



IAA MOBILITY METAVERSE

The Extended Reality Rally at the unique mobility festival
in the heart of Munich

05th — 10th September 2023

Who is speaking?

THE METAVERSE AND LIVE KOMMUNIKATIONSEXPERTS

Marcus Meyer

CEO Force of Disruption

Live Communications & Marketing



Thomas Zuchtriegel

CEO Metavers

VR and AR Expert



IAA MOBILITY 2021

OPEN SPACE: A SUCCESS STORY



THE IAA MOBILITY METaverse

GUIDED XR TOUR + MIXED REALITY AREA

We mobilize Munich and its visitors with a real WORLD'S FIRST! – Via a gamified and innovative digital experience tour, the GUIDED XR Tour, which connects all hot spots of the Open Space and can be experienced by everyone! The tour will conclude with the MIXED REALITY AREA, which will show exclusive brand stories in an extended reality exhibition gallery at an exposed location (Königsplatz) via XR technologies.

Measurable
visitor traffic

CRM Touchpoint

Branded
Entertainment

Innovation

Reach

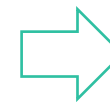
Event
experience



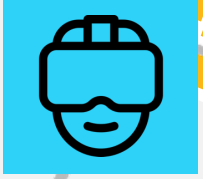
IAA MOBILITY METaverse

GUIDED XR
Tour

MIXED
REALITY AREA



PR
Potential



IAA Open Space

OVERVIEW



- 1 Königsplatz / Family
 - 2 Odeonsplatz & Ludwigstraße / New Mobility & In Car Entertainment
 - 3 Wittelsbacher Platz Urban Culture
 - 4 Hofgartenstraße / Bike
 - 5 Residenzhöfe / Future of Mobility
 - › Kaiserhof
 - › Brunnenhof
 - › Apothekenhof
 - 6 Max-Joseph-Platz
 - 7 Marienplatz / Citizen Lab
- Open Space Exhibitor areas

AS EASY AS POKEMON GO!

GUIDED XR TOUR



Onboarding via QR code (the code can be scanned from OOH, physical invitations or directly from exhibitors).



The **GUIDED XR Tour** dynamically adjusts the course based on the onboarding point and the user's input (market research questions, interests, etc.).



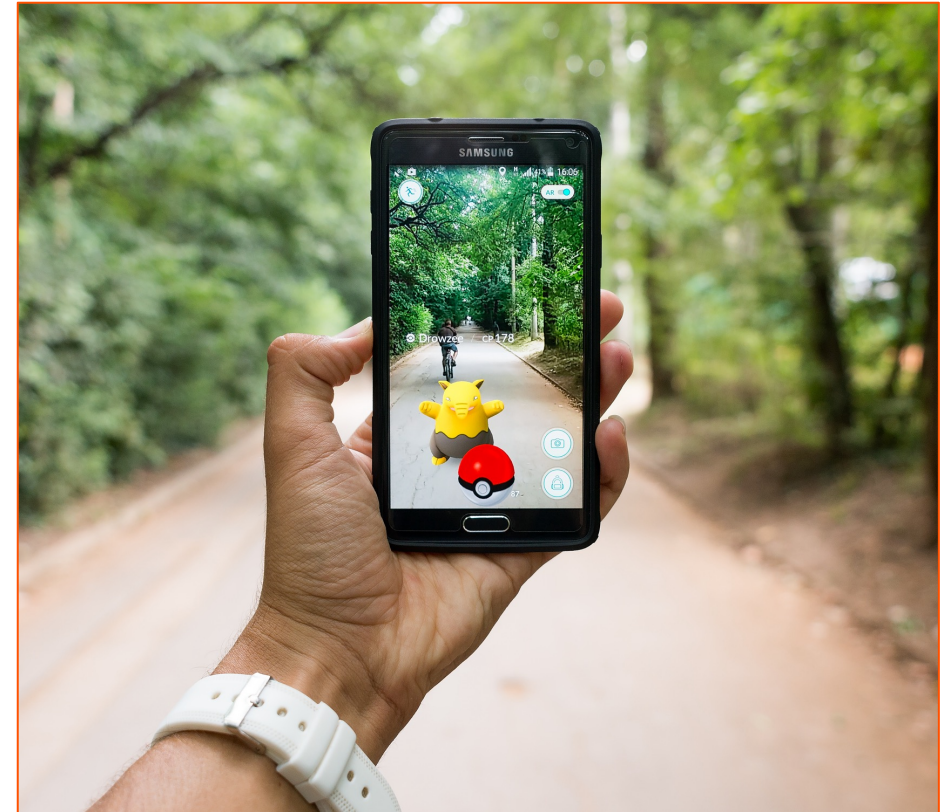
The experience is enhanced by unlocking AR elements at certain checkpoints on the **GUIDED XR Tour**.



