



The Interactive AR Totem

The ultimate digital mirror to live your legendary moment

A little more about who we are...

SelfieWoW is an AR business unit developed by Multi Media Service (MMS).

Our expertise lies in using cutting-edge immersive technologies like **Augmented Reality (AR)** and **Virtual Reality (VR)** to create **Interactive Phygital Projects** that leave a lasting impression on your audience.

We believe in the power of crafting engaging touchpoints that will forge deep connections between brands and their customers.

With a passion for pushing the boundaries of what's possible, we're redefining the landscape of the interactive events industry.

OUR MISSION

Design a phygital future - Bridging the gap between physical and digital experiences.





SelfieWOW

The Interactive AR Totem

The SelfieWOW Interactive AR Totem is an autonomous digital mirror kiosk that allows visitors, fans, and customers to live the ultimate immersive media experience and meet easily their legends in real time.

From sports events, product showcases, to premiers and concerts, users can freeze every unmissable moment while experimenting the power of AR Technology.

Creating social and personalized adventures with exclusive high-quality videos and pictures has never been that easy.

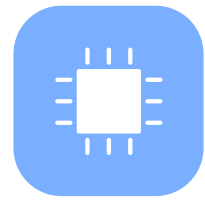
Registered at SIAE – #D000018873



Features

Selfie WOW AR Totem in a nutshell

- ✓ **Fully automated**
- ✓ **Photo and Video to your email in a Social Media friendly format**
- ✓ **Instant 10x15 HQ Print**
- ✓ **Data collection**



Digital Interactive Mirror & 4k camera

AR content and characters, green-screen technology, 3D animated graphics, and friendly Interactive UI in 4k.



Network & Revenues

Autonomous kiosk that work with a network connection. Integrated Payment system.



Admin Panel and Analytics

The perfect data-collection tool. Generate private user data base to create profiled reports, and Back-end Sales Management




Customizable design

The Totem is highly customisable and can be adapted to different Brands, event formats, designs and user experiences. Any character integrations.

SELFIEWOW INTERACTIVE AR TOTEM

How it works?

- Choose a character
- Go into position
- Take the photo
- Enter data and pay 
- Receive digitally and retrieve print

[Watch it in action](#)



One touch to a world of possibilities

Literally anywhere, 24/7!

✓ **Live events**

✓ **Concerts**

✓ **Major sports events**



✓ **Showrooms & fairs**

✓ **Museums**

✓ **Cinema premiers**

The ultimate UX: Redefine the concept of Souvenirs

The complete personalized fun-filled media experience that people will talk about for weeks to come.



Printed and digital Photo version

Upon data entry, the user will receive an email with their Selfie WOW, accompanied by a video of their experience or an Instant 10x15 HQ Print with branding, sponsors, QR codes, character signatures and anything you desire!

What's in it for users?



Social Media Content

Creating new original content for social media is easy and automatic.



Access to innovative technologies

AR at your fingertips and a status quo effect.



