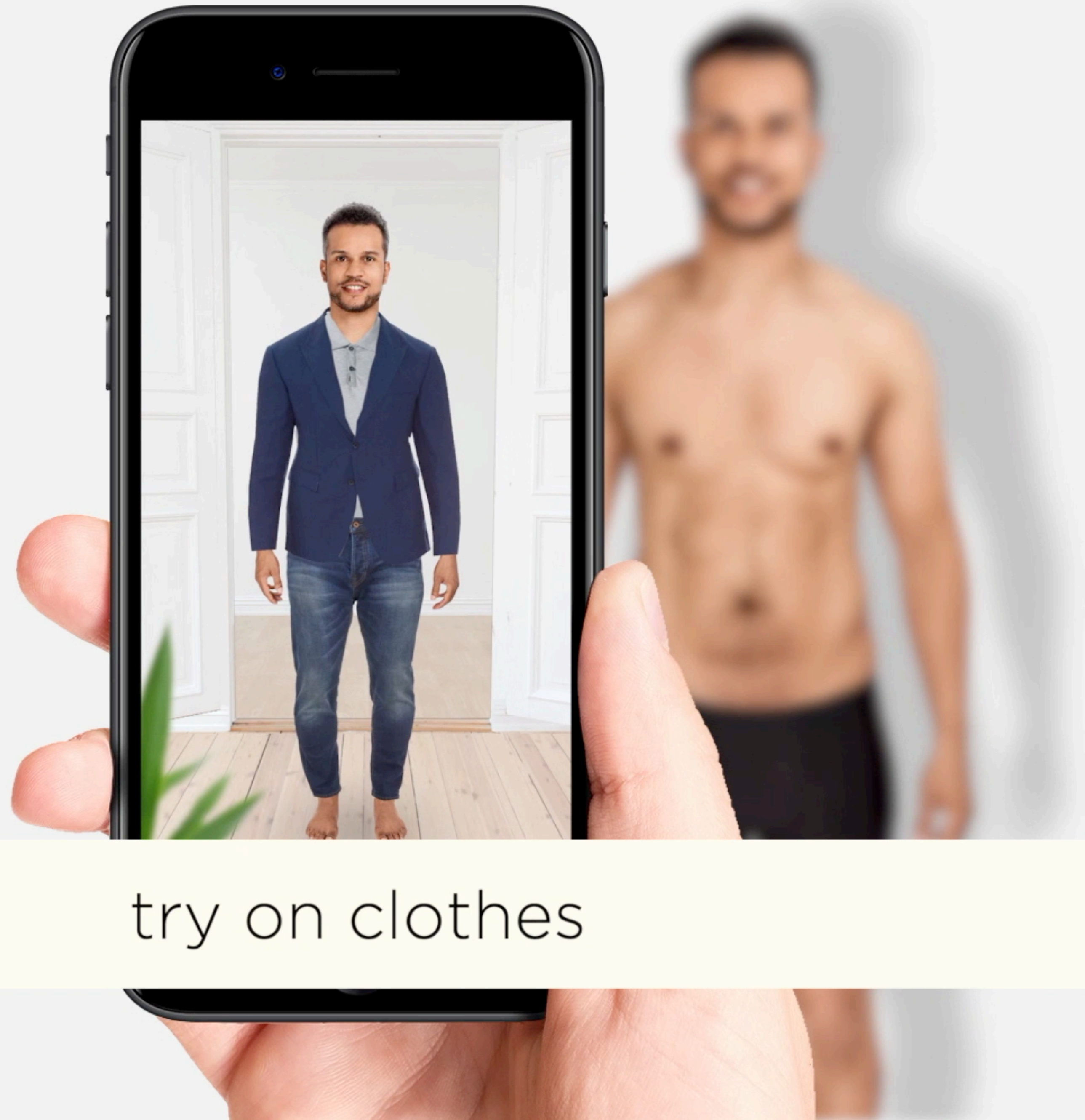
PICTOFIT

REACTIVE REALITY'S AR CONTENT ENGINE

Let's talk about the future of e-commerce — experience
online **fashion in 3D.**



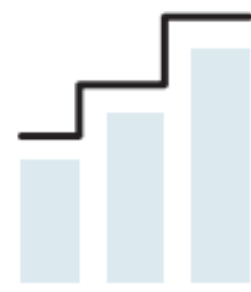
PICTOFIT TECHNOLOGY (CLICK FOR VIDEO)



