



YDREAMS
GLOBAL

Wild dreams must be lived

YD [TSX.V] | YDRMF [USA] | A2APOL [FSE]



WHO WE ARE

YDreams Global is a public trading company (**TSX-V: YD**).

An international reference in innovative **projects** and **products** that combine Technology, Design and Content to respond to challenges of the Age of Experience.

WHAT WE DO

Create **memorable experiences** for brands and **innovative products** with potential for **exponential** and **fast growth**.

OUR EXPERTISE

Immersive technologies, Smart Retail, Robotics,
Virtual Reality experiences, Branded games,
Blockchain, Interactive Exhibitions and Museums,
Augmented Reality

HOW WE BUILD DREAMS

The perfect storm

SENSORIAL TECH

Technology so ubiquitous and
transparent, it becomes human

I HAVE A DREAM

Live The Dream ®

IMPACT

INTEGRATED NARRATIVES

Entertainment in a world of
multi-disciplinary content and
environments

TRANSFORMATIVE DESIGN

Evolving the everyday experience
through empathy



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OFFICES

3 Vancouver
São Paulo
Rio de Janeiro

TEAM

36 People

OUR WORK

30 Countries

YEARS OF INNOVATION

16

- 2006 / First Tourism Virtual Sightseeing
- 2010 / First AR experience With depth-sensing camera
- 2014 / First collective VR Brand Experience
- 2016 / Most Interactive Olympic Museum

AWARDS

22

- IF Design Award, 2017
Hotel WZ Interactive Facade
- Visionary of the Year, ICR, 2016
Rio de Janeiro – Knowledge Squares
- El Ojo de Iberoamerica, Bronze, 2013
Bradesco Next – Bank of the Future

PATENTS

4

- Virtual Reality Gaming Platform
Network system for full body, Immersive gaming system
- AR Elements
Systems and methods for simulating three-dimensional virtual interactions from Two-dimensional camera images
- Virtual Sightseeing
System for the visualization of information Superimposed upon real images
- Interactive Shelves
Interactive Display Cabinet

OUR CLIENTS

Those who dare to dream



OUR LEADERSHIP

Inspiration, Experience and a little Madness



**DANIEL
JAPIASSU**
CEO



**KARINA
ISRAEL**
CGO



**ELI
DUSENBURY**
CFO

BOARD OF DIRECTORS



**MIGUEL
REMÉDIO**



**JAMES
NELSON**



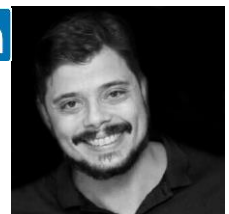
**SPENCER
SMYL**



**DANIEL
PRADO**
Director of
Technology



**ANA PAULA
MONTE**
Creative
Director



**FRANCISCO
CHAVES**
Head of
Arkave

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ARKAVE
ULTIMATE REALITY



Live The Dream ®

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ARKAVE
ULTIMATE REALITY

By **2021** global markets:

VR: *US\$ 74,8 Billion*

[source] <http://www.greenlightsights.com/>

VR Arcades: *A Future \$45 Billion Industry*

[source] <http://www.forbes.com>



ARKAVE

U L T I M A T E R E A L I T Y

Fast growth and aggressive distribution can make Arkave the number one VR Gaming Arena in the world.

The Blockchain platform will assure control by YDreams Global.





YDreams creates the perfect storm to make the most impossible dreams happen

HOW WE BUILD DREAM PROJECTS

We believe that a holistic knowledge is the key on producing high level tailor made projects and digital content to different medias like Virtual and Augmented Reality.

Phase 1: Understanding

- Brand Immersion
- Technical Visits
- Interviews
- Desk and Field Research
- Concept Design
- Technology and interactive consultancy
- Main narrative

Phase 2: Project Plan

- Deliverables and Timeline
- Experience Design
- Content Development
- Technology Specifications

Phase 3: Production

- UX and UI
- Interactive Experiences Development
- Graphic Design
- Furniture and Scenography construction
- Hardware purchase
- Electronic development

Phase 4: Delivery

- Pre-software testing
- Assemble software with hardware
- Assemble hardware with furniture
- Scenography installation
- Remote control maintenance system

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CASE STUDY

Bradesco
next...

I have a Dream

BUILD THE BANK OF THE FUTURE



BRADESCO BANK

Dream: Build the Bank of the future

CHALLENGE

Although Bradesco had been an early technology innovator in the banking industry in Brazil, Bradesco was no longer seen as innovative and wanted to increase public awareness of their technology offerings while also highlighting the personal side of customer service.