Participation in the **GUIDED XR Tour** also allows for special experiences, for example, the **MIXED REALITY AREA**.



The goal of the **GUIDED XR Tour** is to optimize the **IAA MOBILITY** experience for both visitors and exhibitors.



DIGITAL MOTION TOWER

IAA Open Space

OVERVIEW

1. Ludwigstraße/Eingangsportal
2. Ludwigstraße/Schönfeldstraße
3. Odeonsplatz
4. Max-Joseph-Platz
5. Marienplatz
6. Königsplatz
7. Karlsplatz
8. Isartor

Acht Standorte an den prominentesten Plätzen der IAA

TOUR START POSSIBLE AT ANY CHECKPOINT

GUIDED XR TOUR



The QR Code – Accepted

GUIDED XR TOUR



86.66% of smartphone users in the UK and Europe have scanned a QR code at least once in their lives.

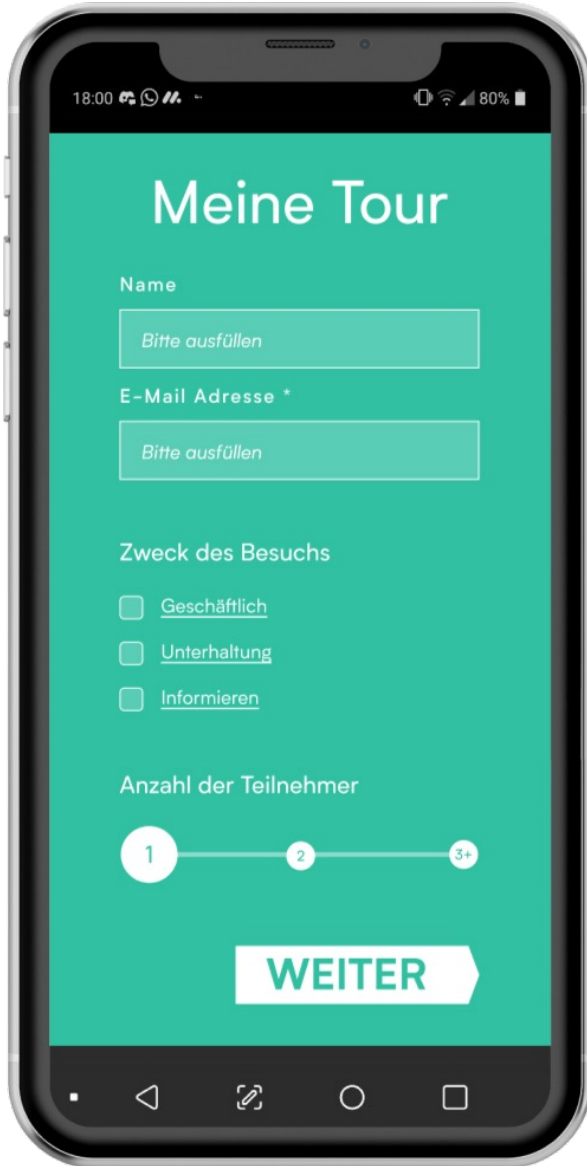
(Source: Martech Alliance)

36.40% of smartphone users in Europe scan at least one QR code per week.

(Source: Martech Alliance)

QR codes play a crucial role in providing **AR experiences** for users. The global AR and VR market is expected to grow by **\$162.71 billion by 2025.**

(Source: PR Newswire)



Personal Data

GUIDED XR TOUR

Personal data:

- Name
- Age
- Location
- Alone or traveling with family / friends
- eMail address and / or phone number
- *Optionally* Social Media Accounts

Privacy rules compliant



Guidance

GUIDED XR TOUR



We just arrived to Wittelsbacher Platz. Let's take a look at our checkpoints and other points of interest.

...



