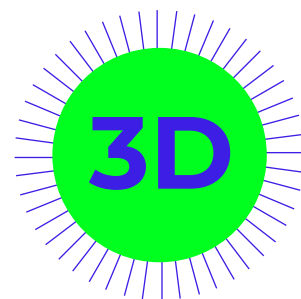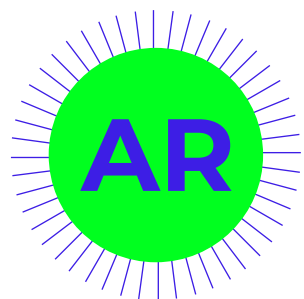# AREYES

create the new format of visual communication from global brands

# DRINING BY CURIOSITY STARVING FOR CHALLENGES

# Create new way of visual communication that **drive brand growth**

**AR**  **VR**  **3D**

# CLIENTS

We've helped 150+ brands, advertising agencies, and production companies create AR/VR solutions and immersive experiences.

SONY MUSIC

Red Bull

L'ORÉAL

Henkel

realme

Ford

LEGO

SELFRIDGES&C⁰

NISSAN

VMLY&R

TACO BELL

European Cultural Academy Venice

**3+**

**Years of experience in Social AR**

**10+**

**Years of experience in Game Development**

**20+**

**Innovative team members**

**100+**

**Successful commercial projects**

# WHAT WE DO

## Social AR

- Face Filter / Lenses
- Mini Games
- Product Visualization
- Group Effect
- Scripting

## Game Design

- VR Gaming
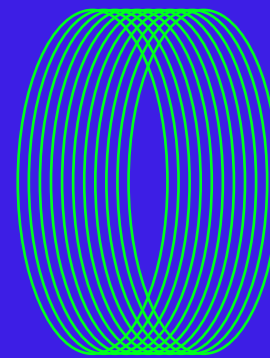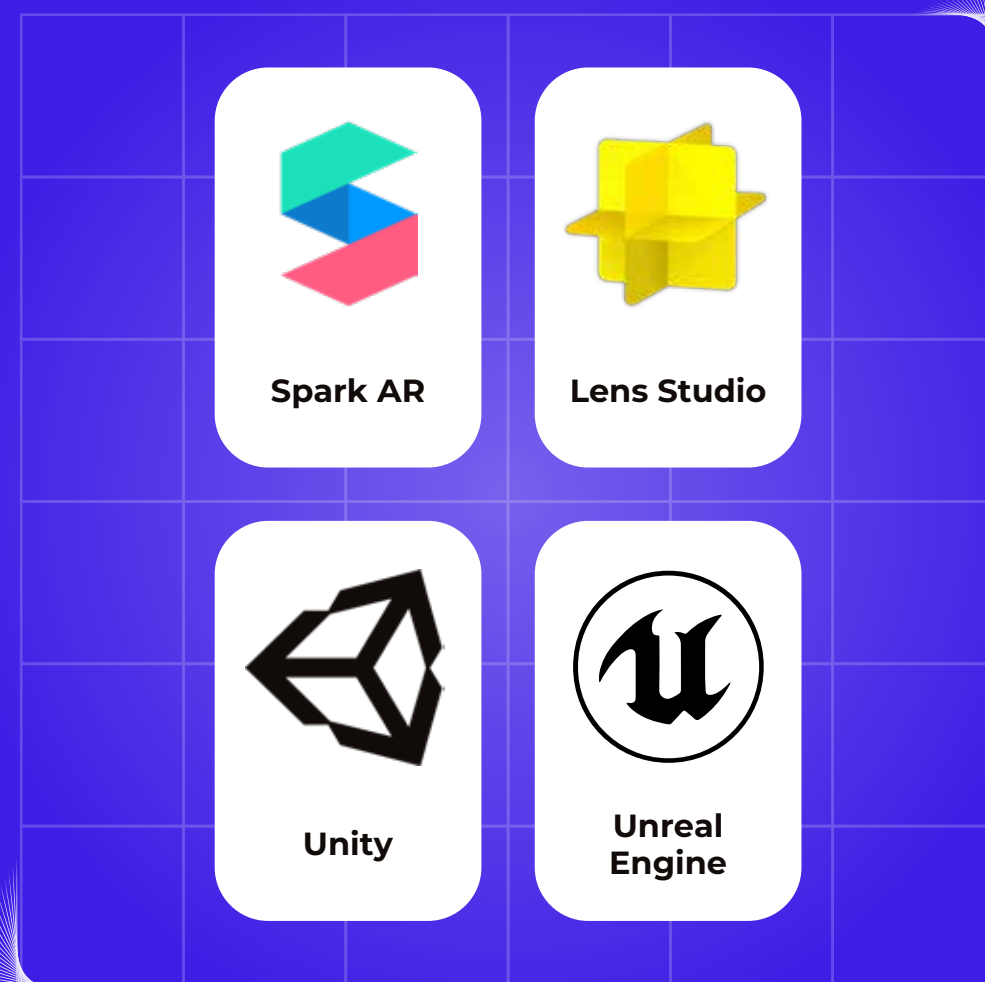- Mobile Gaming
- Web 3D

