



VIRTUAL REALITY VS INNOVATION

/ABOUT US

The first and only entity to have developed a unique virtual reality experience on a global scale.

/IC TEAM

A leading team in technological innovation, with strong skills in scientific communication and 3D modeling, combining experience and passion to bring revolutionary projects to life.

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A NEW VR EXPERIENCE

/DYNAMIC

The possibility to experience collective VR onboard any existing vehicle.

/LARGE-SCALE

Large-scale immersive 3D scenarios in real-time, navigable over wide areas such as entire city districts or natural parks.

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SYSTEM ARCHITECTURE

A Hardware and Software system that perfectly synchronizes any type of movement, sway, and vibration of a vehicle in the real world. These data are processed in real-time, faithfully reproducing the movement in a 3D virtual environment. The system is developed in three parts: the patent, the visualization system, and the tour content.

MOV-X

PATENT

- // System Integration
- // Vehicle Localization
- // Real-Time Movement Data
- // Georeferenced Automations
- // Real-Time 3D Graphics

MEDIA-X

VISUALIZATION

- // Transparent OLED Screens
- // LED Screens
- // VR Headsets
- // Projectors

TOUR-X

CONTENTS

- // 1:1 Scale 3D Reconstructions
- // Immersive Scenarios
- // Music and Voice Overs
- // Fragrance System
- // Remote Tour Management App

HOW MOV-X WORKS

HARDWARE

CPU and GPU
5G Modem and Router

SENSORS

GPS
Gyroscope
Accelerometer
Speedometer
Magnetometer

STORAGE

Local Storage e Cloud
Streaming

DIGITAL CONTENTS

Software
3D Scenarios on Real-Time Engine
Video and Multimedia Content
Music and Sound Effects

METaverse

Synchronizes the real-world experience
in the virtual world

Mov-X

PATENT

European Patent
N. 102021000007463

OUTPUT DEVICES

Oculus
OLED and LED Monitors
Projectors
Fragrance System
Audio System
iOS and Android Smartphones

VEHICLES

Buses
Trains and Subways
Boats
Cars
Airplanes

APPLICATIONS

Cultural Heritage
Entertainment
Advertising ed Eventi
Real Estate

EXPERIENCE: TECHNOLOGY, RESEARCH, AND ART



The VR BUS was the first application of MOV-X, technology applied to the enhancement of cultural heritage.

// MOV-X: Real-time 3D navigation scenario

// Automated tablet-driven experience

// FULL ELECTRIC vehicle

// 12 passengers + wheelchair

// 8K resolution on 8 transparent OLEDs

// 4.1 digital audio system

// Automatic diffusion of fragrances

// Geolocalized emotional narrative

// 3D Reconstruction Certificate



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THE VENETIAN VILLAS VR BOAT

COMING FROM NOVEMBER 2024

5G, AI and Edge computing generate a real-time video memory of the experience

3D reconstructions of ancient Venetian villas, with special contents and detailed insights

Movement synchronization thanks to MOV-X

On board a boat along the banks of the Brenta



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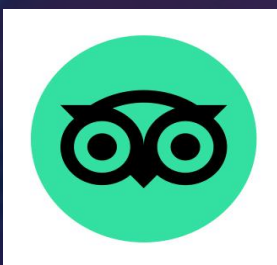
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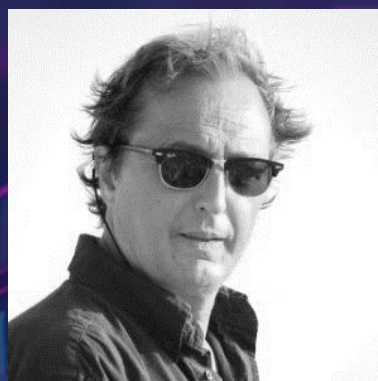
RADIO



SOCIAL



TEAM INVISIBLE CITIES



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FOUNDER



DAVIDE ROTA
FOUNDER



MASSIMO SPAGGIARI
BOARD MEMBER



ANTONIO PELOSI
BUSINESS DEV



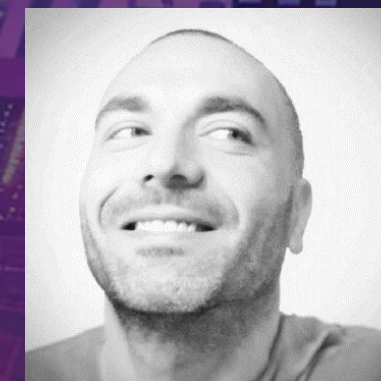
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