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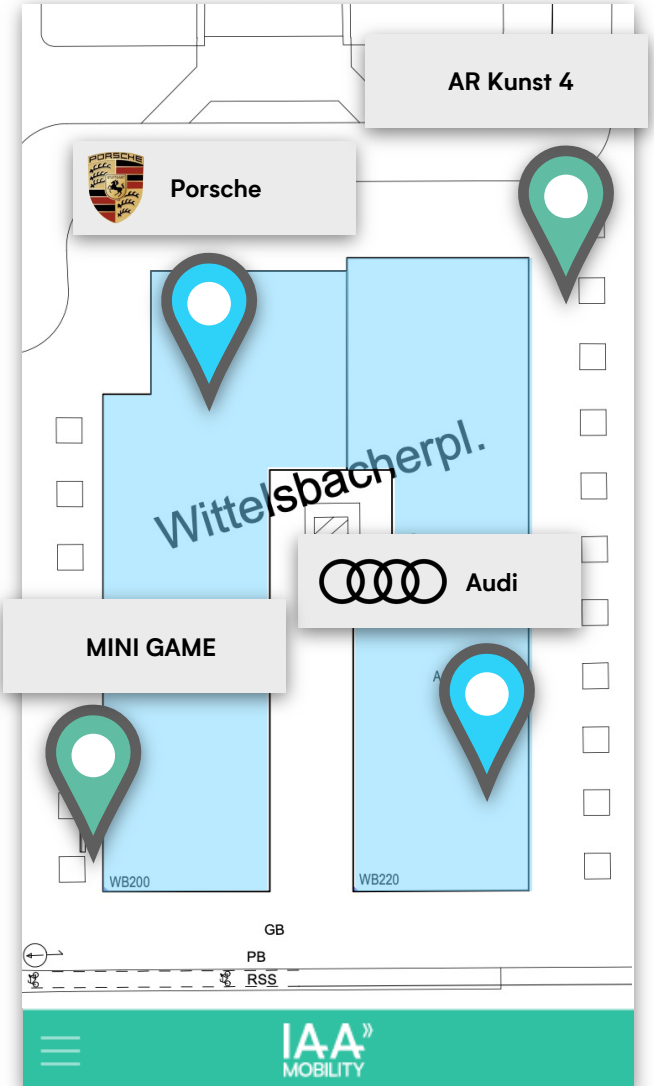
We just arrived to Wittelsbacher Platz. Let's take a look at our checkpoints and other points of interest.



ACTIVATE MAP



IAA
MOBILITY



IAA
MOBILITY

Quiz/MaFo

GUIDED XR TOUR



I hope you're ready for our next checkpoint, because it's something monumental and out of this world.

...



IAA»
MOBILITY



I hope you're ready for our next checkpoint, because it's something monumental and out of this world.

But first I have a quiz question for you:

Which Transformers movie will hit the theatres this year?

Dark of the Moon

The Last Knight

Rise of the Beasts



IAA»
MOBILITY



I hope you're ready for our next checkpoint, because it's something monumental and out of this world.

But first I have a quiz question for you:

Which Transformers movie will hit the theatres this year?

Rise of the Beasts

That's right!
Looks like we have a Transformers expert here, so I bet you'll enjoy taking a selfie with Optimus Prime. It's just a couple more metres ahead.



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AR

GUIDED XR TOUR



Amazing!
you just unlocked a special
experience in this checkpoint!

...



IAA»
MOBILITY



Amazing!
you just unlocked a special
experience in this checkpoint!

Once you activate this AR
experience you'll be able to see a
brand new dimension with your
camera. I hope you enjoy!