## 3D Design

- Modeling
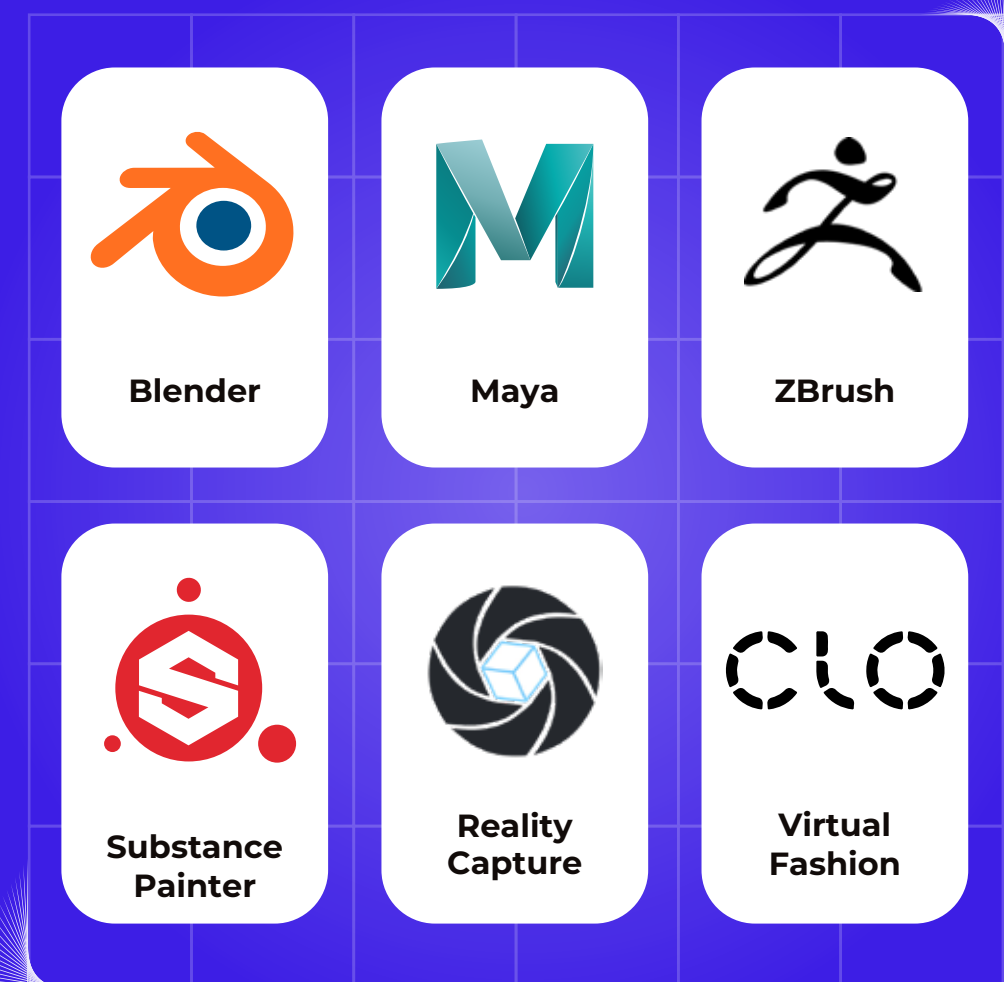- 3D Animation
- Character and World Design

