

VNTANA



problem

Millennials define luxury as an experience, not a product—rendering **traditional advertising obsolete**.


New Technology is required to engage millennials while tracking data for meaningful ROI.





solution

Interactive Hologram Displays – controlled by a cloud platform to easily create engaging experiences with data collection and social media integration.

1. Audience Engagement
 2. Dynamic Data Collection
 3. Real-Time CRM Communication
 4. User-Generated-Content for Social Sharing
- 



The Hologram



Nike
Uniform
Unveil at
Dallas
Cowboys'
The Star

Interactive
Celebrity
Hologram
for
Mercedes-
Benz



The Hologram

Case Study

- Allowed Mercedes-Benz to capitalize on endorsement deal with Roger Federer at the **2015 US Open**
- **7,946** consumers participated in experience at the US Open
- Increased engagement by **20%** from past years



Mercedes-Benz

user generated content





Nickelodeon Football Toss: Fans at the Super Bowl got to throw a football to Nickelodeon characters and celebrate with a touchdown dance!

Nickelodeon Super Bowl Sponsorship

Goal: Engage fans at Super Bowl 51 while providing a take home that they would share on social to promote Nickelodeon shows.

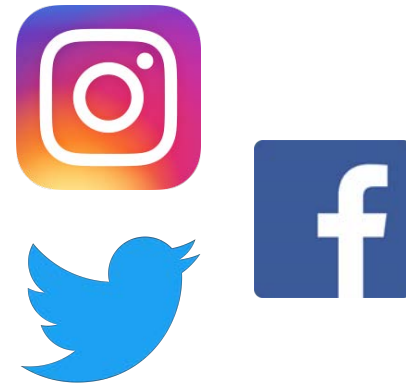
Solution: Fans got to see their hologram LIVE next to SpongeBob or Patrick, throw them a football and do a touch down dance!



Total Users
2,923



Page Views
4,171



Media Shares
1,142



Avg Time on Page
1:45 Min

Nickelodeon Super Bowl Sponsorship

Demographics:



Female
46.3%



Male
44.1%



Unknown
9.6%

Kids <13 years	57.3%
Teens <21 years	9.6%
Adult <40 years	20.1%
Adults 40+	3.5%
Unknown	9.6%