ACTIVATE AR



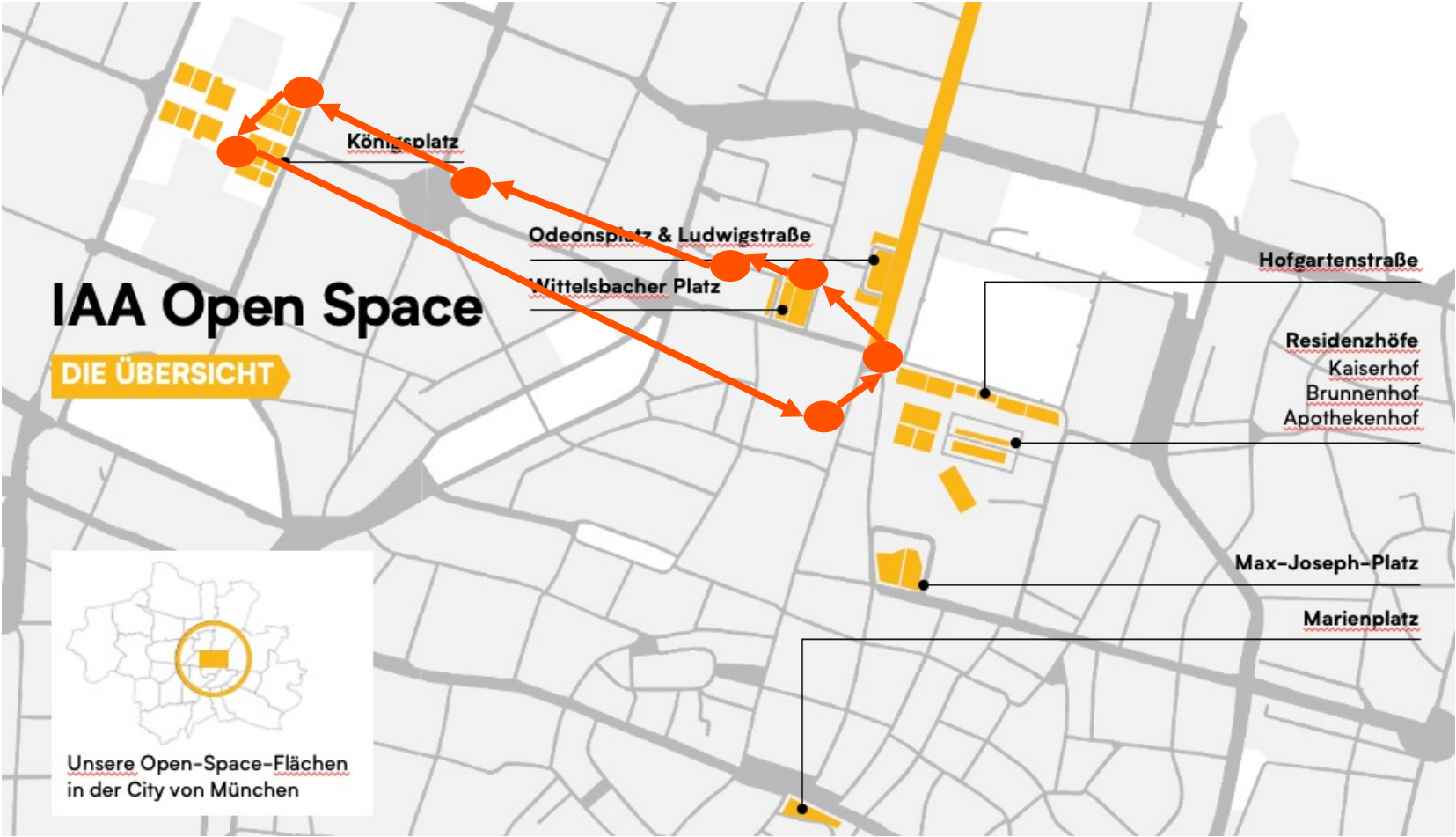
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Individual Tour planning

GUIDED XR TOUR











Starting at 5.000 EUR
 Booking Deadline 01.08.2023

Setup Creative Work until 15.August 2023

Marketing Packages EXPERIENCE

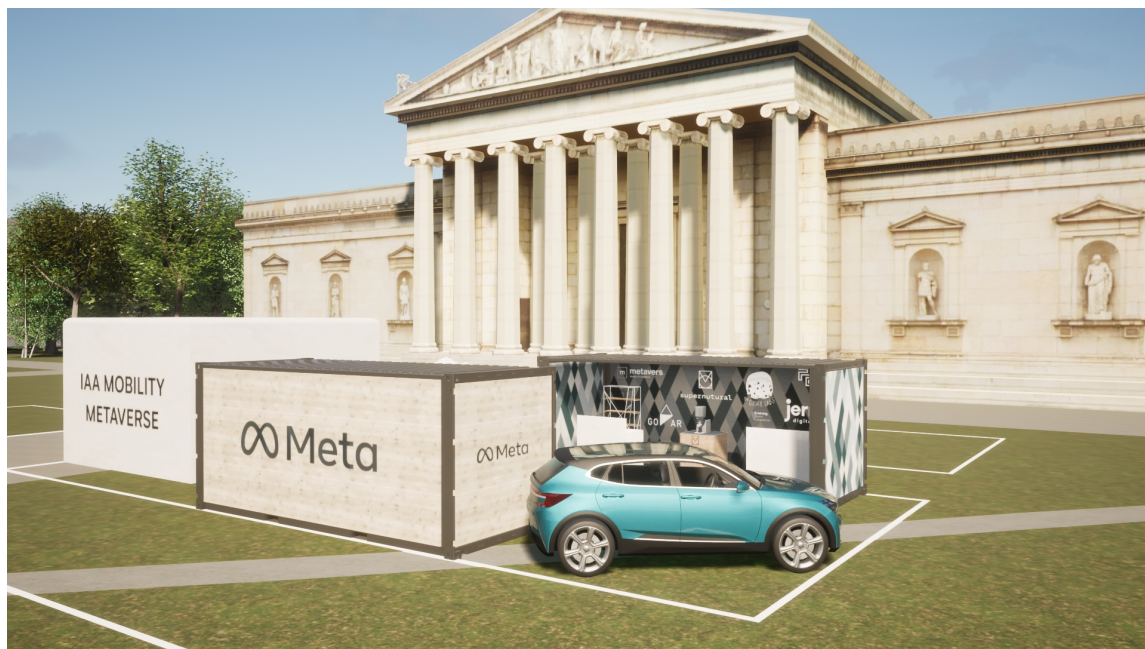
GUIDED XR TOUR

<p>CHECKPOINT </p> <p>MULTIMEDIA </p> <p>QUIZ / Market research </p>	<p>AUGMENTED REALITY </p> <p>OR</p> <p>MINI GAME </p>	<p>PHYSICAL GIMMICK </p>
BASIC	PLUS	SPECIAL