## Concept Design

- Concept Development
- XR Prototyping

# WHAT TECHNOLOGY WE USE

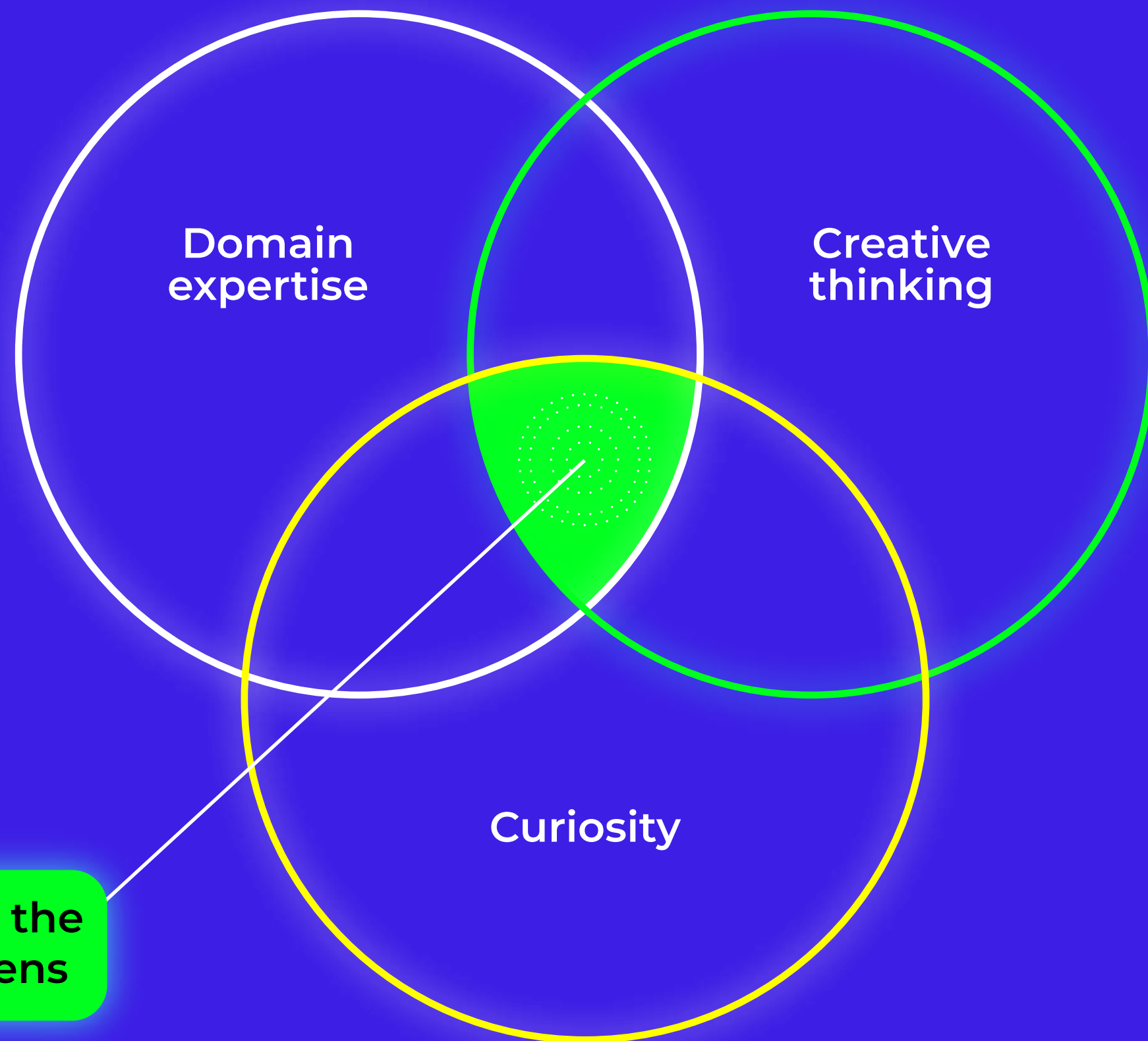## Development Environment

| | |
|---|---|
| Spark AR | Lens Studio |
| Unity | Unreal Engine |

## 3D Software

| | | |
|---|---|---|
| Blender | Maya | ZBrush |
| Substance Painter | Reality Capture | Virtual Fashion |

