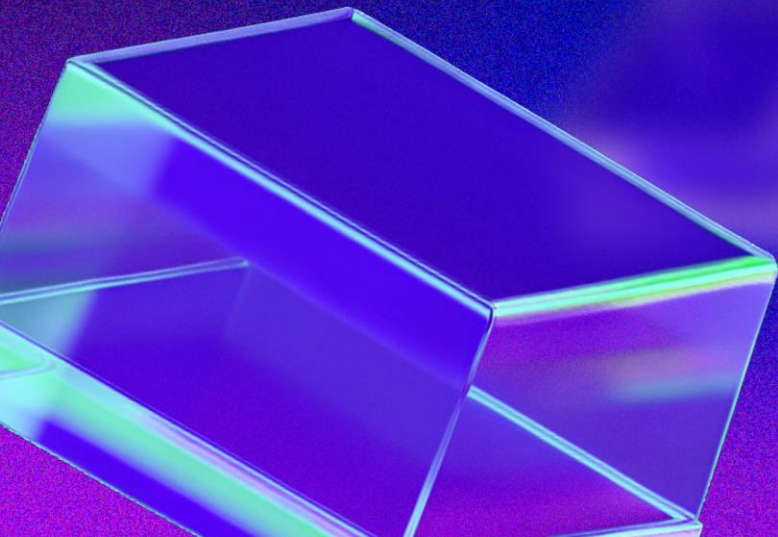


MARMA

PROMOTE YOUR BRAND IN A NEW WAY

With MARMA digital service



AUGMENTED REALITY TECHNOLOGY

Augmented reality (AR) is the integration of digital objects into a real environment.

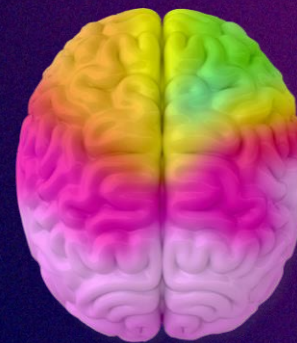
Augmented reality elements are processed by the brain and make a lasting impression on the viewer.

Neurological research has shown that the level of activity in the human brain increases noticeably:

- it increases the viewer's attention span
- it awakens a sense of wonder in the viewer
- the viewer is 70% more likely to remember the information

