

digitalcomœdia   
COMPUTER AIDED IMAGINATION

## ABOUT US

Digitalcomoedia is an Italian innovative SME operating in the field of **advanced digital content creation** and **Interactive Virtual (VR), Augmented (AR) and Mixed Reality (MR) solutions**.

Digitalcomoedia counts over 25 professional figures with a specific know-how in the ICT and media areas.

The company is certified to **ISO 9001-2008**.





## OUR VISION

To push the limits of VR, AR and MR technology in order to achieve a complete **Cinematic Reality** dimension providing immersive experiences with highly explorable and interactive environments based on a **strong human-machine interaction** and on the **gaming paradigm** for single and multi user serious applications.



## OUR MISSION

To design **User-Centric solutions**, to be a worldwide reference for AR, VR and MR and to be acknowledged by our customers as a people-driven Company able to add value to their products by applying **innovative game-based concepts** to the development of **serious applications**.

## WHAT WE DO

Digitalcomoedia makes use of some concept and technologies inherited from the game design in order to:

- Create advanced and **interactive learning** and **training** applications
- Supply VR and MR 3D real-time high performance solutions.
- **eLearning solutions** for all the educational process in different environments, didactical or enterprise oriented with **LMS and standard SCORM** compliant multimedia platforms.

The use of the Gaming paradigm allows for a more efficient creation of Digital Characters and Worlds we call **Digital Actors**, the creation of shared interactive environments and a very natural User Experience.

## BUSINESS UNITS

Digitalcomoedia is organized into four Business units (BU), which represent fundamental aspects behind every Next Generation Digital Experience creation:

- Creativity and Storytelling [**Uanema**]
- User Experience and VR Experience [**iEngine**]
- Alive Digital Content [**Digital Actor**]
- User Experience and Visual Engineering Reserch and Development Area [**ELO ExploLaboratory**]

## Creativity and Storytelling [Uanema]

The whole creative/production process, from storytelling to direction, from the character design to executive production.



## User Experience and VR Experience [iEngine]

Advanced Visual Computing technology for interactive VR/AR/MR immersive applications based on the proprietary iEngine multipurpose platform.