# WE MIX THINGS UP

Domain expertise

Creative thinking

Curiosity

Here's where the magic happens
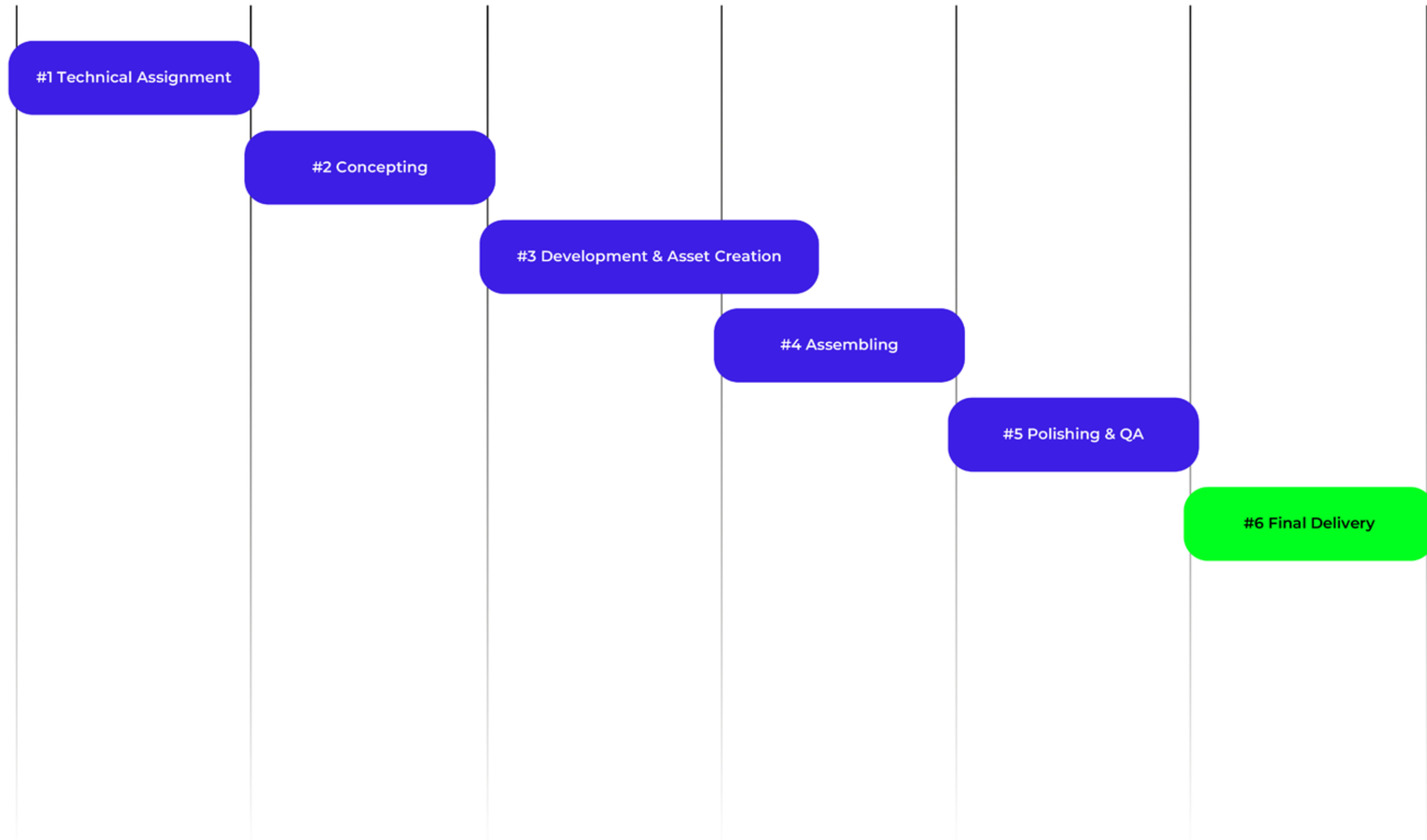
# PROJECT METHODOLOGY

## WATER FALL

- **+** Hight Visibility
- **+** No need to regular involvement
- **+** Easy to control
- **+** Fit to small/mid size projects

## AGILE

- **+** Fast Kick-off and flexibility
- **+** Regular client involvement
- **+** Any stage is visible and testable
- **+** Fit to mid/large project with flexible scope

# PROJECT SET UP

#1 Technical Assignment

#2 Concepting

#3 Development & Asset Creation

#4 Assembling

#5 Polishing & QA

#6 Final Delivery

# CLIENT BRIEF

## Challenge

The GTB agency that manage Ford Europe looking for new ad way to present unique aspects of the new urban Ford SUV on social media

## SOLUTION

By using the Spark AR, we created the full- fledged AR race game for Instagram as a product placement tool. The main challenge of the project was to recreate the Brands Hatch Circuit, located southeast of London using the actual map. We had to recreate a realistic cornering on a real track, and we couldn't afford for it to look like 2D simulations.