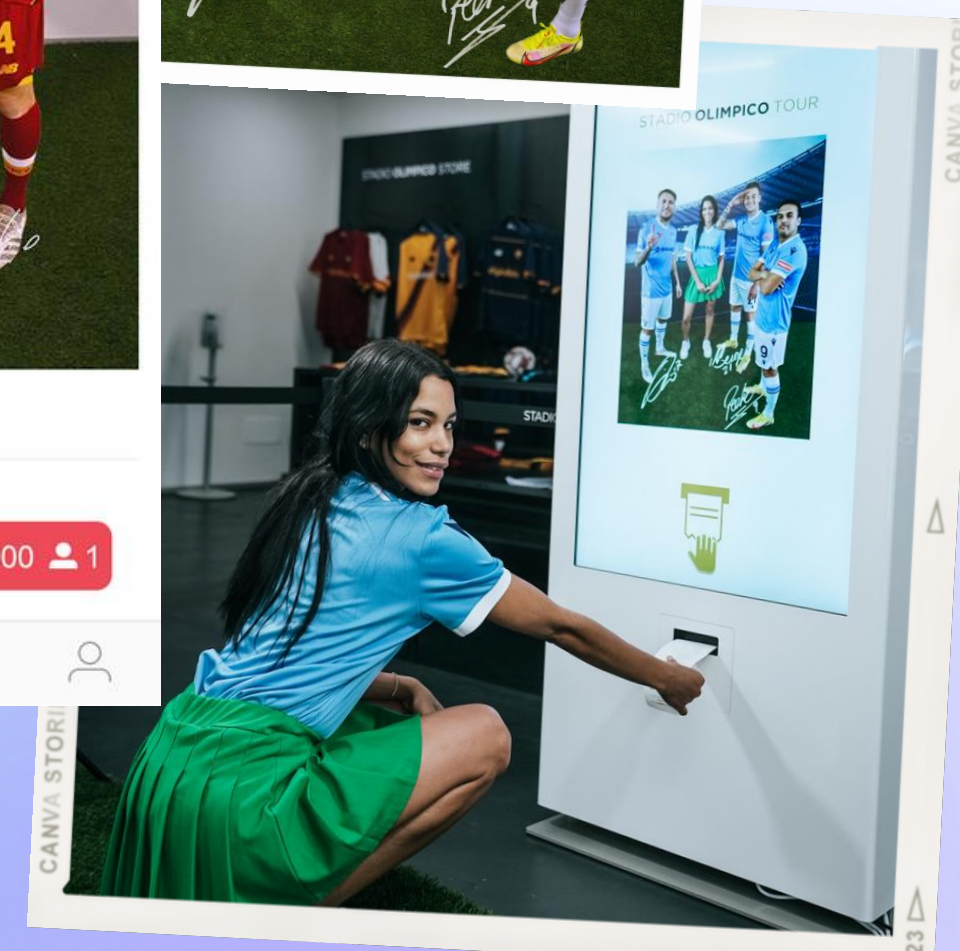
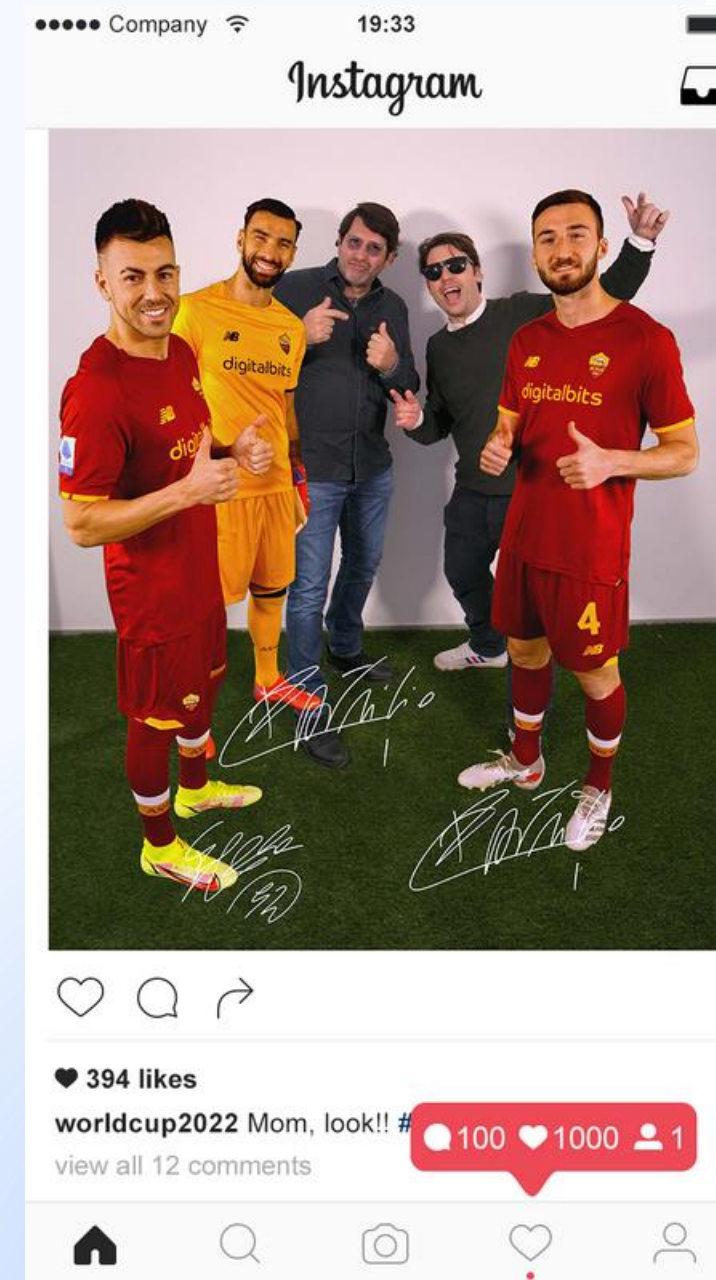
The Event missing piece