hologram
projection
hardware



1 Issued Patent
9 Patents Pending

interactive
software &
content creation



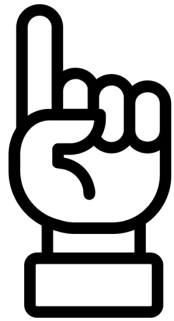
9 Patents Pending

data collection
& lead
generation



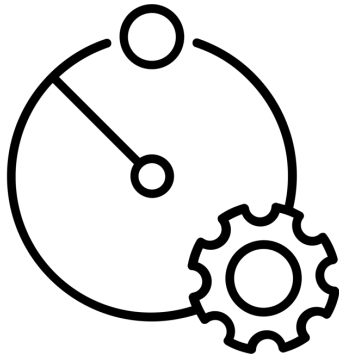
VNTANA Cloud Portal

Competitive Advantages



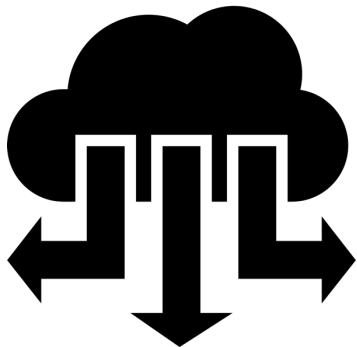
First to Market

with interactive holograms



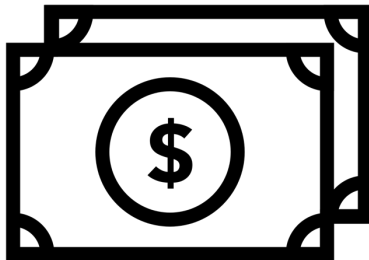
Ease of Use

simple & quick hardware setup



Cloud Platform

to easily schedule content and view data



Venue Incentive

can make more money than traditional advertising displays



More Engaging

only technology that can insert consumer directly into the experience

MIKE RAYBURN

NBCUniversal



NOKIA



SOCIAL MEDIA WEEK



USC CENTER FOR BODY COMPUTING

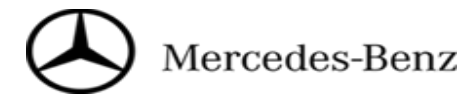
EMPIRE



USC Shoah Foundation



TYLT



LIPPMAN ENTERTAINMENT



Memory
Game
Challenge:
Lexus
Sponsorship
in Four
Stadiums

Lexus Sport Sponsorship

Goal: increase leads from sports sponsorship activation. Past experiences only received 1-2 emails per game.

Solution: interactive hologram game to teach users about Lexus cars while providing a digital take home to share on social media. Started with Clippers at Staples Center, expanded to Madison Square Garden, DC Verizon Center and Chicago United Center based on success.

Results:

- Total Users: 1,033
- Page Views: 1,672
- Media Shares: 162
- Avg Time on Page: 1:54 minutes
- Lexus CRM Lead count: 1,033
- Lexus Lead Conversion: 21.8%
- Lexus CRM Hand Raisers: 830