Scripting | Mini Games | Game Design | 3D Art

# TECHNICAL ASSIGNMENT

We **create an easily scannable layout** with bullet points, subheadings, and mood boards allowing our clients to simply skim through the technical side of the project and see the full picture.



## Ford Puma ST – game scenario & logic

**Main part:**

- The game is based on 1 level (speedway). With a total race time of around 45-60 seconds. Location - Brand Hatch Track, includes 4 corner zones.
- Each corner-zones will have unique game mechanics
- The reference of the game world is built on the accumulates of the Brands Hatch racing track.
- **The aim** is to drive the entire track in the best possible time, overcoming through the all unique corner- zones.
- The Cut-scene at the final point – where the user can see a board with all his/her/them results with equal rewards.

**Game items:**

- **Corner-Zones** - an active unique game zones, which visually looks kind of translucent tunnel, located at the beginning of each corner on the track. They visually navigate users through the process of coming into a corner and out the car of the corner. When the car going by the tunnel (corner zones) the timer stops – if the users will pass the corner successfully the car gets acceleration (which represents the capabilities of the Ford Puma ST when cornering).
- **ST Tokens** - scattered across the location. The tokens give extra time (-1 sec from the timer), also giving a slight acceleration. We've planned to implement around 12 tokens in total.
- **Speed boost zone** - a tiny track segment, which gives a speed boost.

The game will have a – **real-time mini-map** – which visually will help the user with navigation on the track, although we'll highlighting the active areas of the Corner-Zones with color as well. When the user successfully completes a turn, this zone will light up a green color.

**The main character is driving by Ford Puma ST**



*Reference Corner-Zone: neon line, lights, transparent portal rings*

**Speed boost** – will appears somewhere between the Brabham Straight and Cooper Straight sections
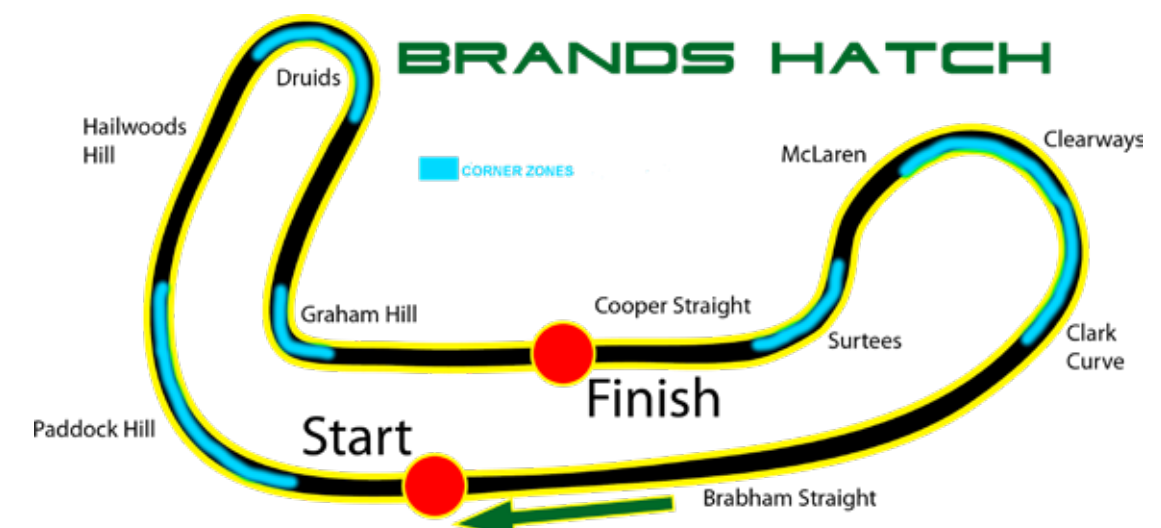
*reference Speed Boost*