The cherry on top of the event: meet your legend and preserve that moment forever.



I'm the #1 fan effect

The user can feel like the Fan #1 and become part of a bigger community.



New B2C touchpoint solution.

Amplify your Communication & unlock user loyalty

The Marketing opportunities are endless...

The Selfie WOW Interactive AR Totem is Ideal for brands looking to innovate their customer engagement strategies.

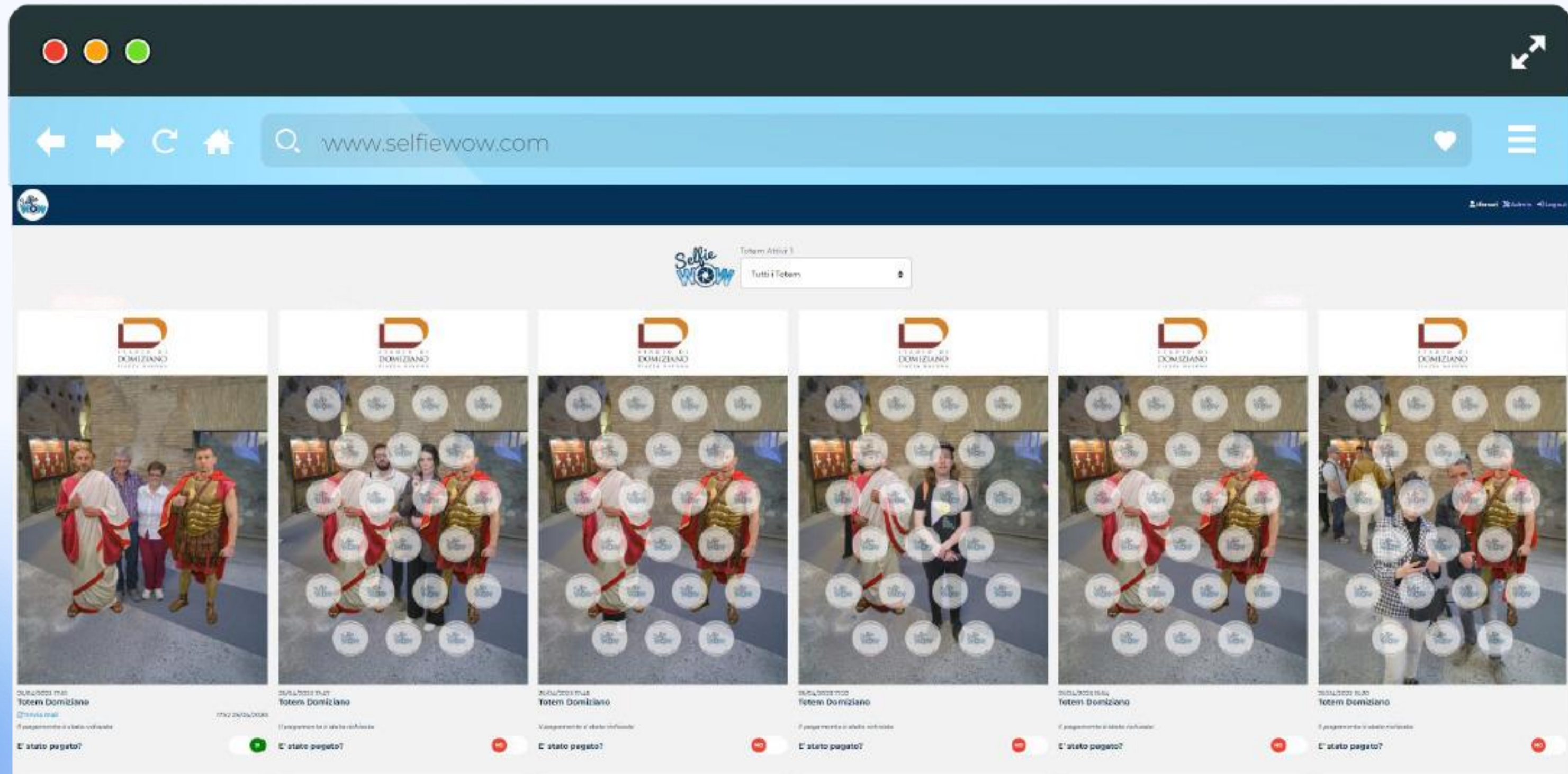
Now, you can engage directly with your users in a fun and memorable way, and collect profiled data for advanced remarketing integrations.