try on clothes

PICTOFIT

YOUR COMPETITIVE ADVANTAGE



UP TO*
50X

ROI



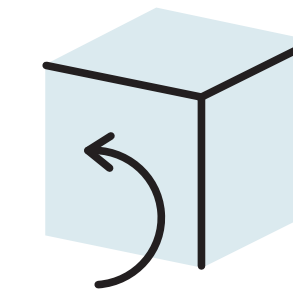
TYPICALLY*
10%

Increased sales
conversion



MORE THAN*
35%

Increased user
session lengths



UP TO*
70%

Reduced
return rates

*BASED ON CUSTOMER DATA

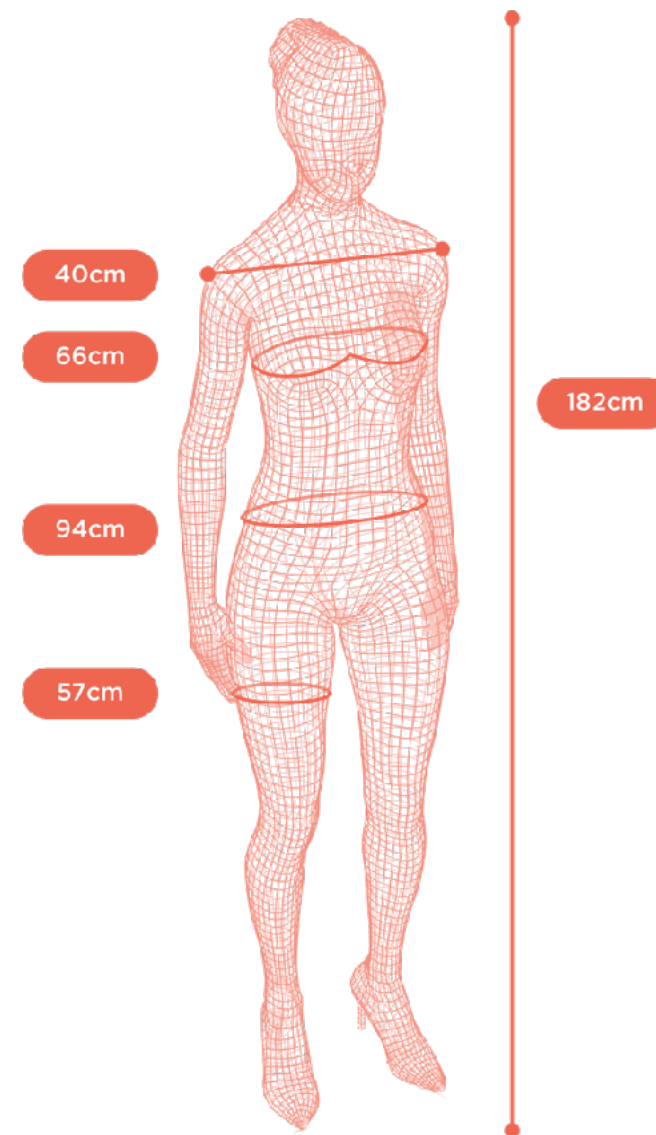


HOW IT WORKS: CONSUMER EXPERIENCE



CAPTURE

Take photos with a mobile phone.



MEASURE

During the automated avatar generation process thousands of accurate body measurements are captured.



TRY-ON

The consumer can mix and match outfits on their individual realistic avatar.

