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atlantis

Scan the QR and watch AR opportunities

HOTPIE DIGITAL OÜ

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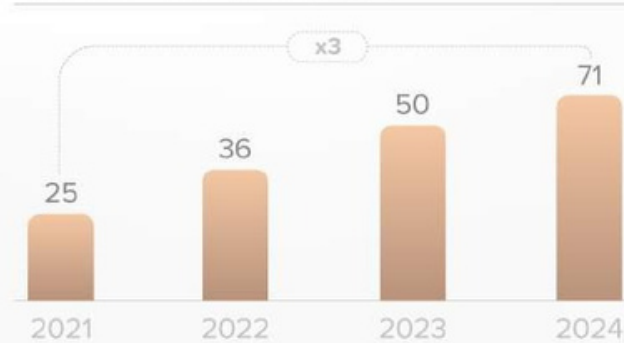
AUGMENTED REALITY [OR JUST AR]

is a technology that allows you to add the world around you with digital objects in real time. There can be 3D graphics, 2D animation, video, text, audio, etc. To activate augmented reality, you need a smartphone or tablet with a camera. Your mobile device must also have internet access.

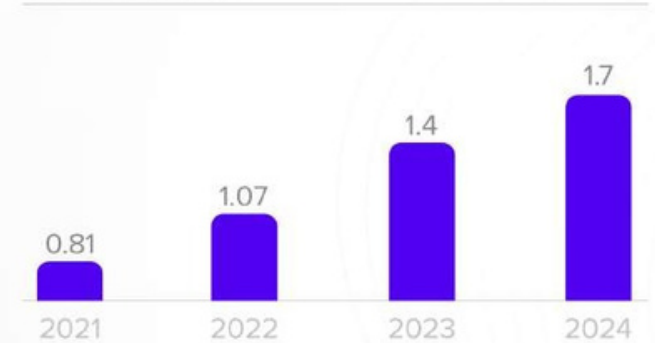
37% PER YEAR

Grows the global market of augmented reality

Market volume, bil. USD



Users, bil. ppl



AUGMENTED REALITY

TARGET AUDIENCE FOR THE USE OF THE TECHNOLOGY



In real estate business, AR makes it easier to make purchasing decision



In the souvenir business, AR can increase sales by 2 or more times



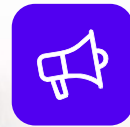
In education, AR makes it easier to memorize information, makes children want to learn



In the restaurant business, AR allows to stand out among competitors and engage users



In the sphere of goods, AR can convey more information about the product, to provoke interest, to attract the attention of consumers



In advertising, AR makes promo materials more effective and allows to get physical advertising analytics



In the photography business, AR allows to create WOW effect for the consumer

WHY AR IS THE FUTURE?



KEY TECHNOLOGY

According to analysts, AR is among the top 10 key technologies in the world



GROWING MARKET

By 2025, the number of users in the AR sphere will reach 1.7 billion people



BRAND'S CHOICE

75% of the world's leading brands have already implemented AR into their marketing strategy



REVOLUTIONARY PRODUCT

Apple releases augmented reality glasses



COMPETENCE OF THE FUTURE

AR is on the list of competencies for mastering professions of the future, according to Skolkovo



LIMITLESS APPLICATION

The technology can be adapted to any request, any consumer and any budget

HOTPIE AR POWERED BY ATLANTIS

HOTPIE DIGITAL is a leading Estonian company to develop and integrate augmented reality into various spheres of life.

Company's Mission

Development and popularization of digital solutions with the use of augmented reality. We value technology, affordability and innovativeness.

We are specialised in:



making an advertising campaign with augmented reality



image packaging for companies and their products with the use of AR



integrating in education, restaurant business, travel industry, real estate business



creating unique AR products that are beyond comparison



packaging of ready-made business areas with augmented reality on a turnkey basis



custom IT development, retaining corporate identity for AR integration



creating digital solutions for the public sector, industry, research and education institutions

OUR CLIENTS



➤ [You can see our cases here](#)

OUR PRODUCT

OUR MAIN PRODUCT— software, the ATLANTIS online platform, designed to create augmented reality.



AUGMENTED REALITY is able to make your business more spectacular, vivid and user-friendly. It also makes your brand more recognisable and attractive. Live menu in restaurants, construction blueprints for property developers and interior designers, car components—this is just a minor part.