Here's the potential in your hands:

- ✓ **Branded Totem & snaps**
- ✓ **Remarketing campaign with profiled audience data**
- ✓ **Brand Awareness**
- ✓ **Email Marketing:**
 - high open rate
 - Customizable email
- ✓ **Social Media Campaigns**
- ✓ **Community building & growth**



Data Capture, database and Back-end sales Management

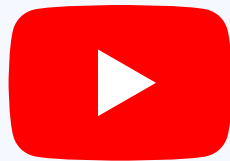


This is what we are talking about...

STADIO DI
DOMIZIANO
PIAZZA NAVONA



STADIO OLIMPICO TOUR



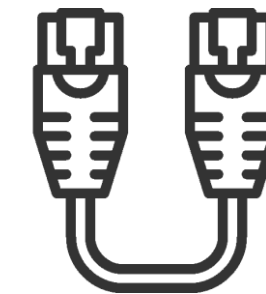
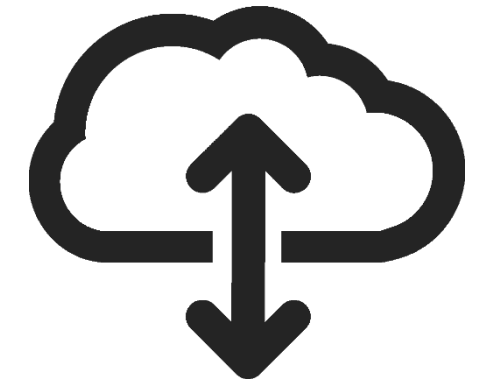
SelfieWOW

SelfieWOW is incredibly easy to use!

The SelfieWOW Totem only requires a power outlet and an Ethernet connection to connect to the Internet. Alternatively, it has a built-in Wi-Fi connection in case an outlet is not available.

And what makes it even more convenient is that it is **fully automated**!

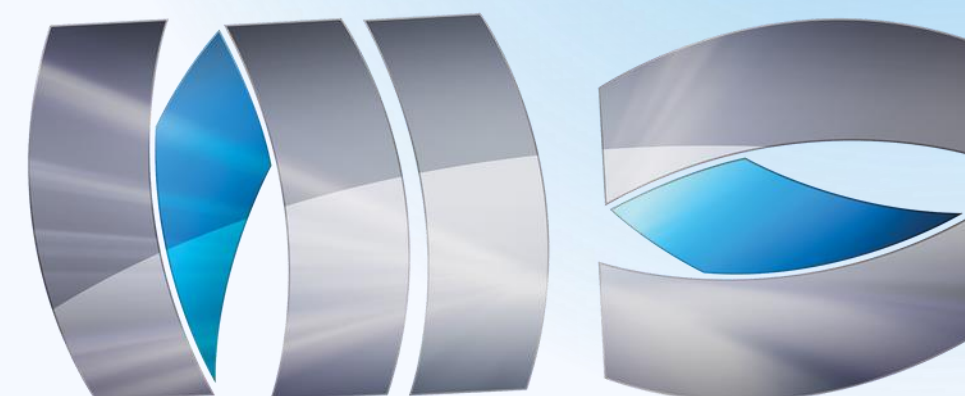
Our technicians can manage the totem remotely, ensuring its proper functioning and making changes or updates without the need for physical intervention.





POWERED BY

ENTERTAINMENT ENGINEERING



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Keep in Touch

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