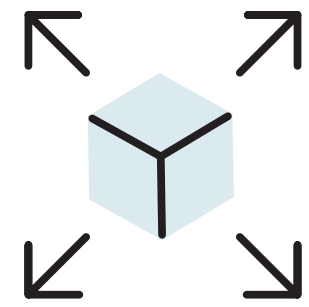
HOW IT WORKS: GARMENT CAPTURING AND GENERATION

The PICTOFiT engine allows retailers to use their existing photo studios for 3D capturing by transforming photos into **accurate 3D assets** in a fast and scalable way.

GARMENT CAPTURE AND RECONSTRUCTION PROCESS (CLICK FOR VIDEO)

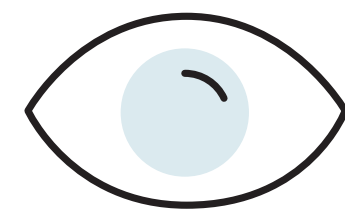


WHY PICTOFIT?



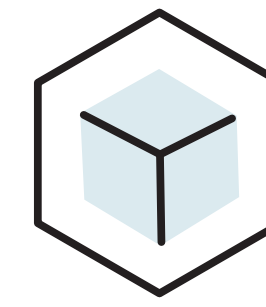
SCALABLE

Convert conventional photos into accurate 3D assets



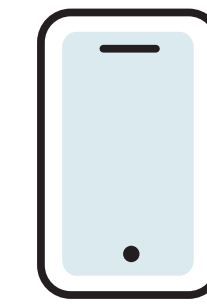
REALISTIC

Photo-realistic 3D rendering



UNIVERSAL

All platforms, one system

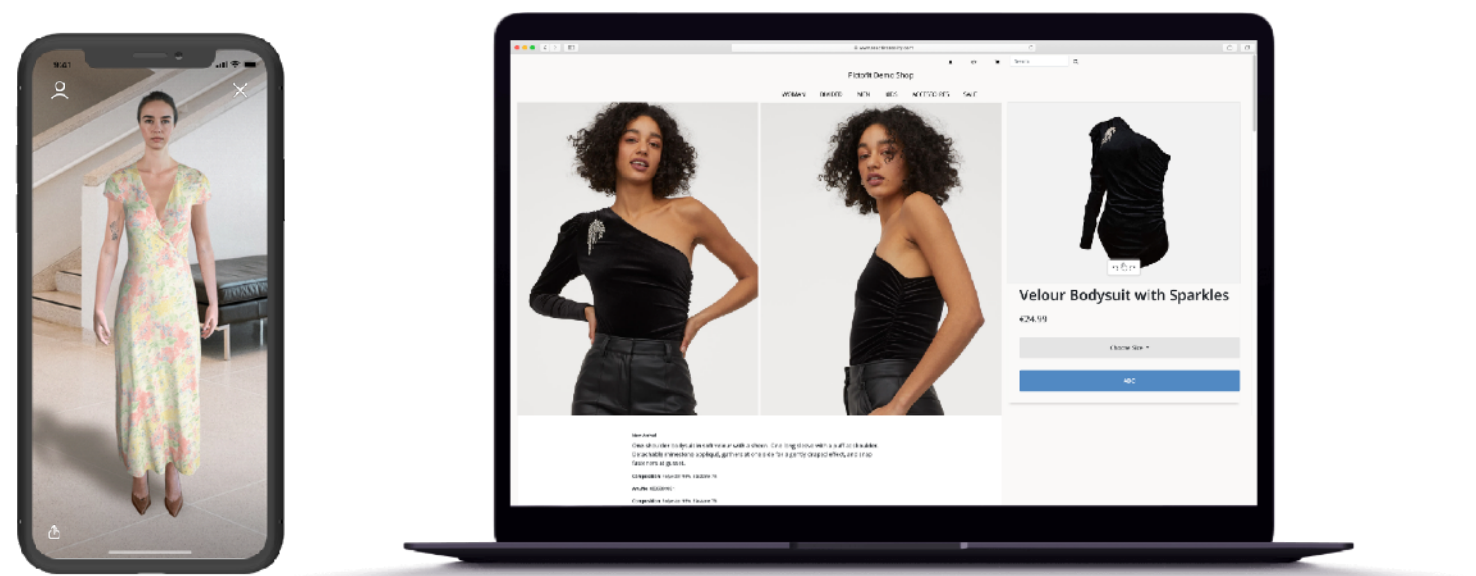


MOBILE

No special hardware needed



THE PICTOFIT PRODUCTS



PICTOFIT SDK

Allows retailers to integrate PICTOFIT technology into their apps and website.