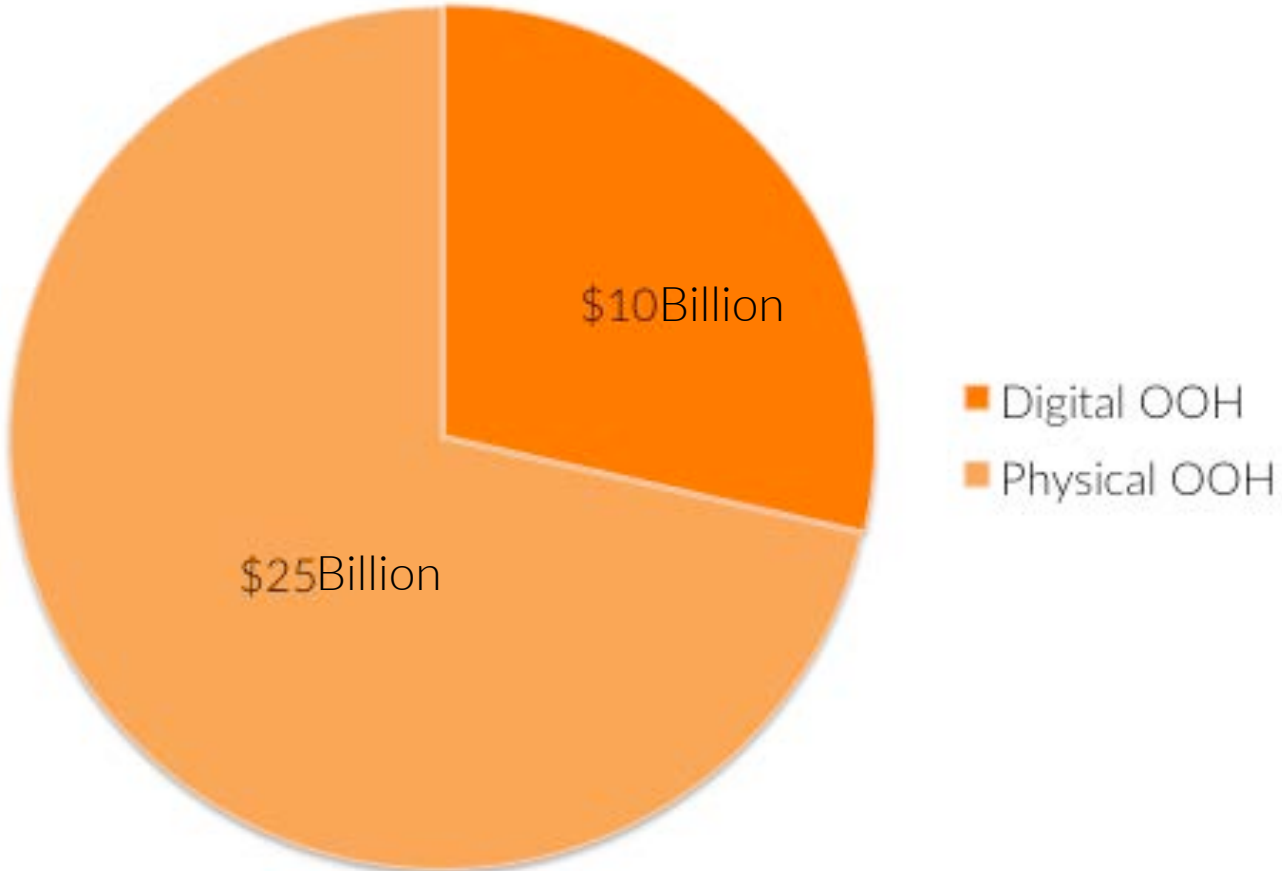
**Leads up from 1.5 to 18.3
per game!**

Pro-Football Hall of Fame

A fully immersive experience where fans enter a locker room to see three famous NFL coaches and players giving a pep talk for life. A permanent life-size hologram installation that has increased museum attendance.