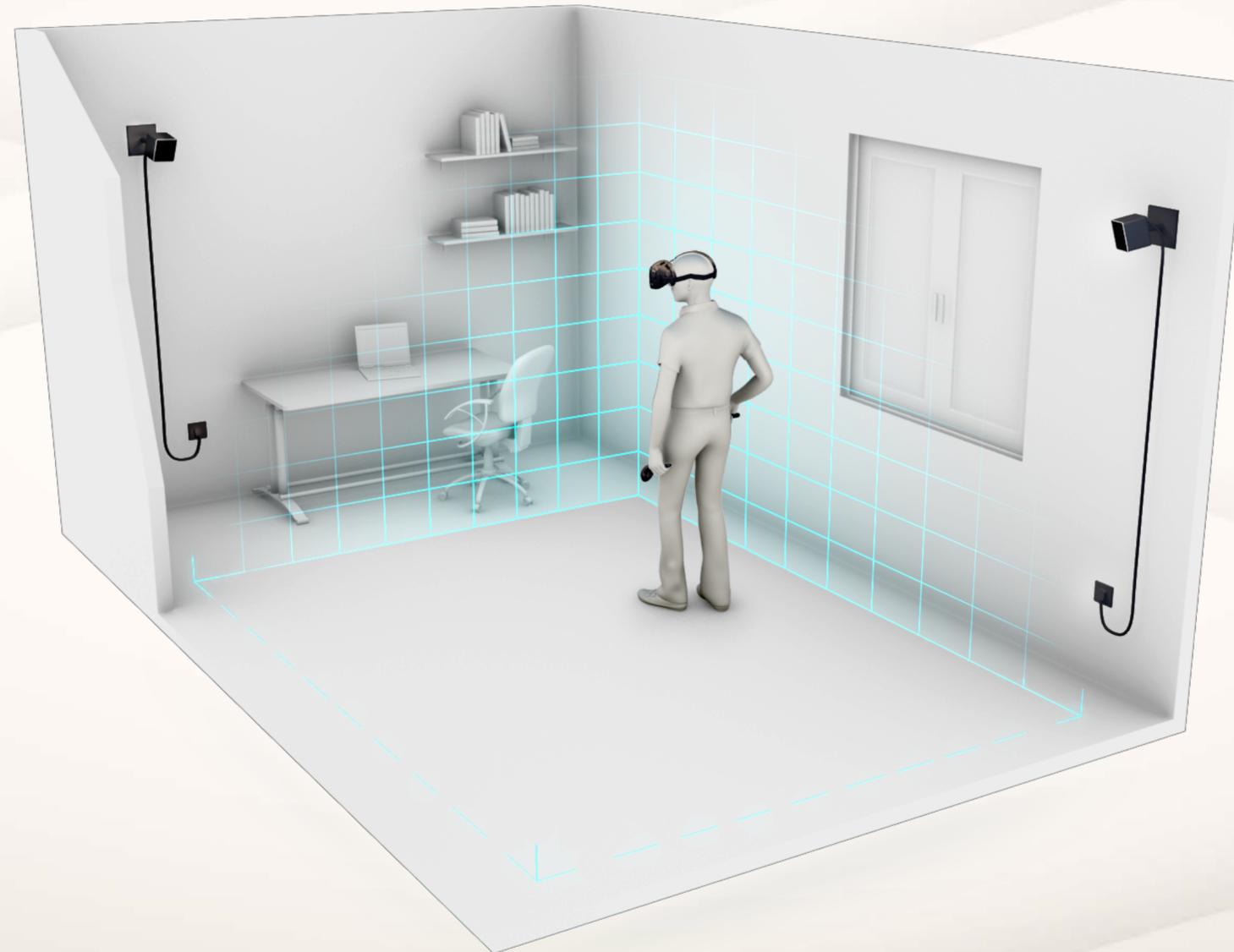


## Alive Digital Content [Digital Actor]

Design and creation of “evolved” 3D Models who can “live” either in virtual (immersive VR) or real (AR/MR) environments, interacting with the user through smart behaviours.