PICTOFIT Content Service

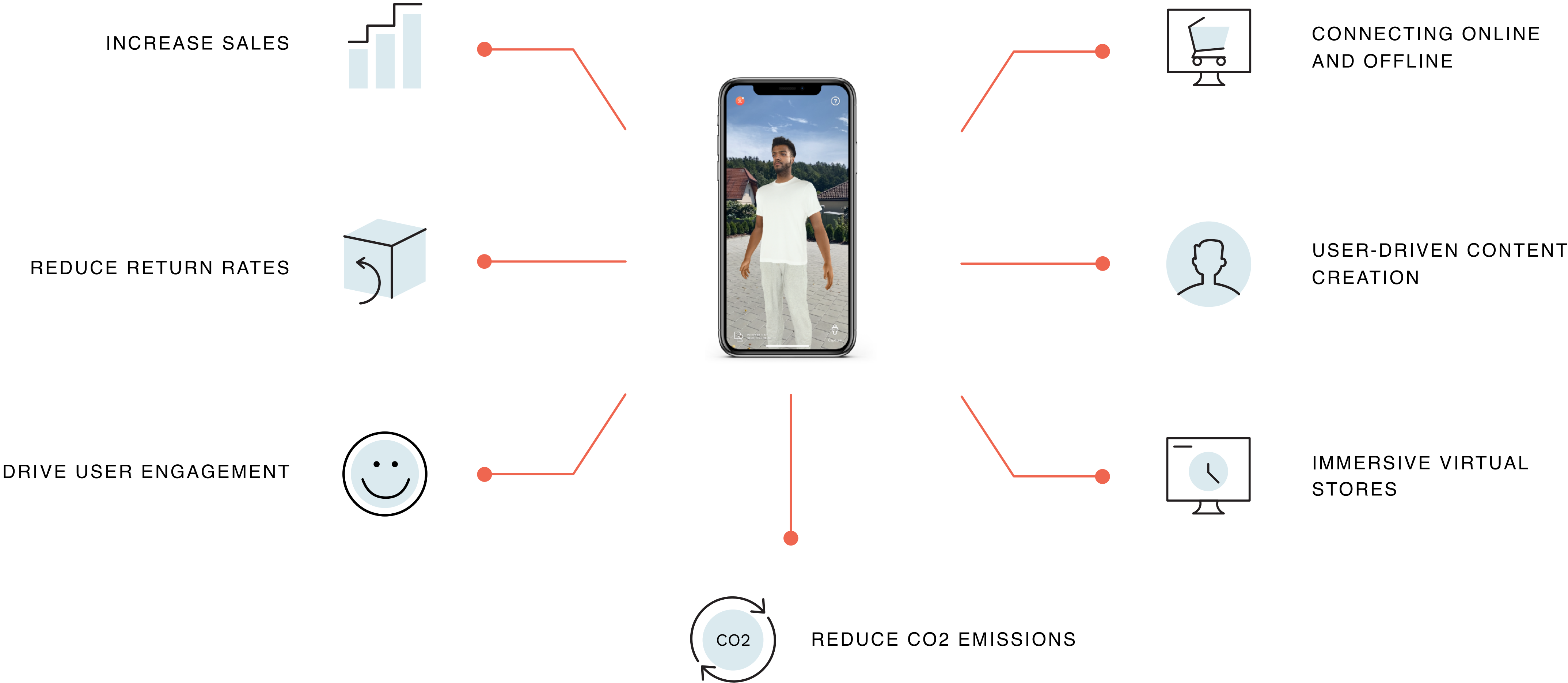
Transforms product photos into smart 3D assets with variety of input and output options.