THE EXTENDED REALITY EXPERIENCE

MIXED REALITY AREA

We curate existing Mixed and Virtual experiences in one framework. Every partner can present their already existing VR and XR experiences at Königsplatz or create new ones with us.



Extended Reality is changing the world

MIXED REALITY AREA



XR will be a game changer for marketing and communications.

EXTENDED REALITY AT KÖNIGSPLATZ

MIXED REALITY AREA



Strong partners for the project

ASSOCIATED PARTNERS

We will bring an Art Contest to the Open Space starting Mid July 2023 with the XR HUB Bavaria.

Urban Culture x IAA MOBILITY METaverse

Future of Extended Reality Podcast

starting End of July

The XR Dialogue x IAA MOBILITY METaverse



Strong partners for the project

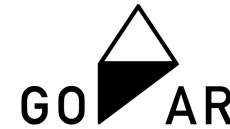
ONE STOP SHOP

With our experienced team of experts in storytelling, AR and VR Solutions, we can ensure the quality of the experience for the users and meet the goals of the clients.

Under the project management of Force of Disruption, GOVAR, Cookie Labs, Metavers, Jerry Digital and &Consorts are working on the implementation of the GUIDED XR TOUR and the MIXED REALITY AREA.



FORCE OF
DISRUPTION



metavers,
leading innovations.