Our product allows to increase the revenue of any company from 2 to 10 times by:

WOW effect

It's engaging, impressive and it also captures the attention of the user



Upgrading image

It builds the company's status as a market leader and allows to stand out among competitors



Increasing loyalty

It helps customers choose, try on, show or assemble products



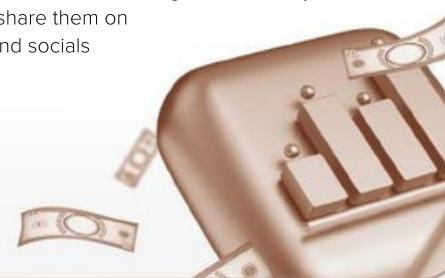
Increasing informativeness

It gives the ability to convey more product information and unlimited opportunities to showcase products and services



Viral marketing

Most users are excited about augmented reality products and share them on messengers and socials



Interactive buttons

AR allows to go to messengers and socials easily with the help of active buttons



And much more!

AR MARKET SEGMENTATION

HOTPIE COMPANY aims to present in all markets ready for AR integration to boost revenue growth rates.



3D IMAGE

\$21.6 billion global 3D imaging market
Market presence will increase revenue growth rate by 14%



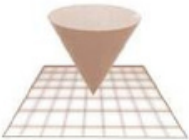
AR NAVIGATION

\$3.5 billion global AR navigation market
Market presence will increase revenue growth rate by 2%



AR GAMES

\$8.4 billion global AR games market
Market presence will increase revenue growth rate by 5%



MARKERLESS TRACKING

\$1.1 billion global ecosystem market in AR/VR in the real estate market
Market presence will increase revenue growth rate by 1%



VIRTUAL FITTING ROOMS

\$4.8 billion global market of virtual fitting rooms
Market presence will increase revenue growth rate by 3%



IMAGE RECOGNITION

\$38,02 billion global market of image recognition
Market presence will increase revenue growth rate by 25%

FOR EVERY SPHERE, WE HAVE DEVELOPED UNIVERSAL SOLUTIONS

AR MASKS. FACE TRACKING

It's a popular technology widely used in social media. Your customers can try on make-up, jewelry, a headwear, a mask, the result of a cosmetic procedure and even the face of another person.

Field of use:

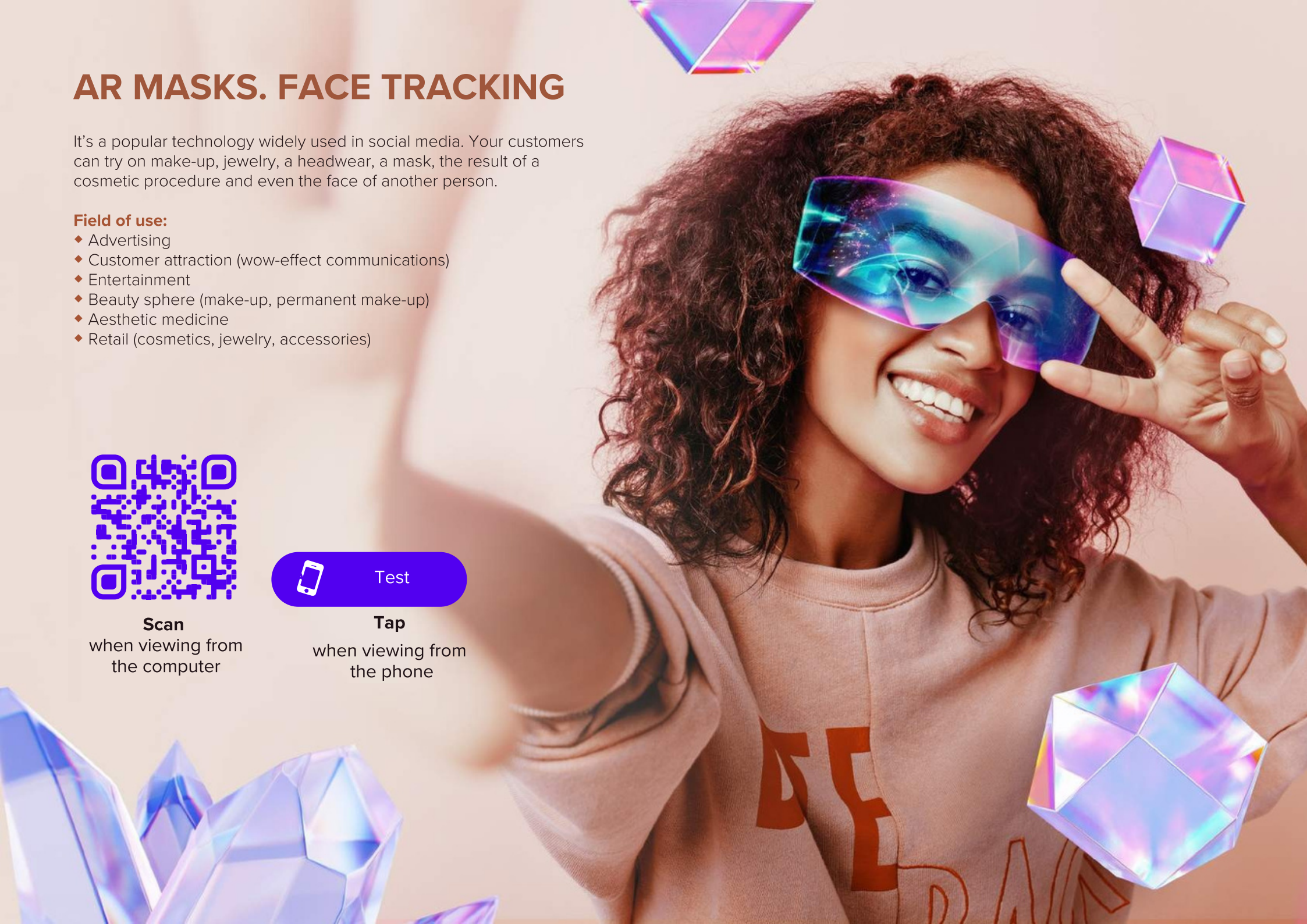
- ◆ Advertising
- ◆ Customer attraction (wow-effect communications)
- ◆ Entertainment
- ◆ Beauty sphere (make-up, permanent make-up)
- ◆ Aesthetic medicine
- ◆ Retail (cosmetics, jewelry, accessories)



