





# 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 PHOTOBOTH

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

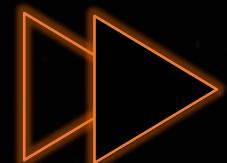
Customised AR shot, filters, stickers, effects



#### 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

## Remote Updates

Can be updated remotely

## Customisation

Can be customised for each brand

## Traceability

Can be tracked in real-time