Quotes

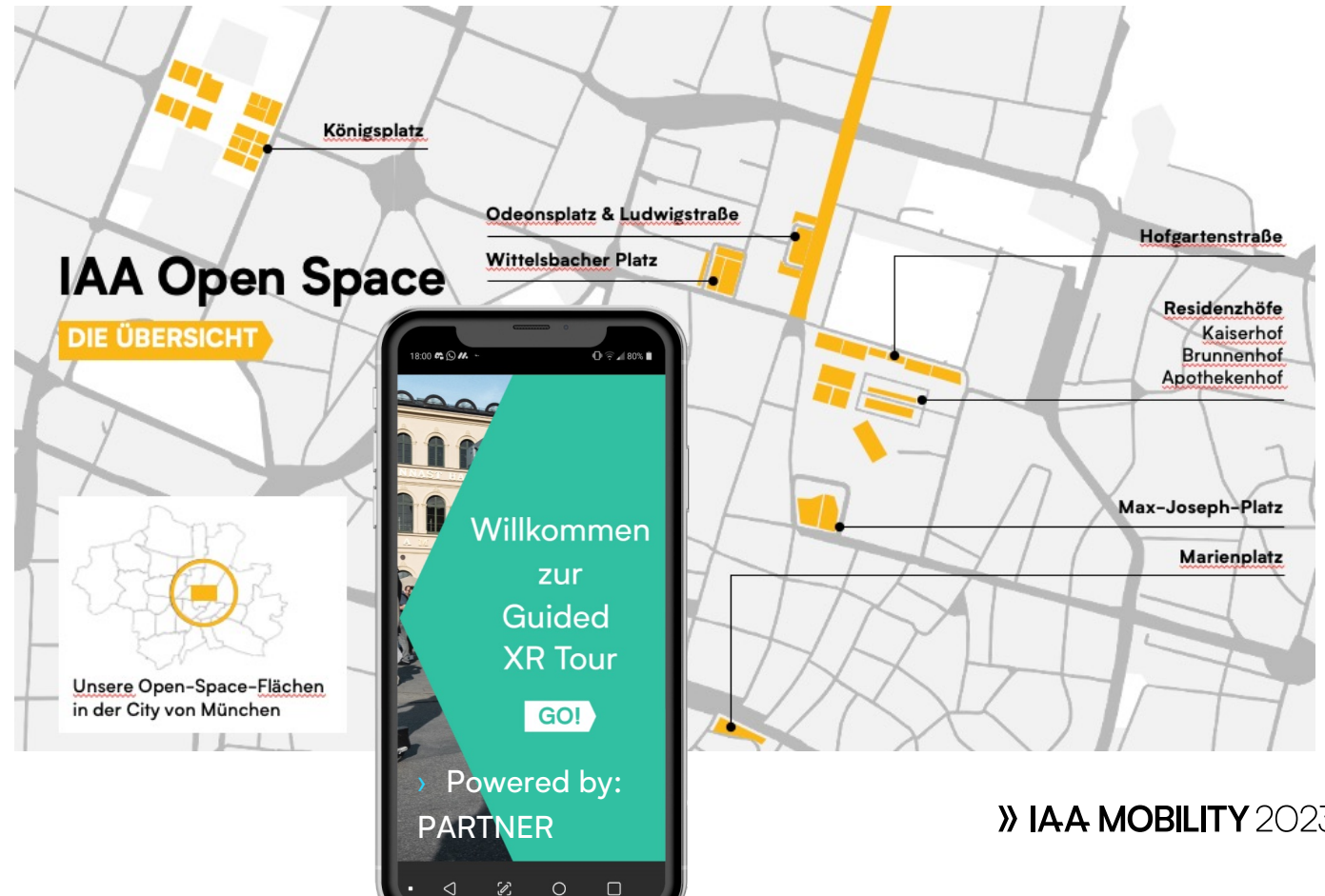
PLATINUM PACKAGE

GUIDED XR TOUR

Overall Sponsor GUIDED XR TOUR
(limited to 1)

- Guided XR Tour "powered by..." is and prominent on every tour
- All checkpoints will feature the partner logo.
- All OOH advertising materials will feature the partner logo.

140,000 EUR



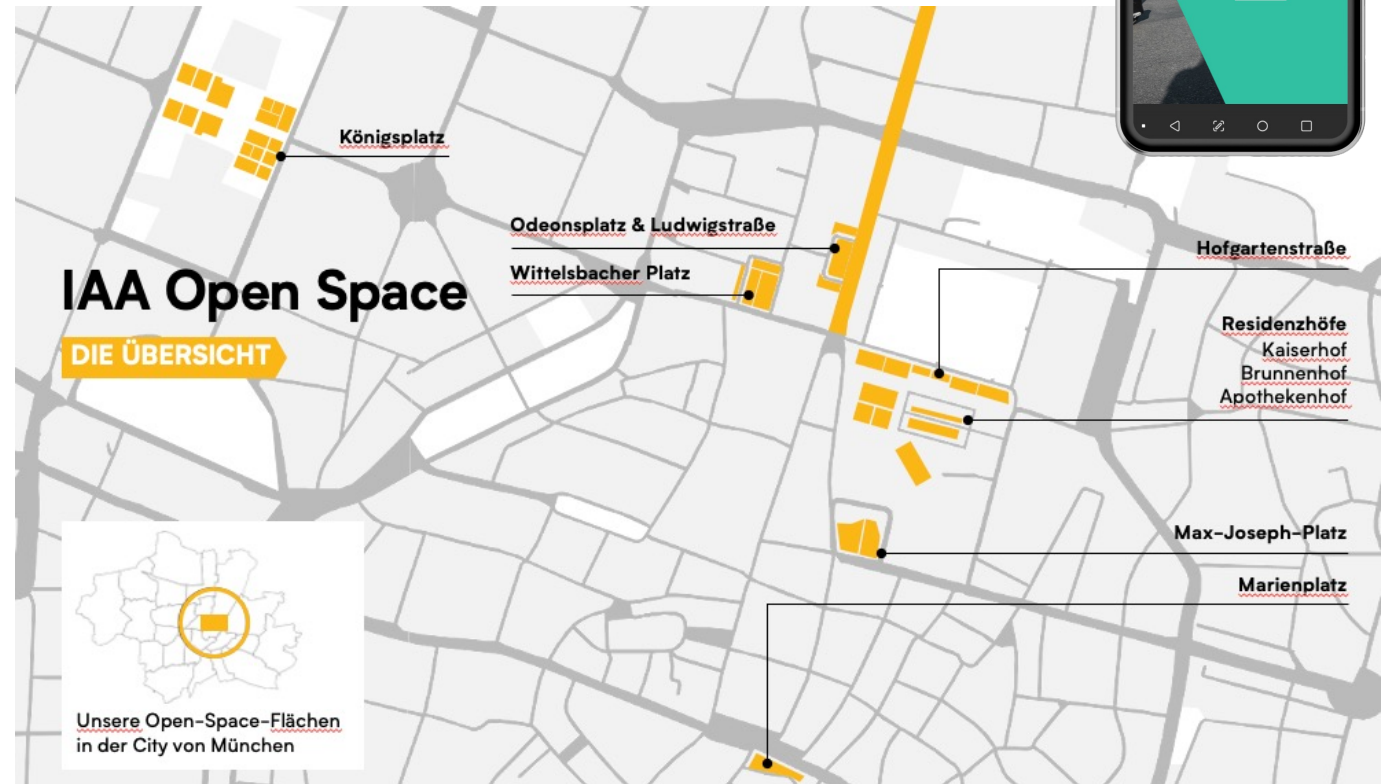
GOLD PACKAGE

GUIDED XR TOUR

Place sponsor GUIDE XR TOUR
(limited to 7)

- A brand can sponsor Königsplatz in the GUIDED XR TOUR.
- It will get an enabler mention in every tour leading to/via Königsplatz.

