

IORIA NEW PRODUCT LINE

IORIA is a software that empowers and activates any physical device, transforming it into an interactive, measurable and connected touchpoint. Through an integrated ecosystem of AR/WebAR technologies, digital signage, proprietary CMS, analytics and phygital interfaces, IORIA can be declined into a range of smart ready-to-market products, offering an experiential and digital boost to every hardware solution.



1. INDOOR-OUTDOOR TOTEM

Your space comes to life: the totem that speaks, engages and measures

Vertical structure with 32"-75" display, with tempered, vandal-proof glass. Available in touch or non-touch version.

- **Outdoor:** IP65, brightness >3000 nits, Wi-Fi/4G/5G
- **Indoor:** compact design, can be integrated in fairs, showrooms, malls
- **IORIA:** activates AR experiences, games, lead capture, dynamic QR, weather/time-based triggers



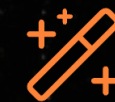


2. LED WALLS

Empower surfaces: every pixel tells a story, every second engages



Modular indoor/outdoor LED surfaces (P2.5-P6), installed vertically or horizontally.



Dynamic Content

Support dynamic animations, synchronised flows from totems or mobile



IORIA Synchronisation

IORIA synchronises content with AR devices, strengthening engagement and data collection

3. INTERACTIVE PHOTOBOOTH

Snap, share, remember: the experience that puts you at the centre



Innovative Design

Brandable box with 32" touch display + HD camera and LED ring.



AR Functionality

Customised AR shot, filters, stickers, effects



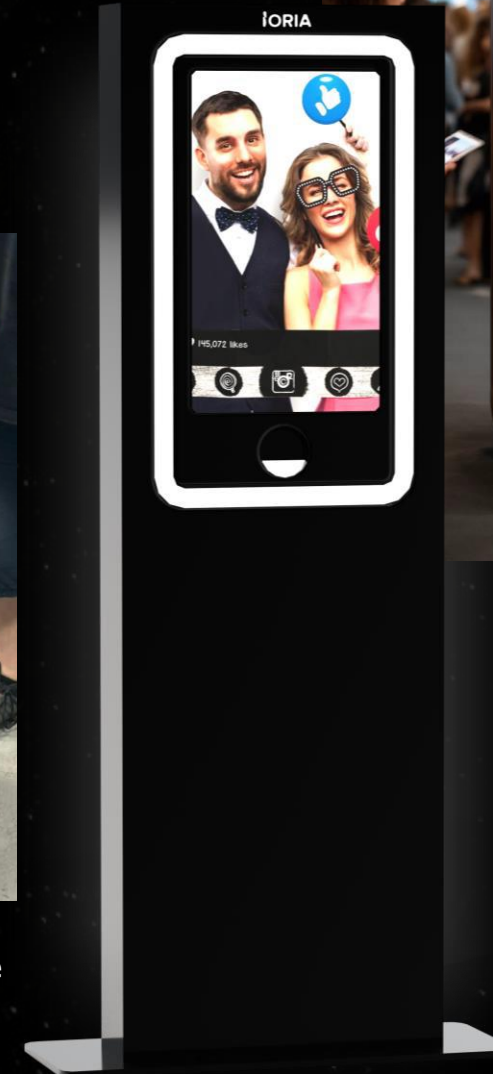
Distribution

Digital output with QR + email send

Social sharing and engagement reporting



The totems are fully customizable: the version shown in the photo features a foldable interface structure, designed to facilitate transport and ensure maximum portability and quick installation. Ideal for events, pop-ups, temporary stores and brand activations seeking immediate engagement and professional portability.



4. IORIA SMART BUS SHELTER

The urban touchpoint that rewards interaction

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Key Features

- 55" high-brightness monitor for digital signage and AR/WebAR content
- User-activated capsule dispenser integrated into the structure
- Cylindrical "pods" containing prizes, samples, or branded surprises based on AR ADV
- Experience flow: QR scan → AR mini-game or filter → capsule release

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Applications

- Ideal for beauty, food, fashion, or entertainment campaigns
- Installable in airports, subway stations, and high-traffic areas
- Hidden internal technical compartment with industrial mini PC, router, sensors, and telemetry

Results:

- Transforms urban waiting spaces into interactive reward stations
- Combines physical sampling with digital storytelling
- Highly visible, brand customizable, and data analytics ready



5. VENDING MACHINE

Not just dispensing: a drink, a game, a story to experience



Compact machine or hybrid totem, with dispensing module and IORIA screen.