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AR STYLE. BODY TRACKING

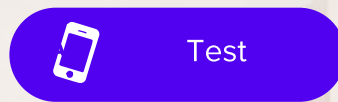
It's the foundation for creating virtual fitting rooms, visualisation of your dream life and social media challenges. Users can try on clothes, another person's outfit, avatar and see themselves in any AR environment.

Field of use:

- ◆ Advertising
- ◆ Retail (clothes, shoes)
- ◆ Fashion industry (visualisations for designers and stylists)
- ◆ Psychology (creation of moodboards and wish maps)



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AR-LIFE. OBJECT TRACKING

It's a technology that allows real objects to be changed and upgraded in augmented reality.

The technology can:

- ◆ build in a new piece of furniture into the interior
- ◆ change the colour of a car, replace the headlights or add tuning
- ◆ «dress up» a child's toy: change its costume, colour
- ◆ add AR manual to an object (for example, the instruction of cleaning a coffee machine appears from the «clean» button)



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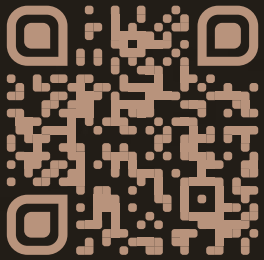
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AR IN CAFES AND RESTAURANTS

Your restaurant in AR — is a knowledge base, up-to-date menu, orders and payments. Guests feel as if they are in a video game or at a dinner party of the future.

Unique software for your restaurant will attract visitors, free up staff and automate many processes.



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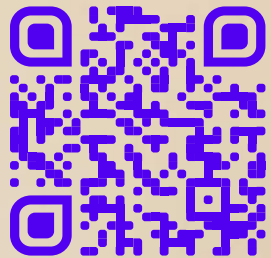


AR ASSISTANT

Virtual assistant is a trained neural network in the mode of a 3D model of a person or a mascot in augmented reality. He or she will help to answer your customers' questions and convey the most important information about your business

What AR ASSISTANT can do for you:

- ◆ consult on financial products
- ◆ tell about the menu in the restaurant, help to make an order, tell about other restaurants in your chain
- ◆ advise on the range of products in your shop
- ◆ talk about construction of the building and the available options for flats in it



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AR IN ARCHITECTURE

There are two ways to show a construction project to investors and clients.