### BRANDS HATCH

We are looking at acquiring the rights to use the Brands Hatch track property within the game so need to consider how this appears.
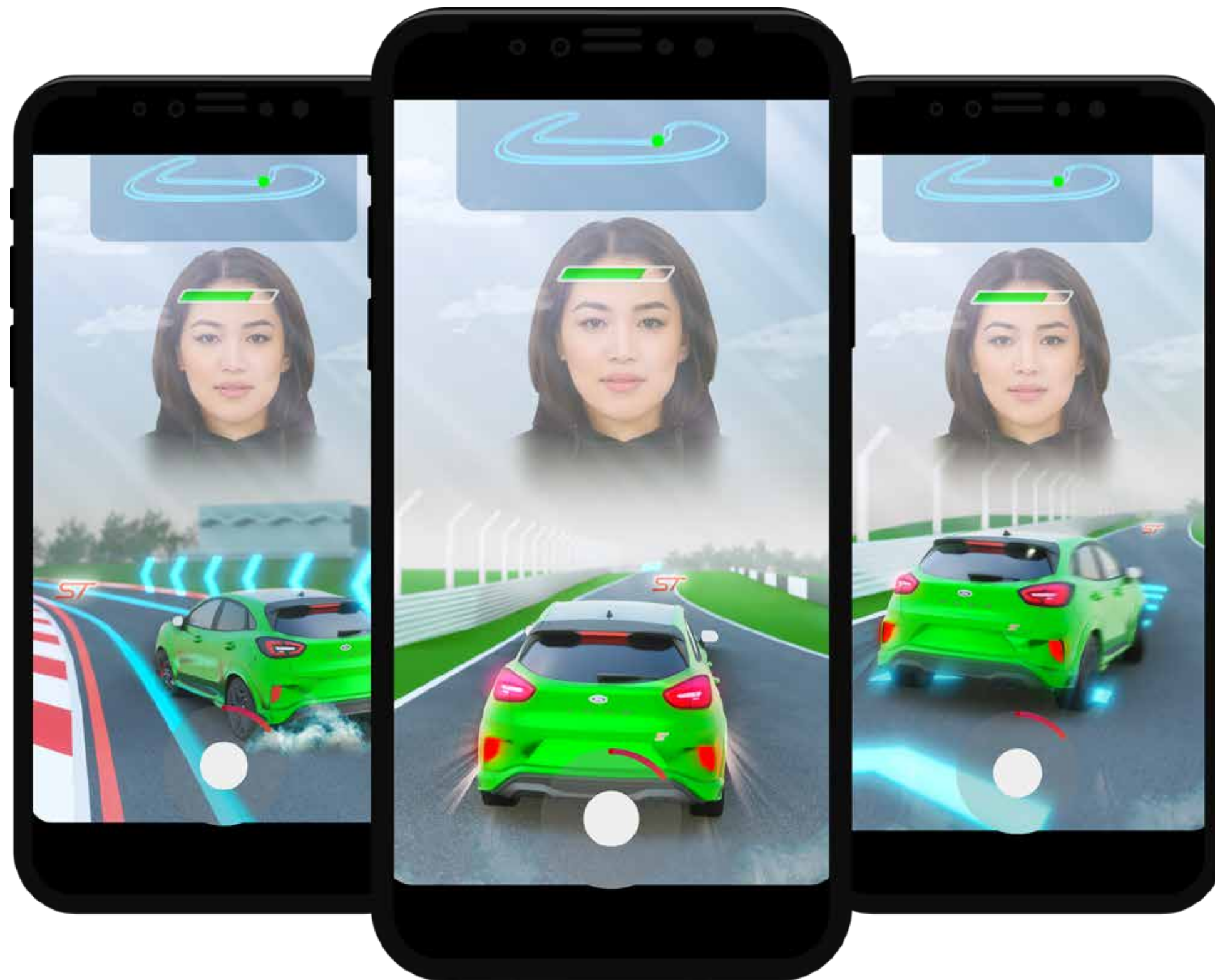
The name and the track shape should be used somewhere. Perhaps on the final share moment but also within the game.

Is an over-head track icon with a position tracker possible?

# CONCEPTING

We're one of the few in the market who **generates concepts in 3D** which give our clients a clear picture of what they'll get as a result.

