

Table of Contents

- 1. PROFILE 3
- 2. SOLO..... 3
- 3. WALL..... 6
- 4. PRICING FOR END USER..... 7
- 5. PARTNERSHIP TERMS 8
- 6. CONTENT CREATION 10

1. PROFILE

Our company developing hi-tech visual solutions. From a start-up backed by world-recognised investors and industry gurus has grown into a globally emerging company developing and delivering smart technologies that are as emotionally compelling as they are visually impactful.

Some of our clients:

- Moet Hennessy
- Carrefour
- Jaguar
- Nike
- Procter & Gamble
- Coca-Cola
- Louis Vuitton
- Samsung

Media about us:

- [BBC](#)
- [Financial Times](#)
- [CNN](#)
- [Daily Mail](#)
- [Forbes](#)
- [Linus Tech Tips](#)
- [Entrepreneur](#)
- [USA Today](#)

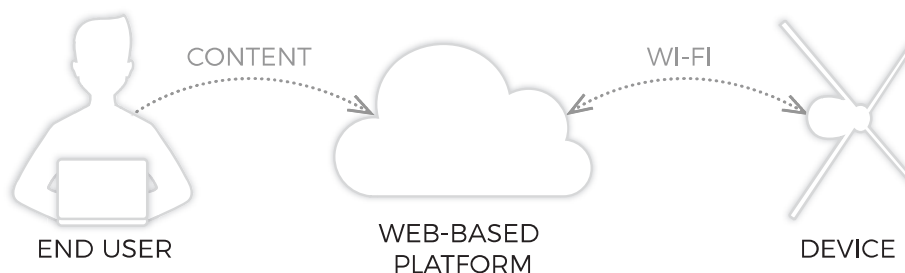
2. SOLO

2.1 Overview

It's leading visualisation solution for businesses looking for the “next big thing” in indoor advertising , willing to significantly boost their sales and receive higher brand exposure.

It's a revolutionary solution for creating, managing and displaying 3D video content with holographic effect . It consists of a proprietary **software management platform** and a hi-tech **projection unit** for displaying visual content.

Positioned in various client-facing locations, devices can be connected wirelessly and managed remotely from a single location.



2.2 Areas of application

Solution can be successfully applied across all industries and channels, ranging from retail shops, shopping malls and airports, to bars, trade shows and show rooms.

- Telecom
- Gaming
- Retail
- Travel
- Automotive
- Healthcare
- Education
- Entertainment
- Healthcare

2.3 benefits

● HIGHLY SCALABLE

Supports a multiple device built-out network of hundreds units. This feature makes it possible to cover as many locations as needed.

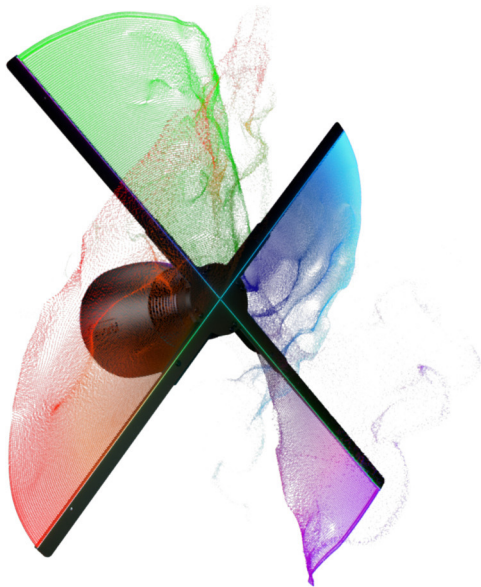
● USER-FRIENDLY

Although solution is based on a sophisticated technology, it is intuitive and simple to use supporting most common video formats (mp4, mpeg, etc).

● COMPLETE MEDIA PLANNING

Units are managed through a proprietary web-based platform. It allows remote content upload, playlists scheduling, management of the whole network of devices from one location and much more.

2.4 Key features - Projection Unit



- Designed to work 24/7
- HD visuals: 16M+ colours
- Single display size: 56 cm
- Wi-Fi content upload
- Up to 5 hours of video content
- Lightweight: 2.8 kg
- Mains powered
- Power consumption: 65W
- Manufacturer warranty

projection units can be mounted on ceilings, walls and shelves.