15,000 EUR



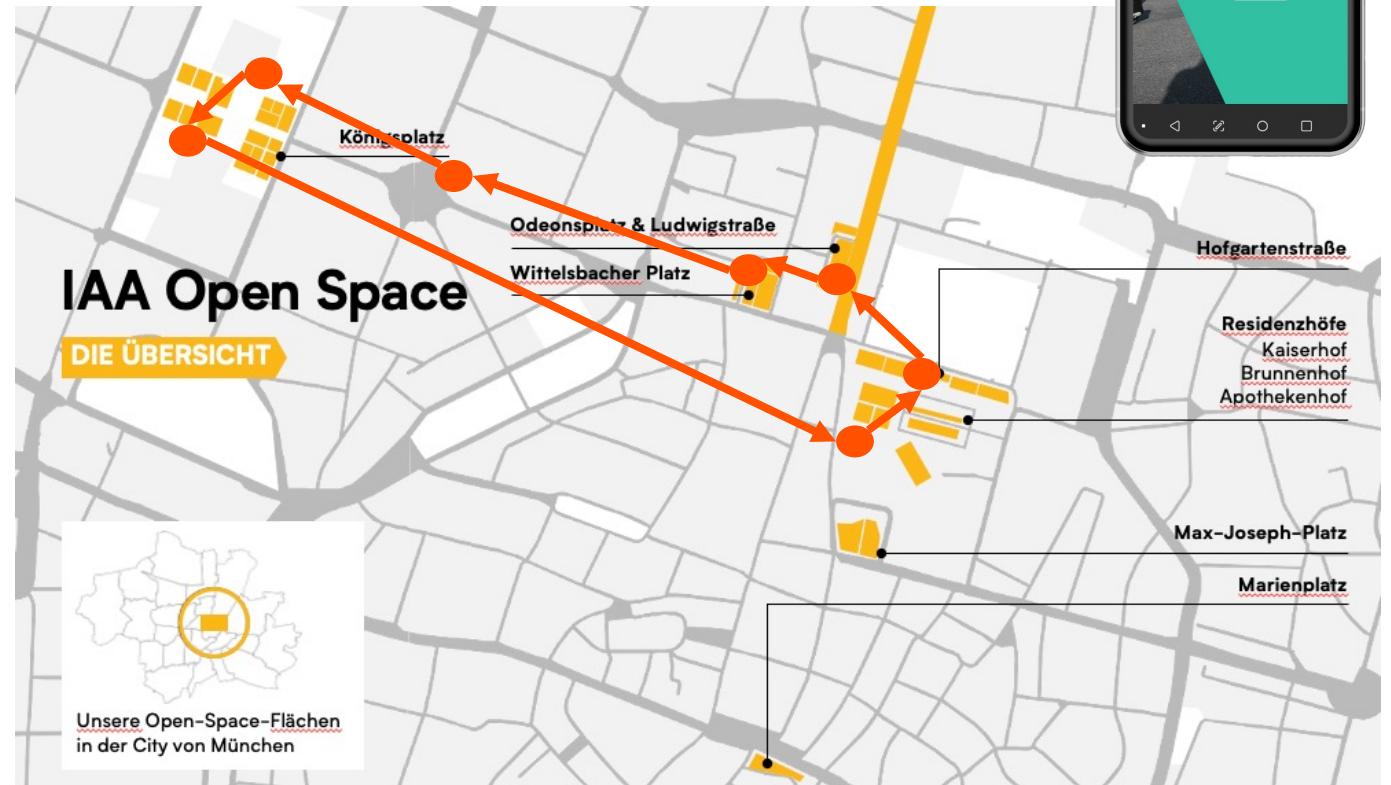
SILVER PACKAGE

GUIDED XR TOUR

Tour-Sponsor GUIDED XR TOUR
(limited to 8)

A brand can sponsor an "official tour",
it needs at least one checkpoint to do
so.

20,000 EUR



BRONZE PACKAGE

GUIDED XR TOUR

XR Checkpoint (only 50 possible!)

- Plus production costs for AR content or interactive elements
- Incl. presentation OOH touchpoints.