HOW DOES PICTOFIT **BENEFIT** YOUR BRAND?



PICTOFIT'S VALUE PROPOSITIONS



BENEFIT #1

PICTOFiT improves user loyalty, while
reducing return rates.



BIGGER BASKET SIZES, HIGHER CONVERSION



BENEFIT #2

With PICTOFiT, shopping is more
fun and social.



CONSUMER SPENDS MORE TIME WITH RETAILERS AND BRANDS



BENEFIT #3

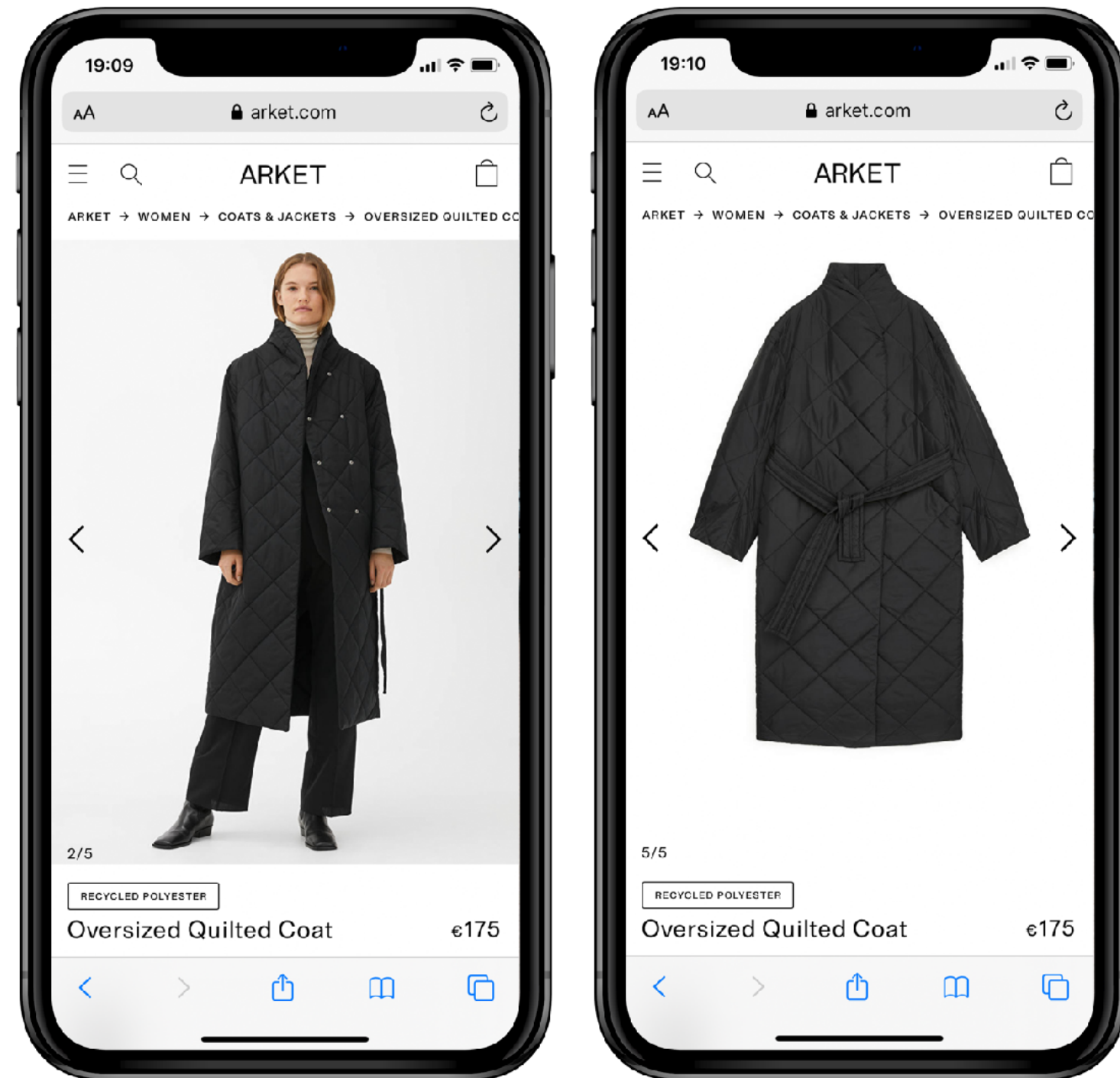
Most e-commerce apps and websites
look the same.