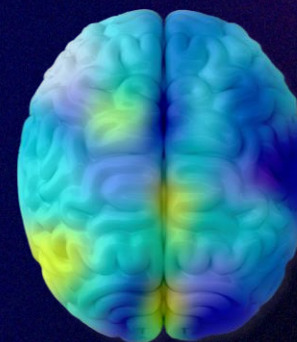
MΔRMAΔ

max



Brain activity of a person when first reacting to AR

min



Normal human brain activity

IMPORTANCE OF AR IN MARKETING

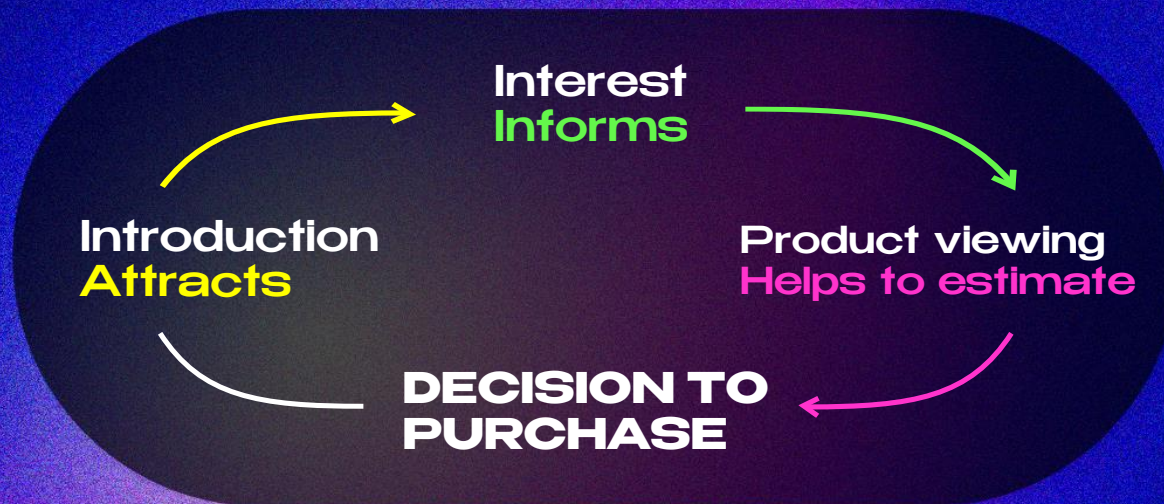
MΔRMAΔ

AR ADVERTISING INCREASES THE
SALES CONVERSION RATE BY

94%

IT INCREASES THE TIME SPENT
VIEWING THE PRODUCT BY

50%



88%

OF COMPANIES WITH AN INCOME OF
BETWEEN \$100 MILLION AND \$1 BILLION
USE AR IN THEIR ADVERTISING

80%

OF INFORMATION IS
TAKEN IN VISUALLY

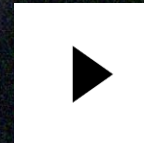
*Links to the research available on request

MΔRMA

**TECHNOLOGICAL
SOLUTIONS FOR YOUR
BUSINESS**



IMMERSIVE ADVERTISING – A NEW FRONTIER



Outside advertising

Using augmented reality we bring static advertising banners to life with video content: invitations, announcements, promotional videos and advertising promotions. Attract clients' attention and shorten the path to a sale.



Presentation

Any product whose external appearance is important can be digitized and presented in interactive form to make it easier to visualize. Turn your presentation into a show and boost your sales.



Magazine

Readers see not only the printed advertising but also video and 3D content about products, can view them and assess their advantages and purchase them immediately. This intensifies the viewer's interaction with your brand.

HOW CAN YOU SPEED UP THE CUSTOMER'S DECISION TO PURCHASE?

MΔRMA



TRADITIONAL ADVERTISING

- Static text and photographs are unable to fully communicate the product's characteristics and generate a sale
- Rapid scanning of the text with no interaction
- Approximate target audience reach
- Ordinary advertising, low citation rate



AR ADVERTISING


- ✓ Dynamic video and 3D models vividly display the product's advantages and speed up the decision to purchase
- ✓ Immersive and interactive content prompts the target response
- ✓ Reliable number of scans, easy to view
- ✓ Engaging experience that viewers want to share with others



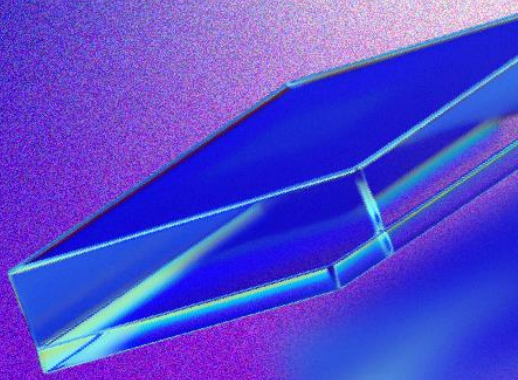


MΔRMAΔ

COMMUNICATION CHANNELS WITH THE CLIENT HAVE CHANGED



Discover for yourself this
completely new marketing
instrument and attract
new clients





“REVIVING” PRINTING



A unique combination of traditional printed materials and modern technologies intrigues and attracts the attention of potential clients. With the help of a smartphone, ordinary leaflets, business cards, brochures and posters will “come to life” before the viewer’s eyes.

“Living” printed materials are highly interactive, and stimulate the viewer’s curiosity and retain their attention. The effect of physical presence which augmented reality creates strengthens the positive perception of your brand and increases brand loyalty.

MΔRMAΔ



INTERACTIVE EXHIBITION STAND

Stand out from your competitors

Thanks to the animated 3D content and unique design that we create for you based on the individual nature of your brand and products, visitors to events of all kinds are entertained and left with a lasting impression when they interact with your stand.