5,000 EUR



TRANSPORTATION PARTNER

GUIDED XR TOUR

“Transition”-Sponsor
(limited to 1)

A brand (e.g. Lime, Uber...) can sponsor transition screens between checkpoints and/or open spaces.

25,000 EUR



CONTENT PARTNER XR DOME

MIXED REALITY AREA

Integration Mixed Reality Application

- Integration with Experience
- Guided XR Tour Integration
- Connection to Framework of the IAA MOBILITY METAVERSE

From 25,000 EUR



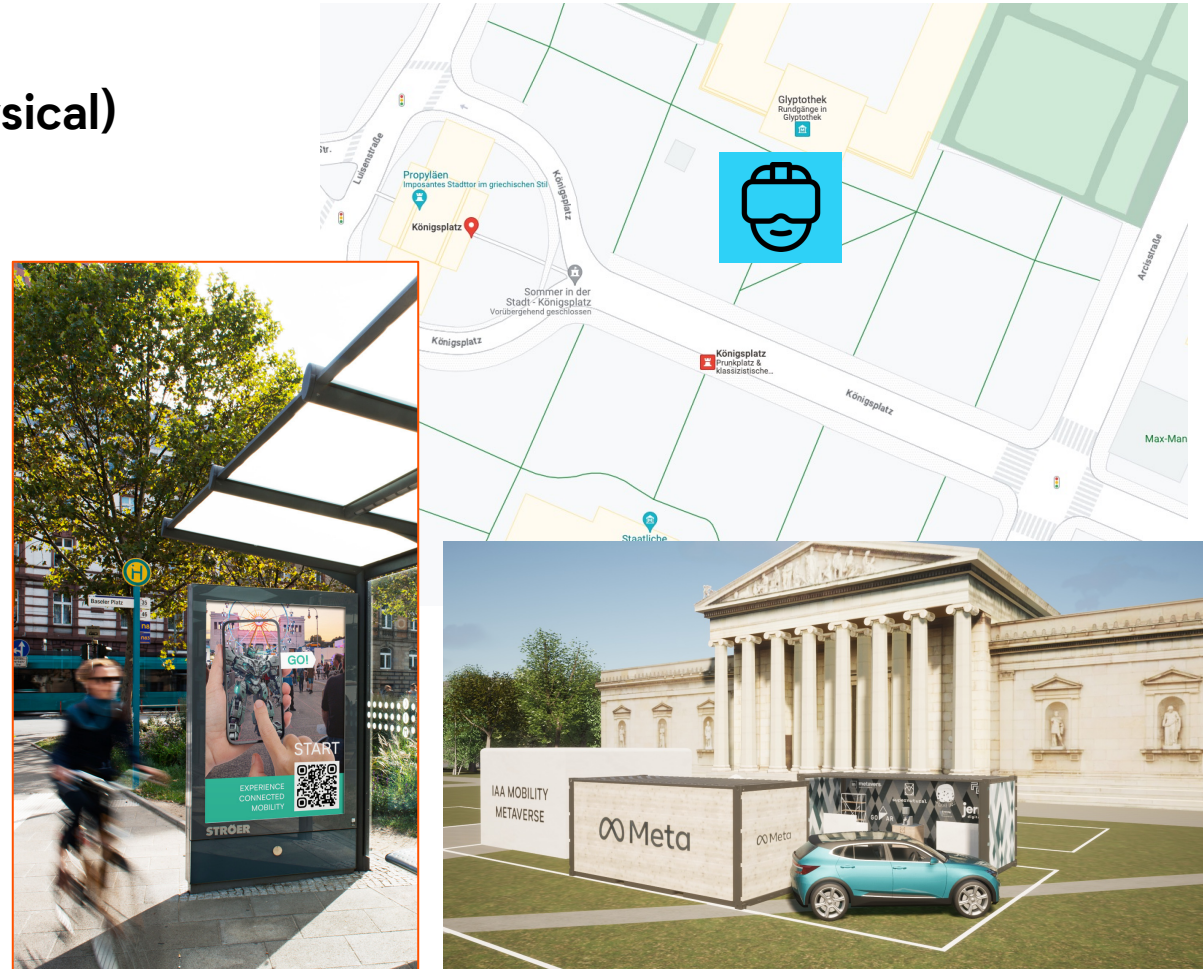
NAMING PARTNER IAA MOBILITY METaverse

MIXED REALITY AREA

Integration on all Media assets (digital and physical)

- Overall integration MIXED REALITY AREA
- Integration on all advertising media
- Guided XR Tour Integration
- Connection to Framework of the IAA MOBILITY METaverse

From 165,000 EUR





CONTACT US

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