# User Experience and Visual Engineering Research and Development Area [ELO ExploLaboratory]

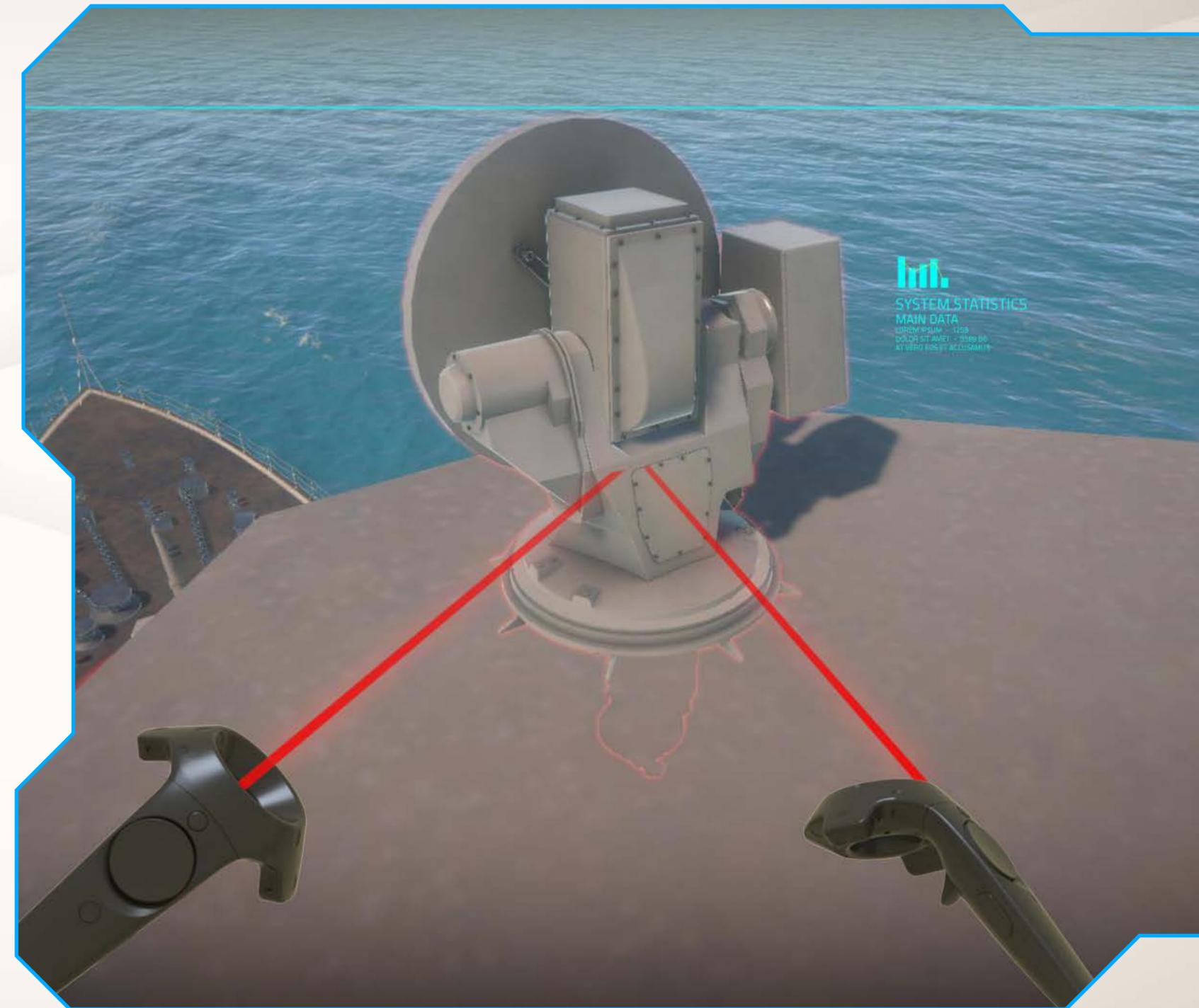


## **PRODUCTS & SOLUTIONS**

The integrated multidisciplinary team and the last generation technologies used, allow the development of a broad variety of solutions which expand the competitiveness and the value of our customers' products.

## From Factory to field support

- On the Job Manufacturing support
- On the Job Training
- On Line Maintenance
- Digital Handbook