This interaction with the stand greatly increases the likelihood of long-term partnership after the initial contact.



DIGITAL AMBASSADOR



We create a unique 3D model for you based on the individual nature of your brand and products.

Consultant

Presents your products 24/7 in sales and demonstration areas and on advertising banners, replacing human personnel and saving on staffing costs.

Volunteer

Informs the participants about event schedules, how to get to the event venue, collect badges etc.

Mascot

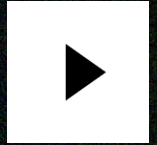
Create your own virtual character to be a symbol of your brand/event and make a lasting impression on viewers when they interact with your mascot.

Tour guide

Takes visitors on excursions round a city, museum or venue.



THEMED PHOTO ZONE



Increase your brand recognition

The photo zone is the best way to attract visitors' attention and give them the chance to become part of your brand. Visitors take selfies and videos alongside animated 3D models with your logo and upload the content to social networks, ensuring that your brand has a high visibility index.

Celebrate a special occasion in a new way

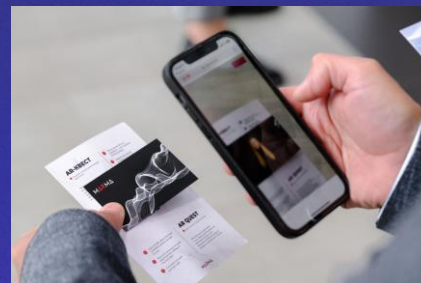
Have you wondered how to make your event more engaging and memorable? A dedicated photo zone will become a focal point for guests at birthday, wedding or company celebrations and the original photographs will remind your guests of the high points of your event.

POPULAR ACTIVITIES AT EVENTS



Recording video messages on postcards

Guests can record video messages in real time at the event and our specialists will incorporate these into still images which will “reviving” when the QR code is scanned. These postcards can be sent anywhere in the world. This service is extremely popular with visitors and the participants remember the themed postcards for a long time.

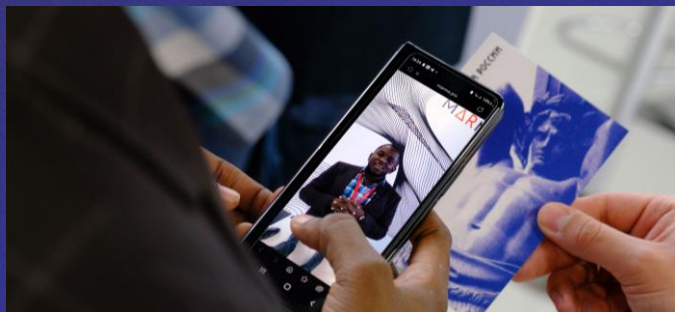


Quest

Clients and partners are tasked with solving a series of puzzles and performing challenges at quest stations (which can include stands, refreshment areas, information displays etc.), by using the opportunities offered by augmented reality and interacting with digital objects.

The use of a gamification approach helps to attract and retain the audience's attention and thus increase sales.

PRESENTS AND SOUVENIRS TO REMEMBER



We bring invitations, memorial books, calendars, post cards, note pads, chocolate boxes etc. to life using themed animated 3D models or promotional videos.

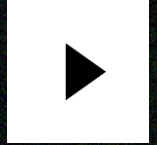
Gift sets with wow-elements like these will make a lasting impression and make unique souvenir gifts for your partners and guests which they will treasure for a long time.



MARMa



EXHIBITIONS



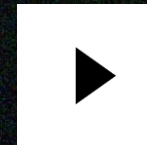
Extending the limits of perception

The subjects of photos, pictures and sculptures can “come to life” and tell viewers about themselves. These items exist simultaneously in two conceptually complementary realms - in both physical and augmented reality space.

Interactive guide

Many museums use technology to create interactive multimedia guides. Visitors can get closer to the exhibits and view them from all angles, see them as they were in the past and obtain more information about them in any language.