Traditional Presentation

- ◆ Creating an expensive, bulky mockup that is difficult to transport.
- ◆ Making edits to the physical mockup is time-consuming.
- ◆ Installation of design software and renewal of subscription.

AR Presentation

- ◆ Creating a digital model of a structure takes less time and resources.
- ◆ Your project is always at hand at any time and you don't need to spend on logistics.
- ◆ You only need a mobile device with internet access to watch your construction project.

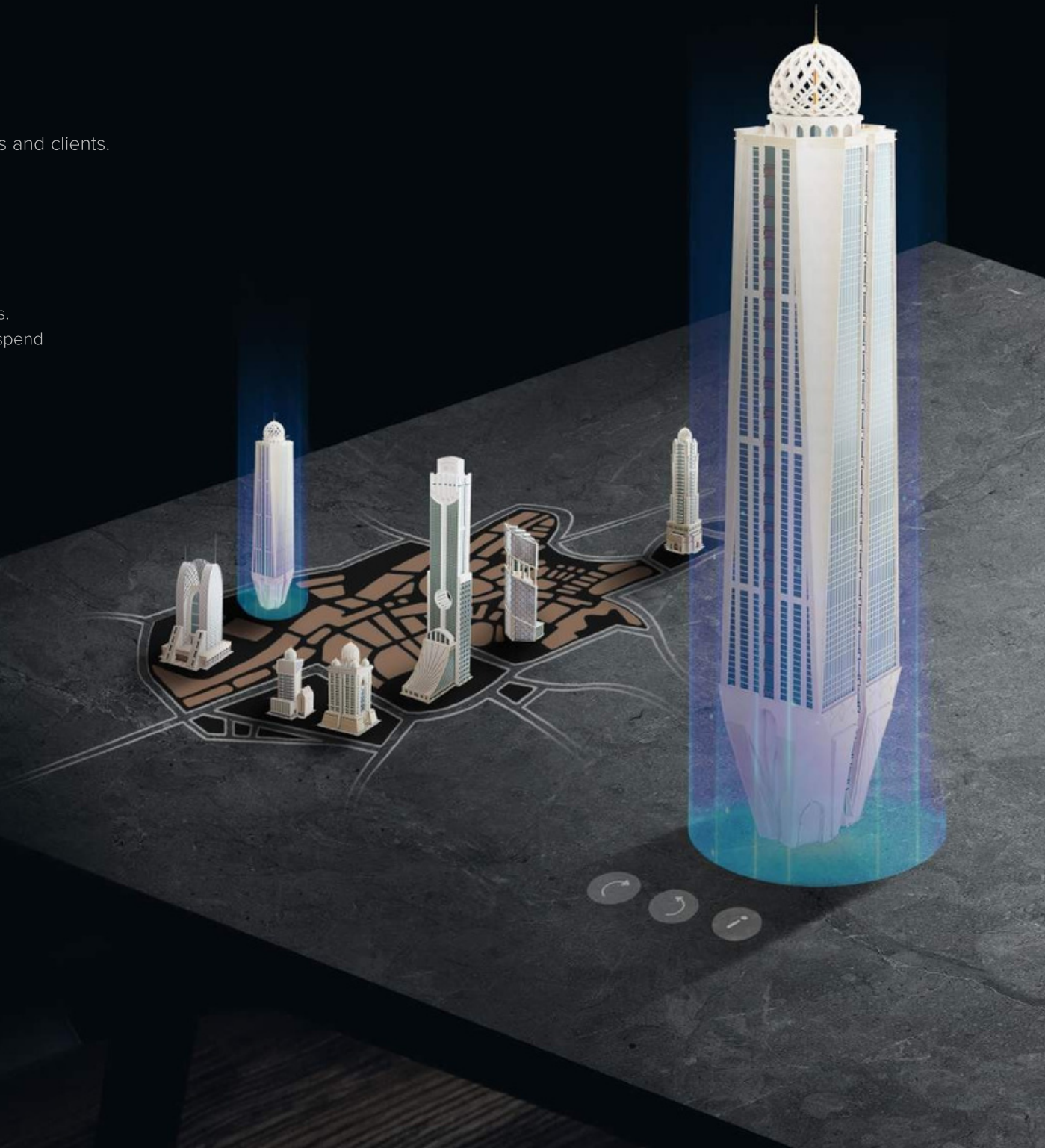


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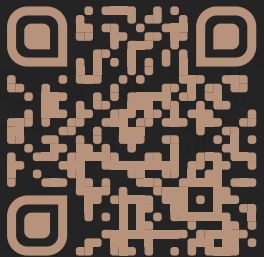


AR BUSINESS CARD

A card that your customers will definitely remember.