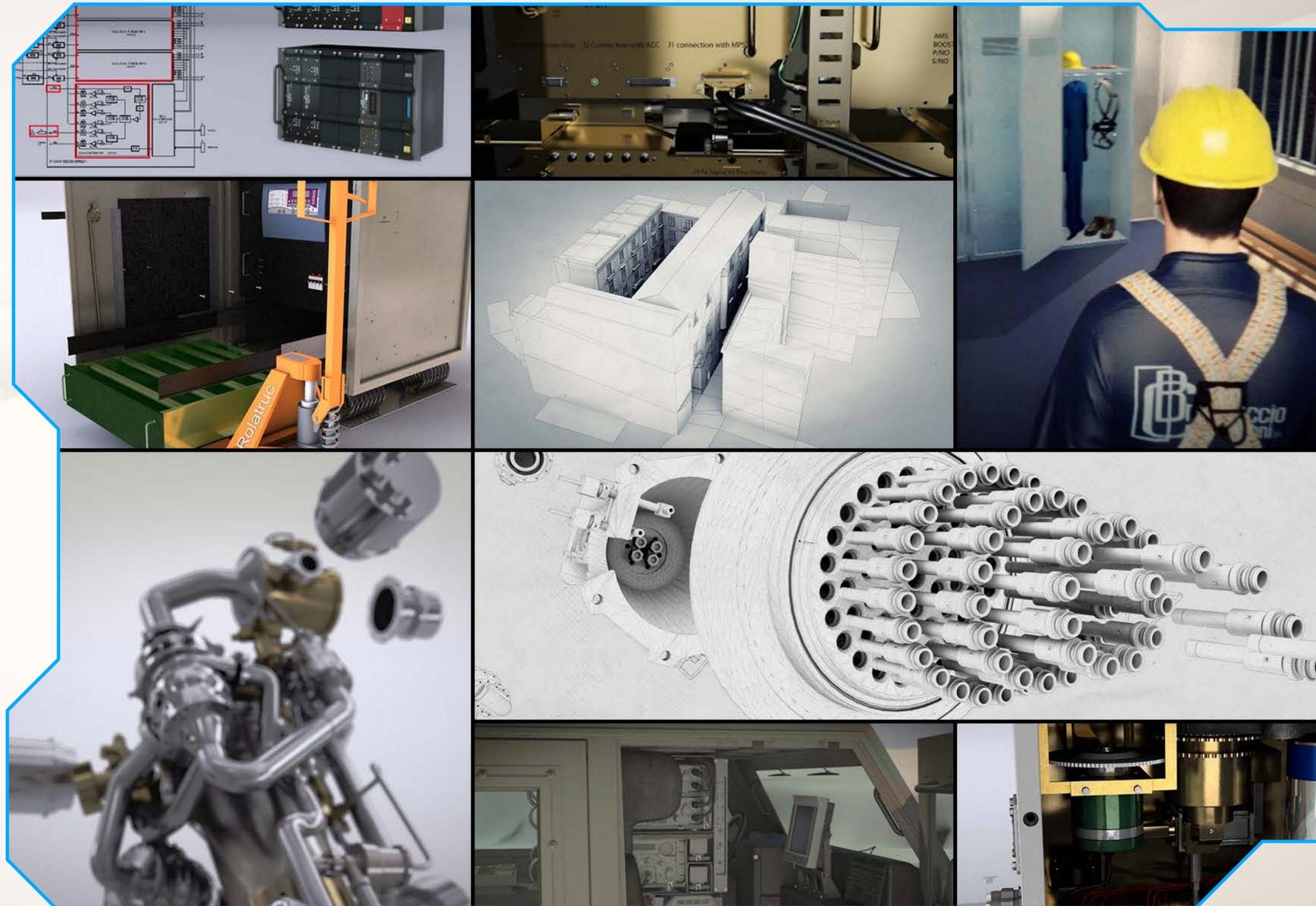
# Marketing

- Integrated Products Catalogue
- Interactive Presentation
- Institutional Media & Video