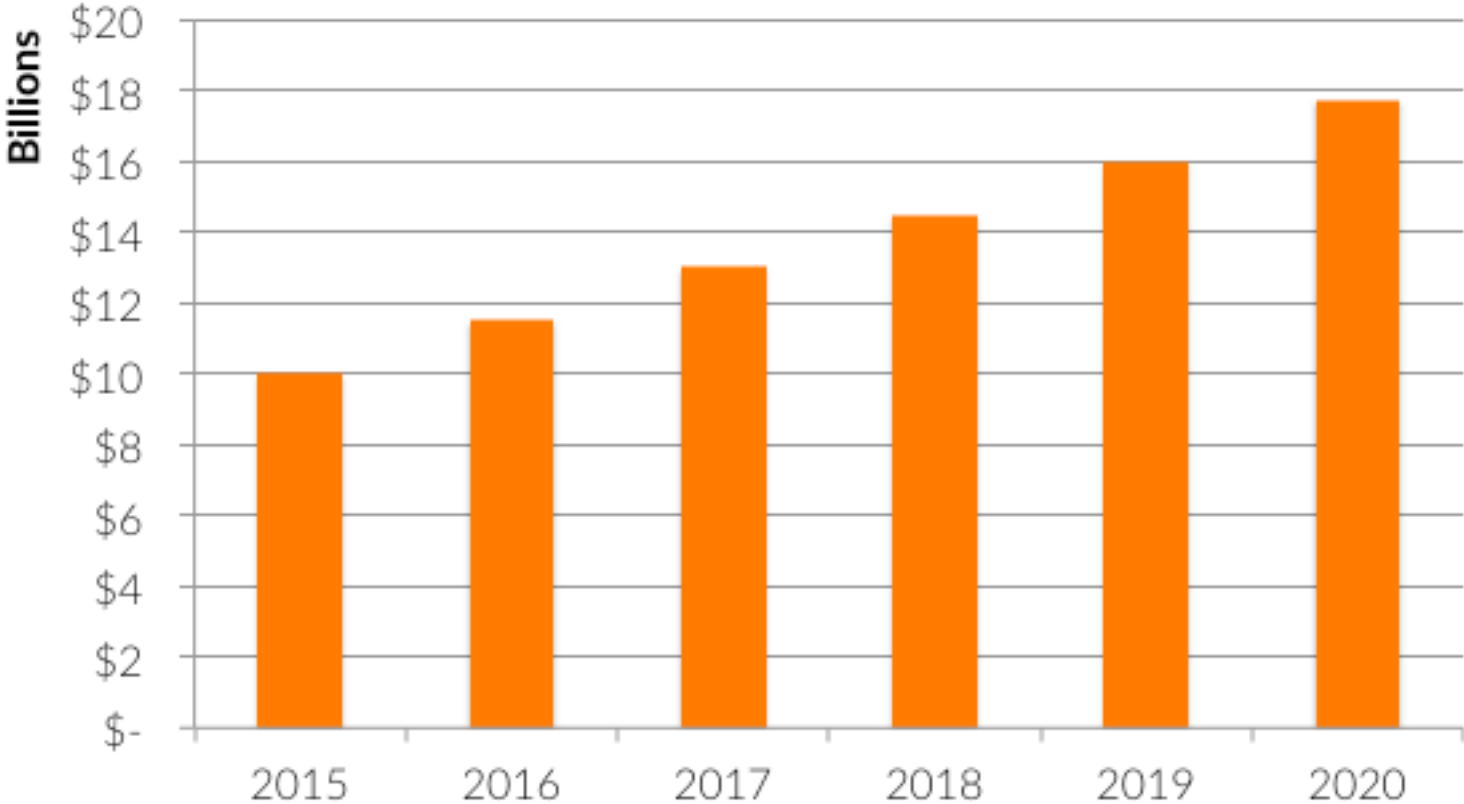


Market Size



TAM: 2015 Spend on Out of Home Advertising
PWC Global Entertainment & Media Outlook

12.15% CARG



SAM: Digital OOH Advertising Projected Growth
PWC Global Entertainment & Media Outlook

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The Hologram



Hologram
Karaoke
for Rob
Thomas'
Live Nation
Tour

VNTANA
HOLLAGRAM by
ROB THOMAS
HOLOGRAM KARAOKE
#RobPhotoDuet
GET READY TO SING!
ENJOY!

Case Study

- Allowed fans to sing karaoke with Rob Thomas's hologram!
- **65 media placements** with \$7.1 million + Impressions
- **64,633+** YouTube views
- 34,789 min watch time
- 1,061+ Fan Videos (37 concerts, average 30 fans in VIP tent per concert)
- 0:33 second average view duration, 1:44 average time in playlist



TIME

FOX&
friends

GoodDay
New York

Daily **Mail**.com

billboard

Mashable

TMZ

GOOD
DAY
LA



The Hologram

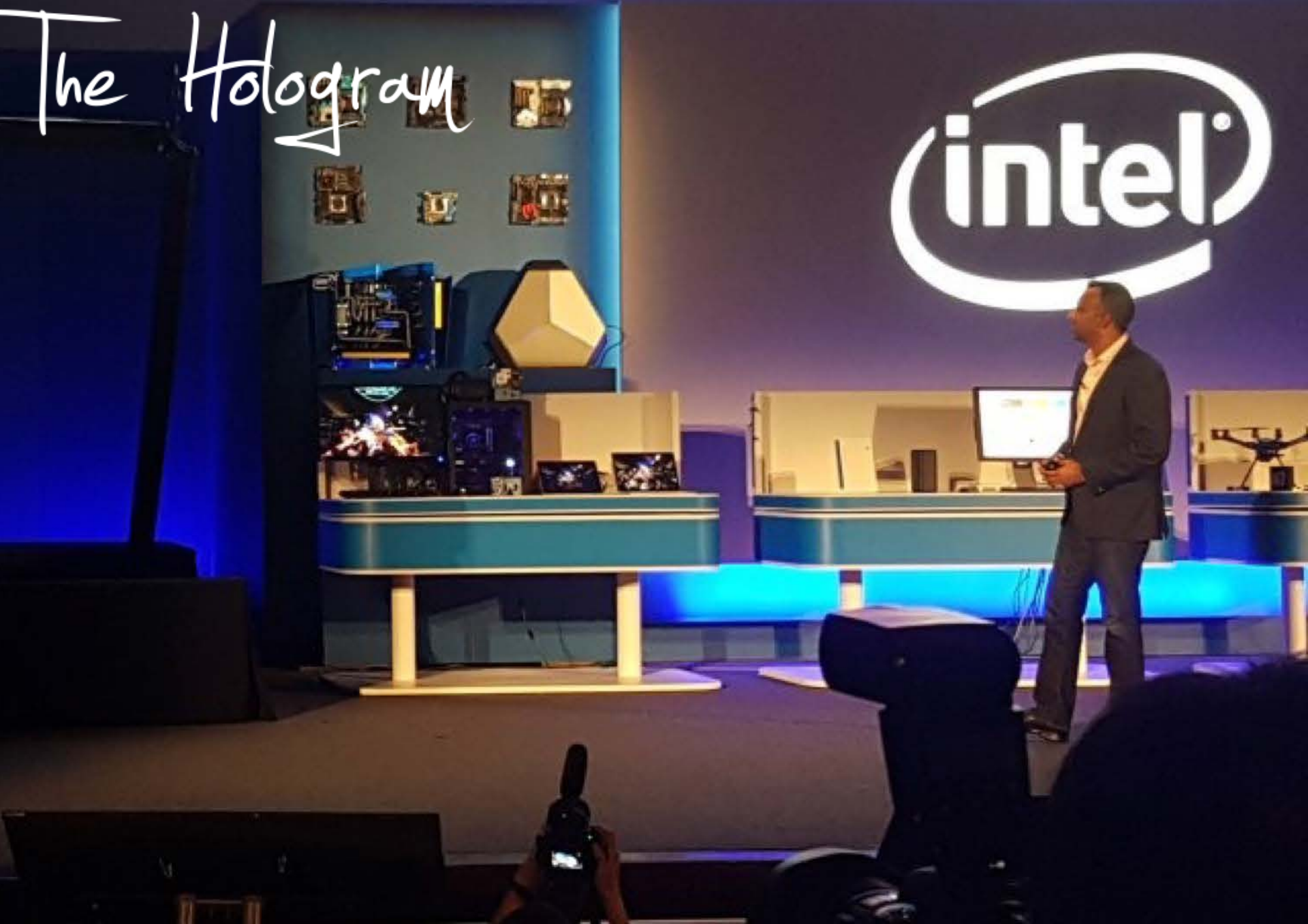
Hologram
Concert:
Live to
multiple
cities at once
or beam in a
featured
artist.