Possibility of sampling, sales, interactive contests



Display with dynamic content, mini-games, coupons



Analytics on user interactions and choices



6. TRANSPARENT DIGITAL MIRROR

-INTERACTIVE MIRROR-

Look at yourself, experience yourself, transform yourself: the mirror that connects you

Transparent display integrated into mirrored glass.



Recognition

Presence detection, virtual try-ons, product configurators



Applications

Usable in fashion retail, museums, art installations



Interface

Customised IORIA UI for AR/MR experiences



7. INTERACTIVE WARDROBE WITH IORIA MIRROR

Your wardrobe becomes intelligent: every day, a customised experience

Design

Mirrored door with integrated 24"-27" display, ideal for home, luxury retail, hospitality.

Content

Visualisation of fashion content, lookbook, weather, outfit recommendations

Interaction

Touchless AR or voice interface

Integration

Design compatible with modular furniture





8. HYBRID PHYSICAL PRODUCT

The object comes to life: each piece becomes a portal to an interactive world

Real objects (clothing, accessories, artworks, sculptures, packaging) with an integrated IORIA component:

Technology

Active NFC or printed QR code

Activation

Experience activation via smartphone or kiosk

Functionality

Recognition, dynamic content, certification or traceability



CONCLUSIONS

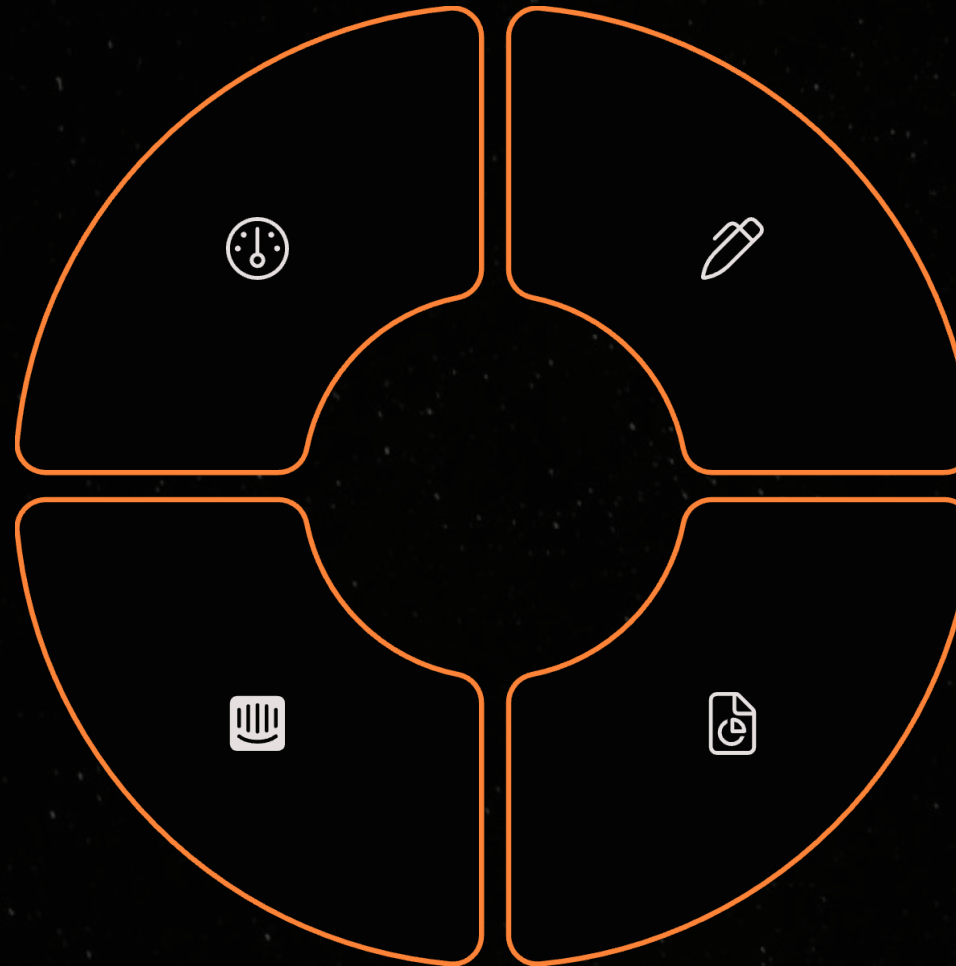
This new line of IORIA products radically expands the ways in which the user and the object/space interact. Each module becomes an evolved touchpoint, capable of connecting the physical and digital with high-impact and measurable experiences.

Integrated Dashboard

All products can be integrated with the IORIA dashboard

Customisation

Can be customised for each brand



Remote Updates

Can be updated remotely

Traceability

Can be tracked in real-time