# Learning

- Live Safety procedures support
- eLearning



# Cultural Heritage

- Arkaevision

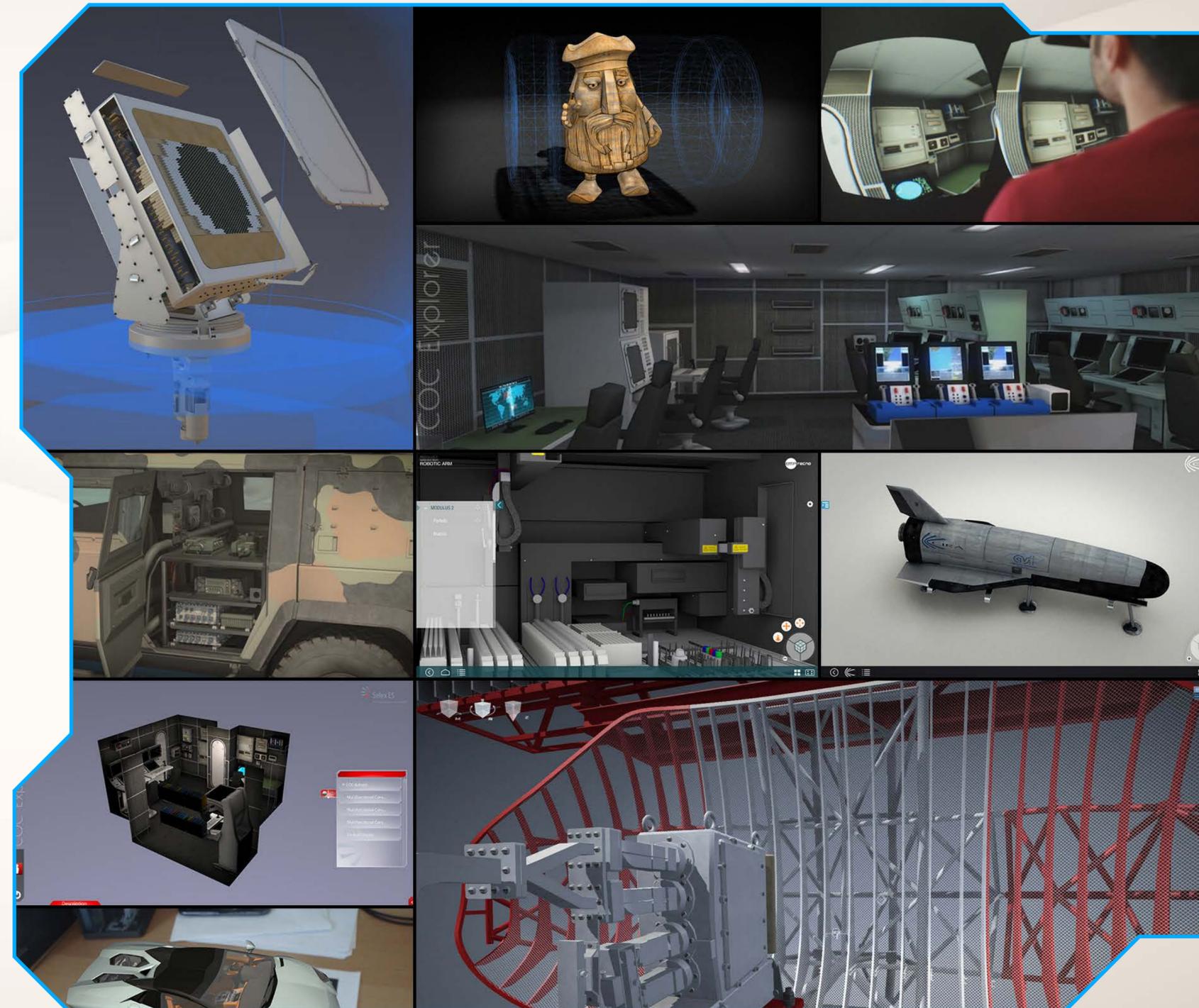


## Market targets

Digitalcomoedia operates in:

- European Industry 4.0 project,
- Edutainment,
- Marketing and Advertising
- Culturale Heritage

The latest market surveys (Goldman Sachs and DigiCapital) list those among the main areas in which AR/VR/MR solutions will mainly be developed and spread.



# ORGANIZATION

The Team is composed by **researchers, graduates, graphic designers and internationally recognized authors and creatives** with pluriannual experience in artistic direction, 3D modelling, ergonomic graphic interface design, photorealistic virtual environments creation and development of VR, AR and MR interactive applications.

Their know-how enhance every aspect of productions:

- Engineering
- User Experience
- Digital Content Creation
- Post production
- Creativity

## RESEARCH & DEVELOPMENT

Digitalcomoedia set up an in-house Research and Development division to remain competitive in markets where the qualifying technologies are evolving so rapidly and the demand rises with an unprecedented rhythm. Its researchers and engineers, work in cooperation with noticeable Public Research Entities and High-Tech companies.

### **ELO (ExploLaboratory) - Cinematic Reality Laboratory**

ELO is a Research and Development laboratory for testing, validation and technology showcasing. ELO includes various motion tracking/capture technologies, immersive and wearable equipment chosen between top of the line VR and MR equipment, backed by high end graphics workstations.

# MAIN CUSTOMERS



# SCIENTIFIC PARTNERS



Consiglio Nazionale  
delle Ricerche