INTEL® CORE™
First 10

The Hologram

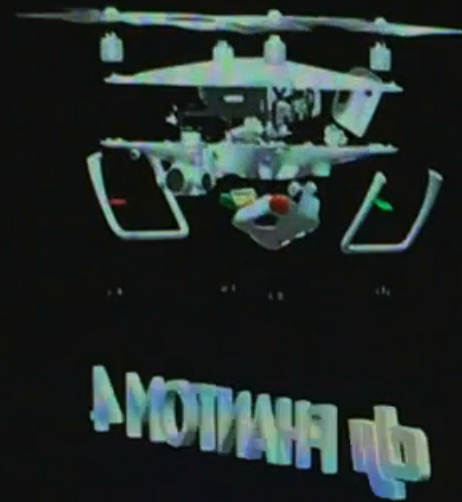


Keynote
Presentation
by Intel SVP
at
Computext
in Taiwan





DJI Drone
Launch at
SXSW



The Hologram

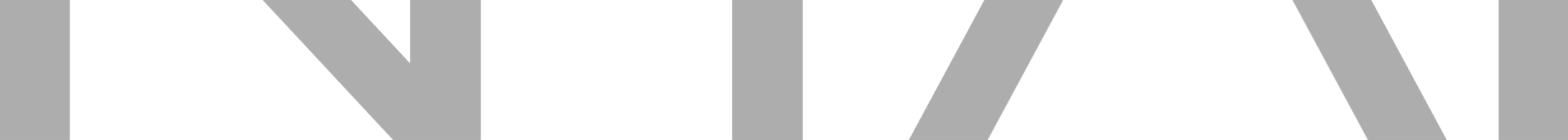
Two white arrows originate from the text "The Hologram" and point towards the woman in the center of the image. One arrow points towards her head, and the other points towards her arms.

The Hologram



Dr. Strange
Activation
for Disney &
Marvel
Studios





Inc.

“Microsoft’s collaboration with VNTANA proved to appeal to tech-savvy millennials and make them look good.”