An interactive business card that can speak about your company. On the card you can place 3D models, video or audio, add buttons that lead to the website or social media. There is also the option of an interactive contact that goes straight to a call.

Is your business located in Burj Al Arab? It will appear on the business card, with all the facilities and even show the menu of each restaurant.

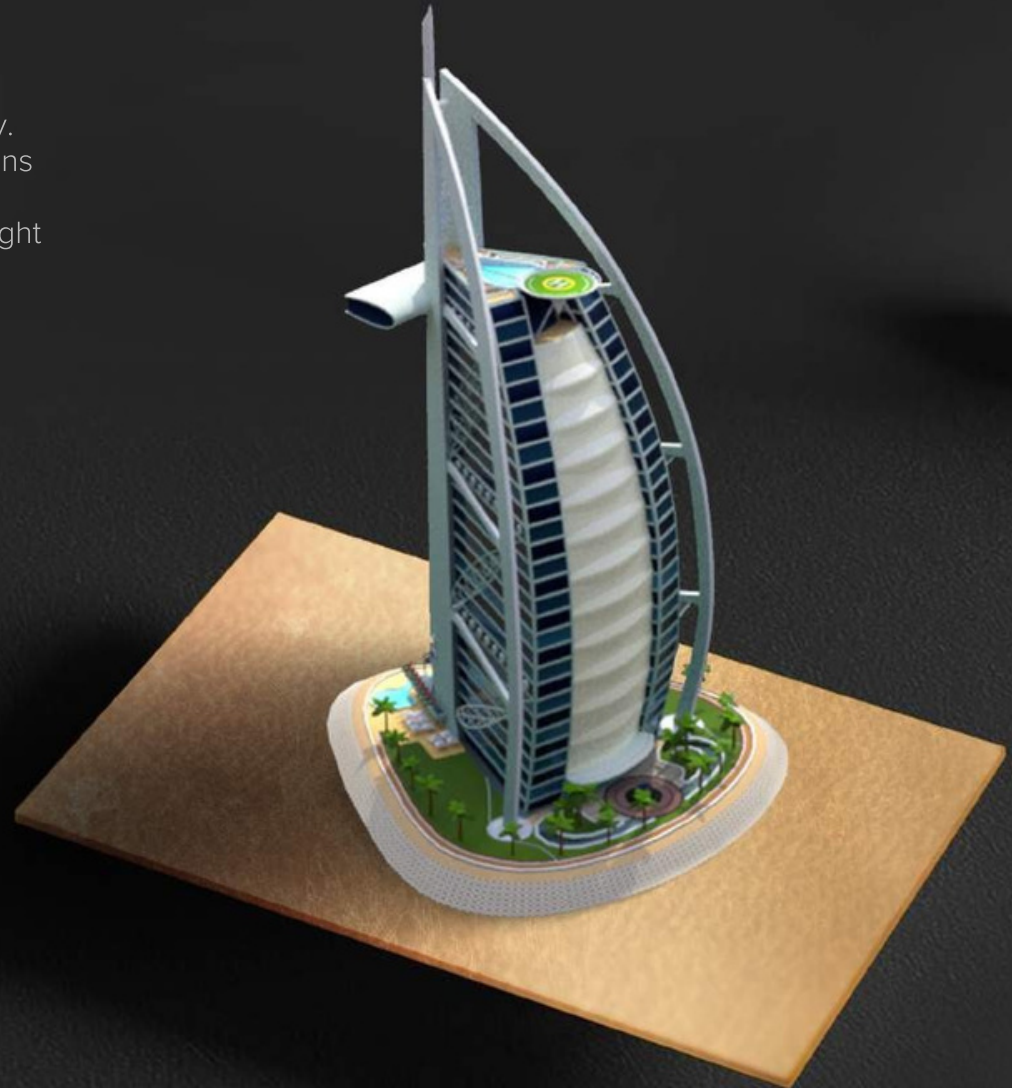


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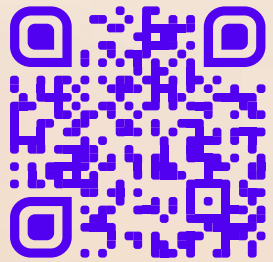
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AR HOUSE TOUR

Choosing a place for a living is a challenge for the buyer. Moreover, it is also difficult to deal with building plans and photographs.