2.5 Key features - Management Platform

- Intuitive interface
- Manage all devices from one location
- Wireless content transfer with most standard video files supported (mp4, mpeg, etc.)
- Schedule playlists and content
- Media library with generic videos
- Synchronise multiple units
- Assign multiple user roles



3. WALL

Placed together and automatically synchronised, multiple units create large outstanding 3D holographic visuals of a variety of sizes.



4. PRICING FOR END USER

4.1 Package

Package offered to End user includes the following:

1. One projection unit (hardware)
2. 12-month Management licence:
 - Access to web-based management platform
 - 5 users with various user rights
 - 3GB cloud storage
 - Content upload and playlists creation
 - Media planning tools
 - Content library with 3D visuals
 - The tool to create generic 3D content (logos, text) out of 2D assets

4.2 Package pricing

The price per Package is **EUR 3,240 (installation excluded)**

Renting solution:

24 months : EUR 151,83/month

30 months: EUR 121,47/month

36 months: EUR 106,24/month

4.3 Subscription (after 12 months)

Once the 12-month Management licence is over, End users can extend the licence selecting the most suitable option:

FEATURES	STANDARD	ADVANCED	PERPETUAL
Create playlists	✓	✓	✓
Access content library	✓	✓	✓
Control projection units remotely	✓	✓	✓
Previously purchased/created content is available	✓	✓	✓
Upload new content	—	✓	✓
Create new content using content creation tools	—	✓	✓
PRICE	EUR 30 per month	EUR 80 per month	EUR 1,500 one-off fee

5. PARTNERSHIP TERMS

5.1 Business models and revenue sources

MODEL	DESCRIPTION	REVENUE SOURCES
Reselling	Buy and sell	<ul style="list-style-type: none">● Margin on selling● Service and maintenance● Installation/dismantle● 3D content creation● Commission from subscription fees● Commission from content creation referral to 3D Design Studio
Events & campaigns	Lease for short- term events and/or mid- term campaigns	<ul style="list-style-type: none">● Lease● Increase margin of event/marketing servicing contract● 3D content creation● Commission from content creation referral to 3D Design Studio
Advertising	Build a network of devices placed in a variety of public places and sell advertising space on them	<ul style="list-style-type: none">● Sales of ad space● 3D content creation● Commission from content creation referral to 3D Design Studio

Content production by Partner

Visual content can be produced by Partner as a value-added service to End user. To be eligible to provide such service Partner should be certified to produce content.

Maintenance/servicing contracts

Depending on the available infrastructure and professional skills, Partner may offer to End user a number of value-added services such as maintenance, installation/dismantle or any other service related to supporting our Firm.



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6. CONTENT CREATION

6.1 Content creation options

The content is 3D-rendered and can be uploaded onto devices in most standard video formats (mp4, mpeg, etc.).

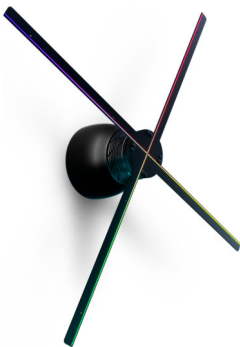
Only the highest possible content quality standards must be maintained for technology.

These are the several options to ensure the superior quality of visuals uploaded:

- Free generic 3D content is available in content library.
- Content creation tool is available to transform basic 2D assets (logos, text etc.) into 3D visuals suitable.
- 3D Design Studio can be commissioned to create custom-made content.
- Local certified content creation partners can also be commissioned to create custom-made content.

6.2 Content creation certification

- To achieve the highest content quality, every party producing content, must be certified by our Firm.
- The certification process involves knowledge transfer and completion of several practical tasks to ensure the highest level of content creation by the party certified.



Revolution in Every Dimension

HEADQUARTERS

BULL S.r.l.

Via Giovanni da Verrazzano, 2

24125 Bergamo (BG)

Italia

P.I. e C.F.: 04120360161 - Numero REA BG – 436888

Tel: +39 035 0668098

Mail: direzionebullsrl@gmail.com

Web: www.bullsrl.eu

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