Daily Mail

“I always love to experiment with new technology and this is like nothing I’ve ever seen before.” – customer testimonial

Press



“It was fun, fast, and even a little bit dangerous”

Mashable

“Karaoke is about to get way more epic”

TIME

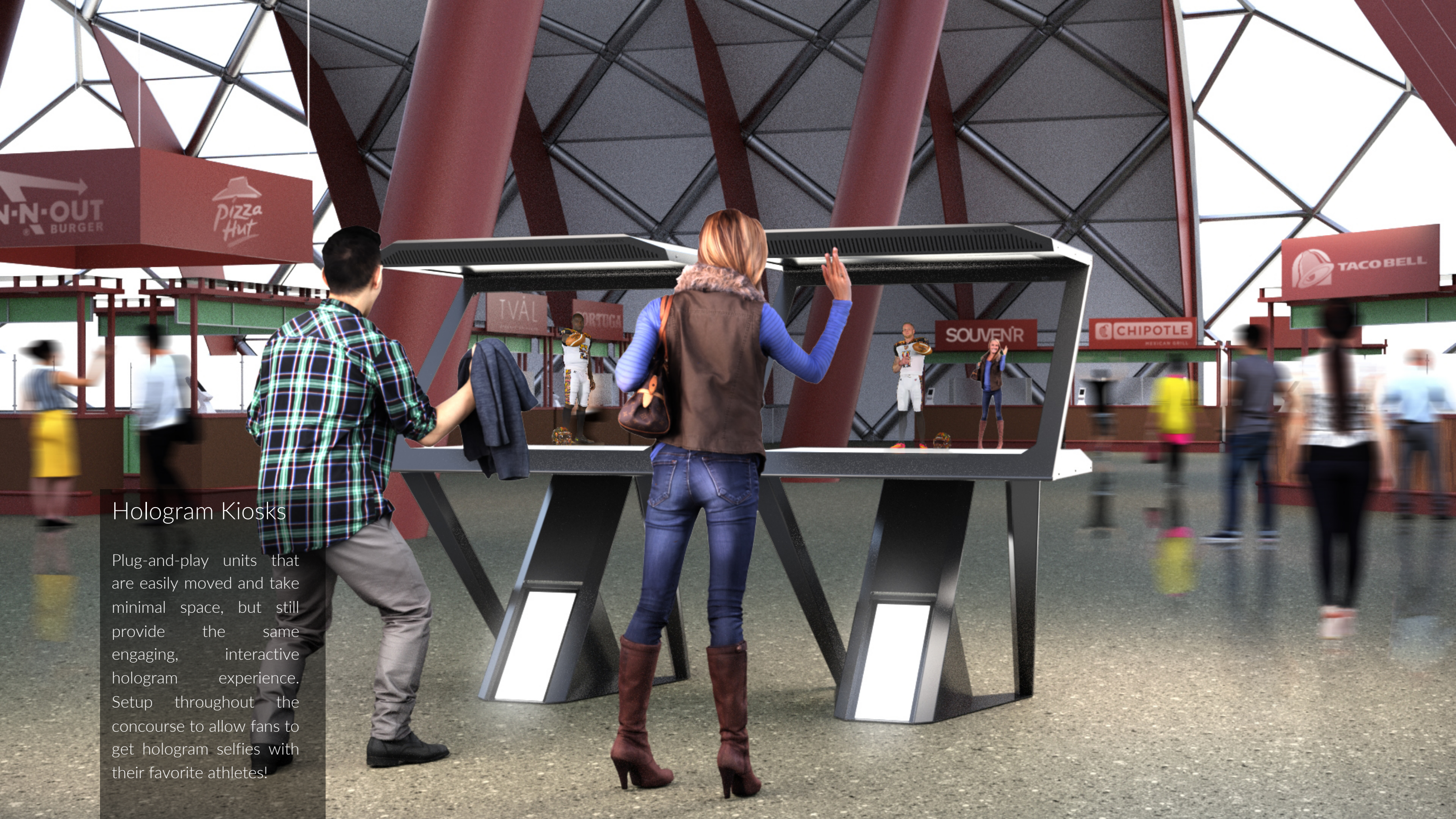
“The technology is pretty cool”





Life-Size Interactive Hologram

Allow fans to interact with holograms of their favorite athlete through a gamified experience. Each user automatically receives a branded email with a GIF or video of the experience to share on social media for maximum user generated content.



Hologram Kiosks

Plug-and-play units that are easily moved and take minimal space, but still provide the same engaging, interactive hologram experience. Setup throughout the concourse to allow fans to get hologram selfies with their favorite athletes!



Bring Advertising to the Tailgate

Portable life-size hologram display can drive around the tailgate and even to away games to add advertising revenue while giving fans an unforgettable experience.