EDUCATIONAL AND PROMOTIONAL



Gallery of leaders and achievements

A gallery of images highlights the status and values of public and political figures, opinion leaders, scientists, athletes and performers and informs the public about their activities. The photographs are brought to life with clips of the person speaking.



Information banner

The banner, brought to life using 3D and video content, clearly demonstrates complex processes and mechanisms and increases retention of the key information by 70%.

IMPORTANT MILESTONES AND EVENTS



Certificates and diplomas

A unique way to preserve the moment when participants in contests and competitions receive their awards: anyone can record a video of the award being presented and incorporate it into the certificate.

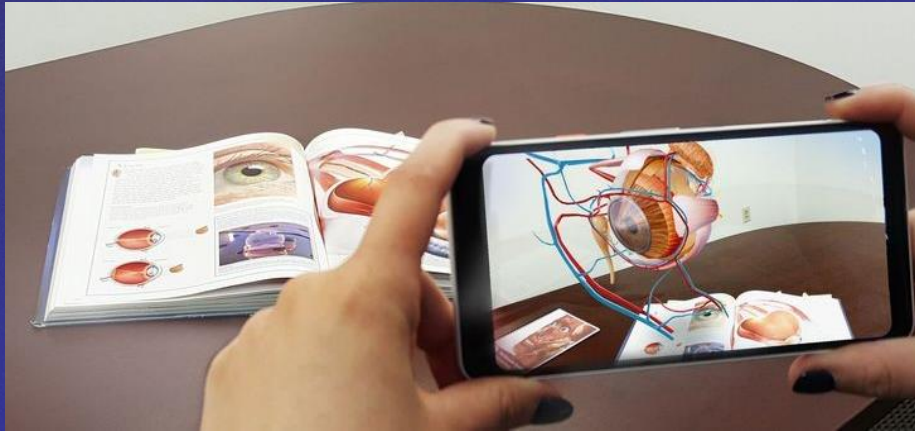
The certificate will be “brought to life” when participants view it using their smartphones: the moment when the award is presented to each individual participant will be projected onto an image of the certificate.



Invitations and congratulations

Who would not be delighted to send or receive something surprising and original, something that goes beyond an ordinary congratulations message? Modern technology is here to help you. Record a virtual congratulations message or invitation for your guests using augmented reality.

STUDY MATERIALS



Text books, teaching materials, games and plans enriched with augmented reality represent a breakthrough in the way we provide information to children, school pupils and students. Video and 3D content allow them to study micro- and macro-processes and increase their understanding and retention of the information by 70%.