PROJECT DESIGN

We developed a new concept of digital services to the personalized customer care, that humanized the bank, through innovative design and integrated technologies. We came up with the concept of "Next Bank", In the Next world, we see the bank of the future, today.

BUILDING THE DREAM

We created a unique environment where people interacted with technology innovations. The experience offered access to exclusive video conference calls with customer service, new apps and features on smartphones, tablets, and wearables - like opening an account without the endless bureaucracy.



CLIENT: Bradesco Bank

ROI

Thousands of Clients registering Biometrics
Millions in Spontaneous Media Coverage
Roll out of 4 Units
Over 300 Thousand Visitors
NEXT becoming a Digital Bank

MAIN DISCIPLINES INVOLVED

- Software Development
- Concept Design of Flagship Branch
- Creation of Content
- Interface Design and UX
- Autonomous Robotic System

Co.DESIGN Co.CREATE Co.EXIST Co.LABS LEADERSHIP TECH MO

INNOVATION AGENTS



About This Series

INNOVATION AGENTS

Meet the people and discover the personalities driving the world's most radical, disruptive,



beyond the beyond

(...)



Retail Banker
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CI Cards International			PBI Private Banker International		

5 September 2012 by Meghna Mukerjee

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CASE STUDY

I have a Dream

TO ENHANCE THE PASSION OF SOCCER FANS



COCA-COLA HOUSE WORLD CUP 2014

Dream: To Enhance the Passion of Soccer Fans

CHALLENGE

The challenge was to make a difference and stand out over other advertisers during the World Cup, and this could only be achieved through creativity, hard work, innovative ideas and courage.

PROJECT DESIGN

Together we brought to one of the biggest sporting events in the world the best and most remarkable joint brand activation campaign that Coke has ever launched.

BUILDING THE DREAM

Before the World Cup, the Trophy Tour, with many technologies by YDreams traveled Brazil.

During the World Cup, the 12 host cities welcomed the Fifa Fan Fest; an arena in which Coca-Cola arranged for fun activities. YDreams developed fun experiences for the thousands of fans.

In Rio de Janeiro, the Coca-Cola House had the first collective marketing action in 360° virtual reality experience



CLIENT: Coca-Cola

ROI

Hundreds of Thousands of Visitors
Millions in Spontaneous Media Coverage
Thousands of photos posted in Social Media

MAIN DISCIPLINES INVOLVED

- Software Development
- Brand Activations
- Creation of Content
- Interface Design and UX
- Electronic Engineering



I have a Dream

HAVE A ROBOT AS A CONCIERGE



SANTANDER CITY



Future Art Tech Computing Experts Robotics

Robots, Augmented Reality and More – The Building of the Future

By Aaron Saenz - Apr 09, 2010 8,097



Greetings, humans. Welcome to the future.

Amazing! Someone took all the stunning technological advancements of the past decade and actually made a building that looks like it belongs in the 21st Century. "El Faro", the lighthouse, is an interactive visitors center that features robots, **augmented reality** stations, huge tactile interface walls, and flowing LED lights. It's like something out of Minority Report or Blade Runner. Set on the massive 16 hectare compound of **Santander** Bank outside of

Madrid, El Faro awes its guests with technology that transforms their surroundings into a interactive mesh of the physical and digital worlds. I can't adequately describe how awesome this place looks, so check out the video below instead. Integrated technologies providing humans with an enhanced environment - welcome to the future, boys and girls.

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How Reebok Is Breaking the Mold by '3D Drawing' Shoe Soles



New AI Mimics Any Voice in a Matter of Minutes

WIRED MAGAZINE

[READ MORE...](#)

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SHARE KNOWLEDGE TO EVERYONE



KNOWLEDGE SQUARES RIO DE JANEIRO

I have a Dream

MAKE RIO A SMARTER AND MORE HUMAN CITY



CISCO URBAN INNOVATION PLATFORM

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TURN A HOTEL FAÇADE INTO A LIVING CREATURE



WZARZUR HOTEL DATA SENSING FAÇADE

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TASTE THE PERFECT BEER



BOHEMIA BEER MUSEUM

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DRIVE WITH SENNA



SENNA EMOTION EXHIBITION

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BE INSIDE A GENIUS MIND

"1909", primeira escultura de protesto de Oscar Niemeyer, localizada em Niterói-RJ

Oscar Niemeyer em Moscou, na década de 50.



OSCAR NIEMEYER EXHIBITION

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MEET AN OLYMPIC HERO



RIO OLYMPIC MUSEUM

I have a Dream

TRAVEL TO THE AMAZON WITHOUT MOVING



NATURA AMAZON EXPERIENCE

WE LIVE THE DREAM.

WHAT IS YOURS?



*Be daring. Live The Dream.
Call us.*

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