AR house tours give you the opportunity to enter the future house, look around and feel there like an owner. A 3D model of the building with interior decoration will help the buyer make an aware decision quickly.



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AR FOR CAR DEVELOPMENT

Developing a new car model is an expensive and complex process with many iterations.

AR pilot model can solve many issues along the way:

- ◆ present a 3D model in its actual size before the physical prototype is released
- ◆ view the future car in any room or space
- ◆ significantly reduce the cost of exhibition events



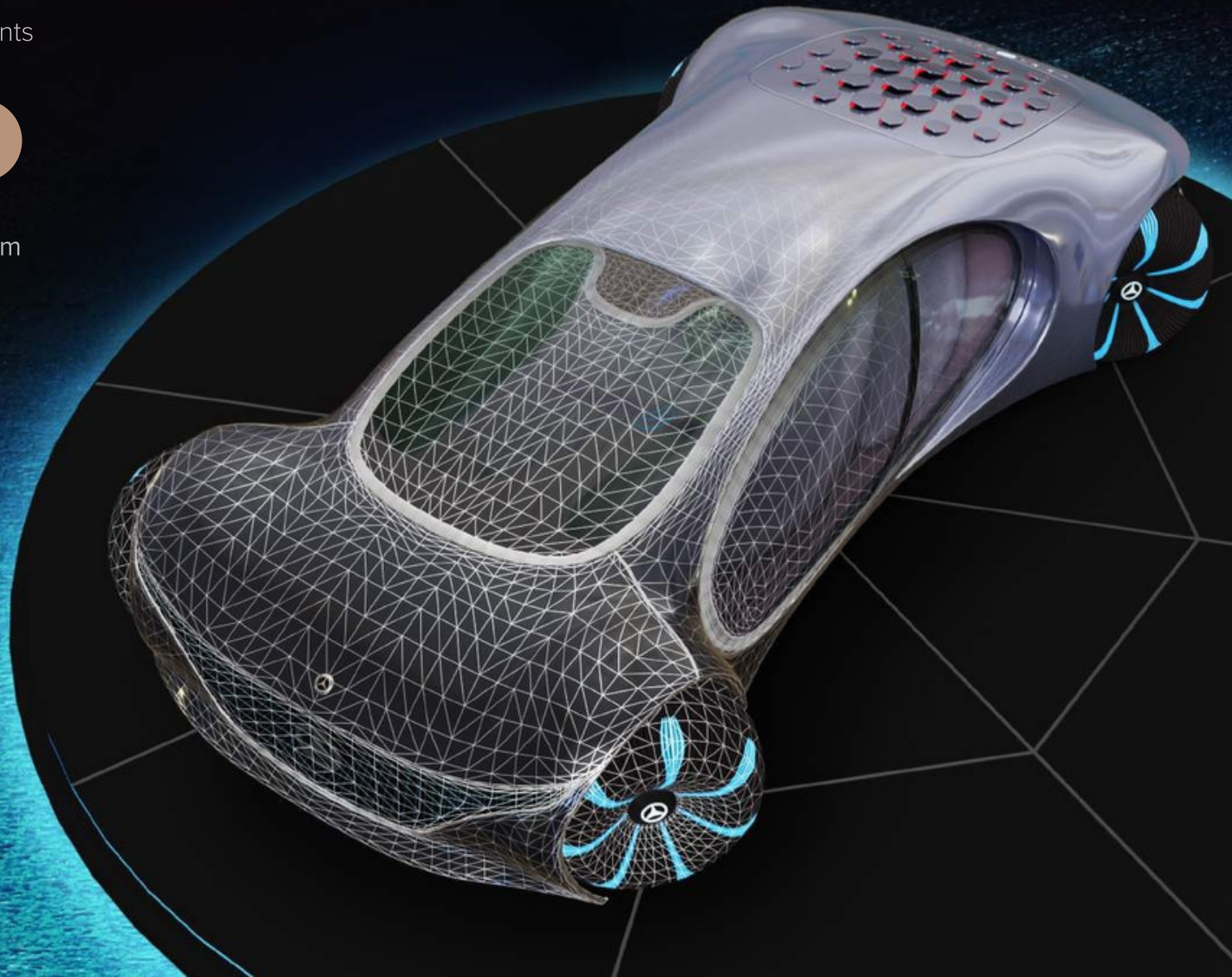
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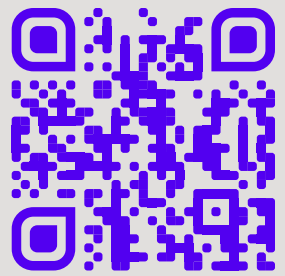