DISTINGUISHING FACTOR THROUGH PICTOFIT



MOST E-COMMERCE APPS



PICTOFIT

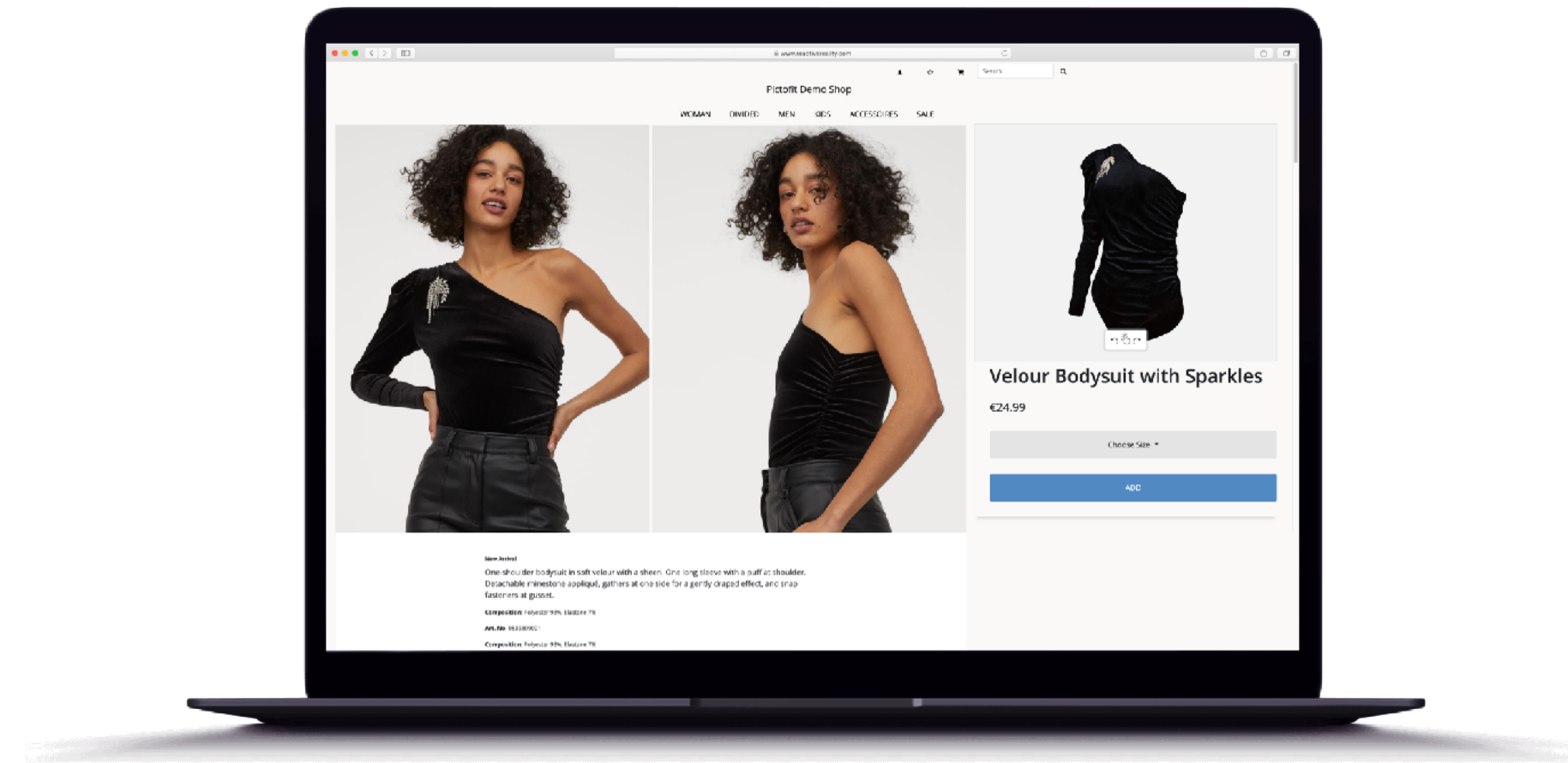


BENEFIT #4

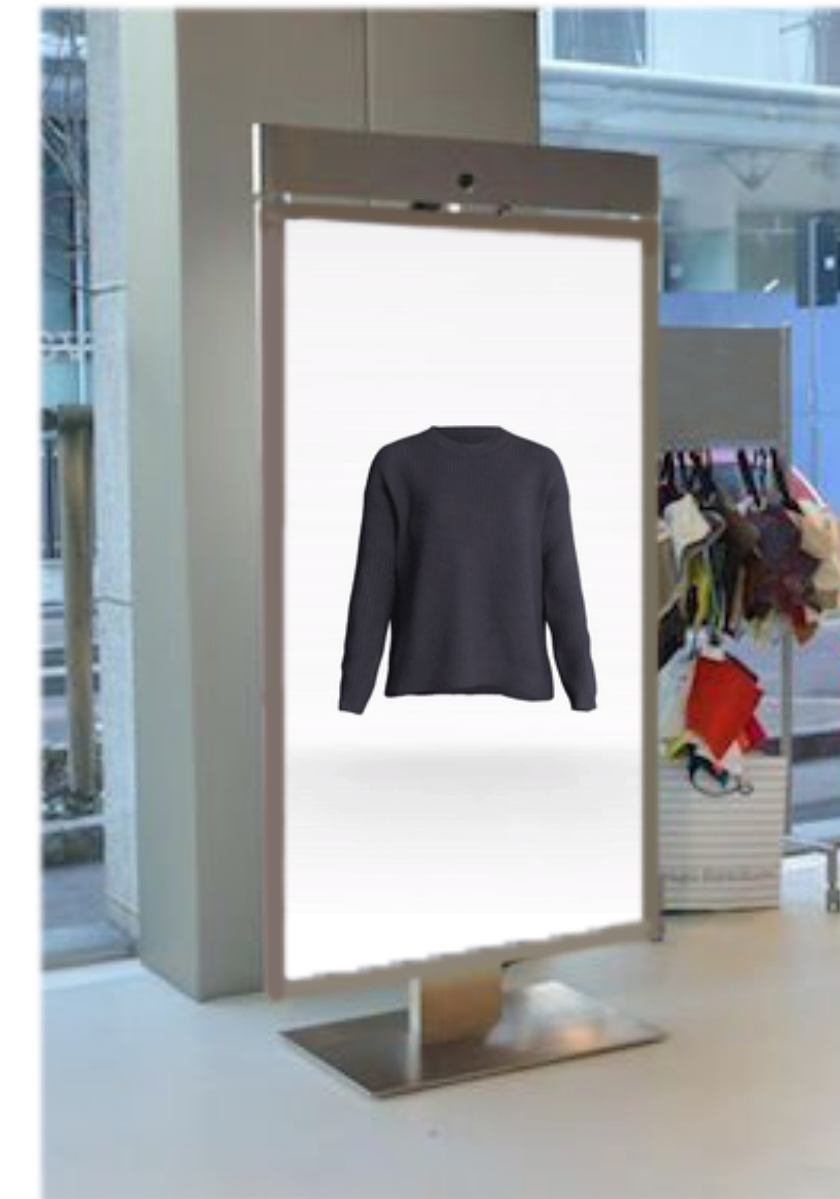
All platforms, one system.



MOBILE APP



WEBSITE



MAGIC MIRROR



Experience the magic.
Virtual fashion is waiting at PICTOFiT.com

Thank you.



REACTIVE REALITY

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