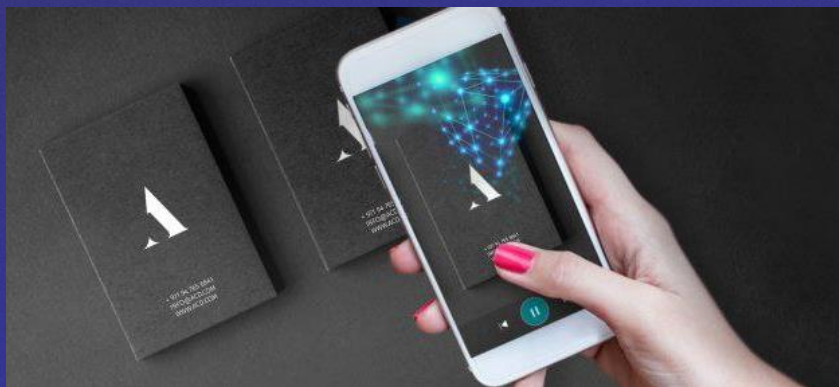
MΔRMAΔ



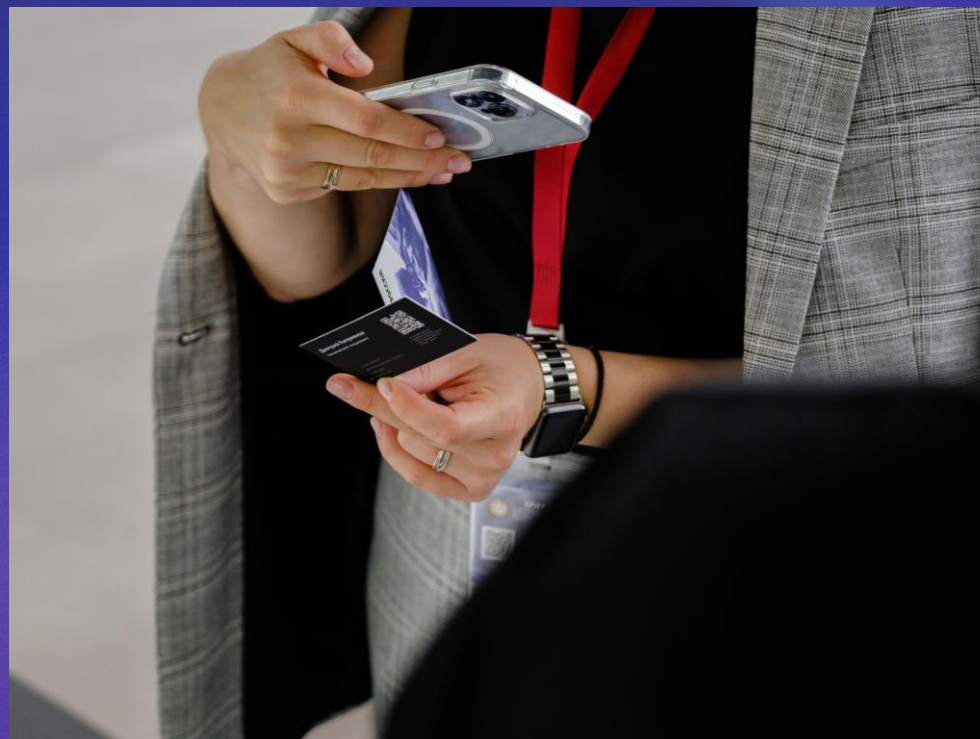
People can now view
products through the camera
of their smartphone and check
out their qualities with ease

**THIS WAS POSSIBLE
ONLY IN SCIENCE FICTION**

HIGH-TECH BUSINESS CARDS



A new form of communication with potential clients: the image of your company will stay in their memory - all they need to do is scan the QR code and your promotional video will play in augmented reality. AR business cards highlight your company's unique status, look prestigious, and stand out from the rest of your competitors' cards.



MERCH WITH A WOW-EFFECT



Interactive merch is not just clothing, but a promotional tool. The emotions and impressions generated by the meeting of the virtual and real worlds in dynamic pictures and 3D models will make users talk about you, share great pictures on social networks and spread the message to their friends and family.



WHY PEOPLE CHOOSE US



A NEW DIGITAL CHANNEL
FOR COMMUNICATION
WITH THE CLIENT



EFFECTIVE PROMOTION,
AS CONFIRMED
BY STATISTICS



A UNIQUE AND INTERACTIVE
FORMAT WHICH DOUBLES THE
ATTENTION USERS GIVE TO
YOUR PRODUCT OR SERVICE



MANY YEARS' EXPERIENCE IN INTERNATIONAL
EVENTS: SPIEF, EEF, EWF, IFCP
#WEARETOGETHER, ETC.



EXPERIENCE IN WORKING IN THE MAJOR CITIES
OF THE RUSSIAN FEDERATION, FROM AIRPORTS
AND PUBLIC SPACES TO FLASH MOBS



A NETWORK OF PARTNERSHIPS WITH
MINISTRIES AND AGENCIES, PUBLIC
ORGANIZATIONS AND MUNICIPALITIES



CONVENIENT FOR USERS - NO NEED TO
DOWNLOAD ANY MOBILE APPS

CONTACT DETAILS

MΔRMAΔ

Upgrade your promotion
to a new level with us!

@ info@marma.pro

+7(812) 213 6836

marma.pro

marma_mia



The MARMA team creates projects that blur the
boundaries between imagination and everyday life.