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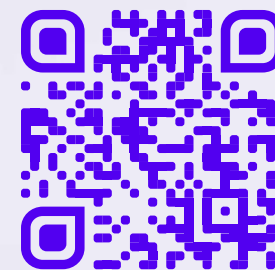




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TRY IT YOURSELF

Test AR technology right now and be amazed by its possibilities! It will only take a couple of minutes, during which you will easily immerse yourself in the magical and multifunctional world of augmented reality and see impressive 3D models of our current projects.

AR-TECHNOLOGIES:

real estate catalog of the future, «coming to life» restaurant menu, virtual assistant and more!

PROMO PROJECTS:

projects for presentation of AR-technology opportunities

LEARNING AR COURSES FOR CHILDREN AGES 3+

to learn in a fun, engaging and effective way



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WE CREATE FAMILIAR THINGS IN A MODERN INTERPRETATION THAT EVOKES VIVID EMOTIONS AND IS THE STRONGEST TOOL FOR REALIZING A VARIETY OF BUSINESS GOALS:

FROM UPDATING PRODUCTS TO INCREASING PROFITS!

OUR TEAM



ANDREY SVEZHINTSEV
CEO



IRINA KRYUCHKOVA
Deputy CEO



YANA SERGEEVA
COO



ALISA IGNATIEVA
IT Director



ALEXANDER CHERNOV
HR Director



ALEXANDER LANDEKHOVSKY
Chief technical officer



VLADIMIR KRYUCHKOV
Document Controller



ULIANA ANTONOVA
Social Media Manager



NINA BONDAREVA
Sales Director



ALEXEY SVIRIDOV
Project Manager



ROMAN TRISHAKOV
Project Manager



DANIIL CHUB
Product Manager



MARIA SERGEEVA
Pre-Sales Manager



LOMTEVA VIKTORIA
Sales Manager



EVGENIA GILYOVA
Sales Manager



ALINA STRANICH
Document Controller Assistant



ANNA CHERNOVA
Document Manager



ALEXEY SUDARENKOV
Game designer



NATALIA KONDRATIEVA
Scriptwriter-Copywriter



NIL VOROZHISHCHEV
Creator



ARTYOM YANCHIKOV
Sound Designer



KIRILL YAGONEV
2D Animator



ALEXANDRA POSTAVNINA
2D Designer



SERGEI SADOV
2D Designer



OLEG GUDKOV
2D Designer



VLADISLAV POPONOV
3D Designer



VALERIA KNYAZEVA
3D Designer



OLGA IVANOVA
3D Designer



SERGEY ELKIN
3D Animator



ALEXEY GORLOV
3D Animator



VASILY KOROBOV
3D Animator



KIRILL PATRIN
Lead Unity Developer



AFFAZ ALI
Full Stack Developer



NIKITA SHITOV
Frontend Developer



STANISLAV KAPANIN
Unity Developer



KIRILL LAPIN
Tester



ANATOLIY FERISOV
System Administrator



KIRILL FILATOV
System Administrator and
Technical Support Specialist



ROMAN SERKOV
Technical support specialist



JULIA BLUM
Storymaker



VADIM AVRAMENKO
Chief International Business
Development Officer
CIBDO

AR WITH HOTPIE

HOTPIE AR is a team of professionals passionate about future technologies. We follow IT trends, continuously improve our skills, learn new things, update and develop our products.

Our pricing is democratic, flexible and transparent. This makes us stand out in the market.

We are open to new things—new countries, offers, projects or business sectors. We are ready to evolve and challenge ourselves.

Contact:

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We try things that no one else has done before and offer innovative solutions for our clients.

We work with each partner and client individually and help them to find and implement the best and boldest ideas.