# DEVELOPMENT

We used our own SDK to speed up the development process
of the project and **optimizing client resource.**

# POLISHING & TESTING

We **make the entire process visible and testable** for our clients through continuous iteration of development and visual polishing in **three rounds.**
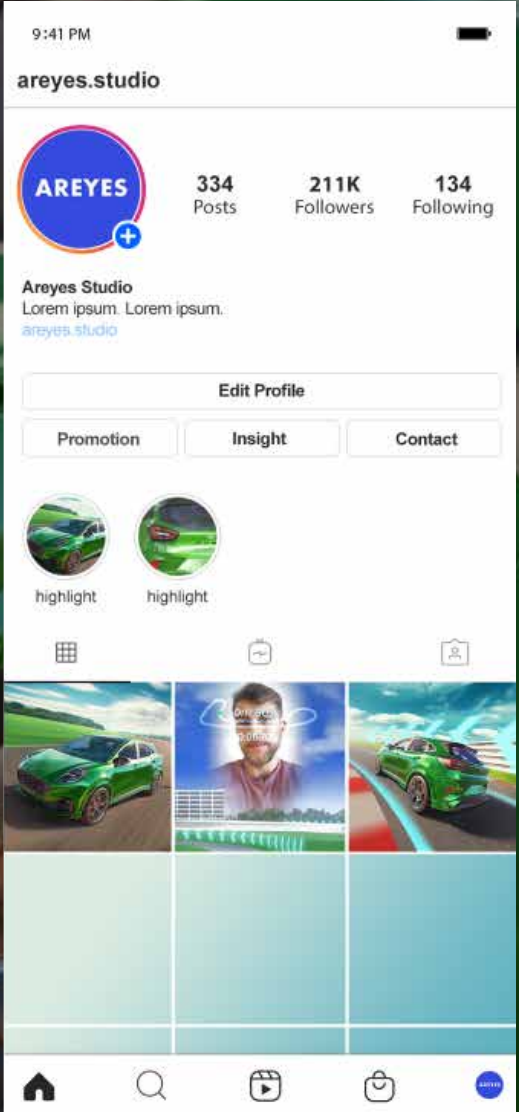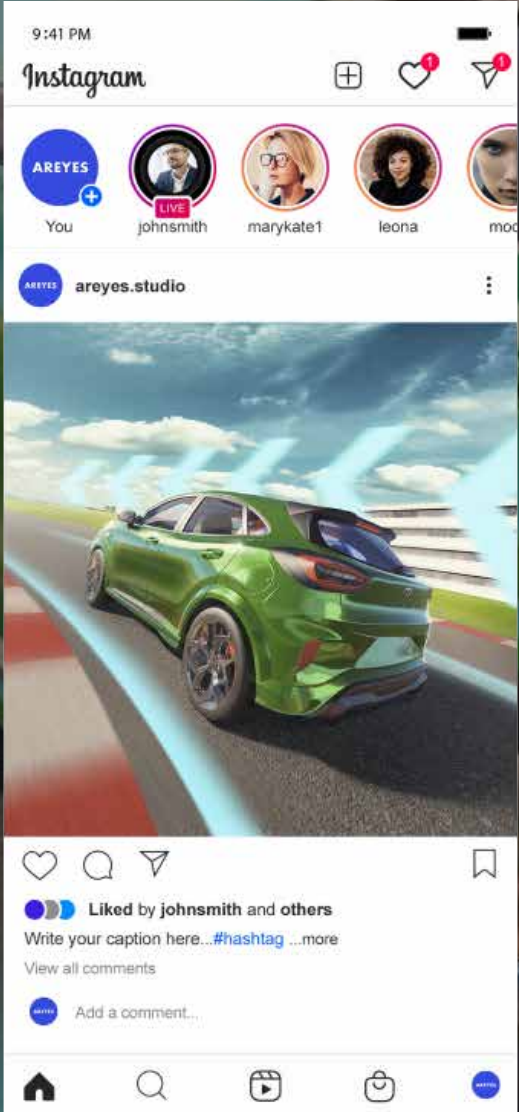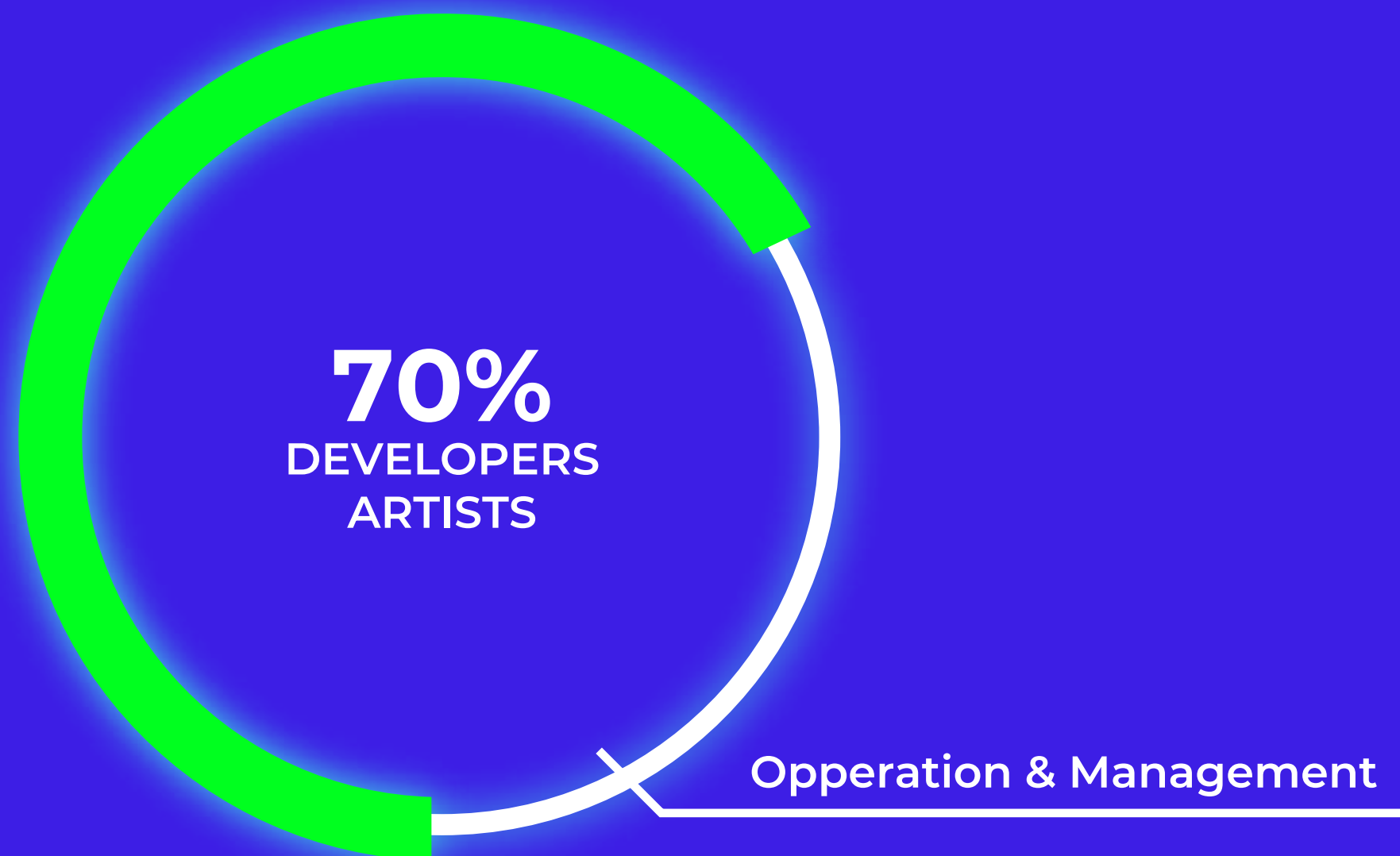
**Alpha Version**

**Beta Version**

**Final Version**

# RELEASE

# THE TEAM STRUCTURE

**20+**
PROFESSIONALS

**70%**
DEVELOPERS
ARTISTS

Opperation & Management

# ENGAGEMENT MODEL

**FIXED PRICE**

+ Pre-define estimation and requirements

+ Fixed project cost and duration

+ For small/mid size project with a clear scope

**TIME & MATERIAL**

+ Loosely defined scope of work and requirements

+ Pay-us-you-go: cost is based on person hours

+ For new idea and experimental project with unclear requirements

**SPRINT**

+ Pre-define estimation and requirements

+ Step by Step payment

+ For large/mid size project with unclear requirements

**WE CARE** ABOUT EVERY

Client ● Project ⬡ Solution ◼ Teammate ◼ Idea ★ Outcome ●

# LET'S JOIN FORCES!