LEVERAGE IMMERSIVE TECHNOLOGY
to differentiate your brand, build your audience, and accelerate revenue

Our Partners - These companies took us up on our promise.

Microsoft

Red Bull

wework

lyft

SAMSUNG

NotionTheory

Logically Creative

HELLO!

We are NotionTheory, a team of creative software, hardware and growth engineers with a reputation of delivering quality products in record time. We've been in the trenches of entrepreneurship, worked for the largest companies in the world, and have been featured across the media.

Technologies & Competencies

- Virtual & Augmented Reality
- Web & Mobile
- Artificial Intelligence
- Custom Installations
- 3D Design & Animation
- Brand & Identity Design
- Experiential Marketing Campaigns

What can we do for you?

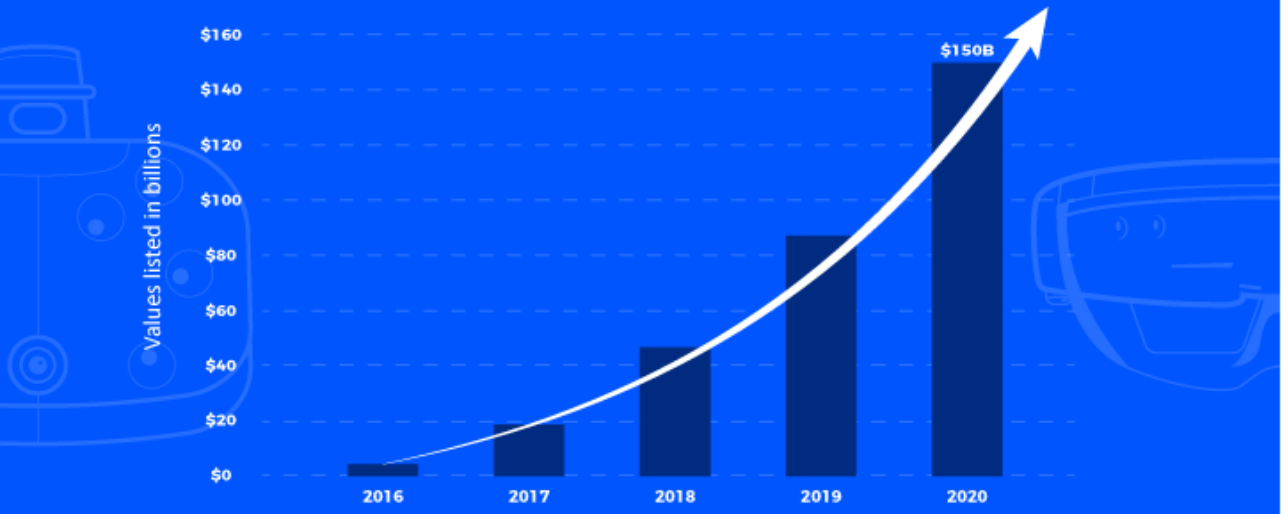
VIRTUAL REALITY

- Deliver powerful brand messages by creating experiences that reinforce your message and values.
- Transport your customers to another world where they can walk around and physically interact with their environment using spatial audio and room scale technology.
- Collaborate and socialize in real time whether you're using VR for a board room meeting of 10 or a party for 100's.

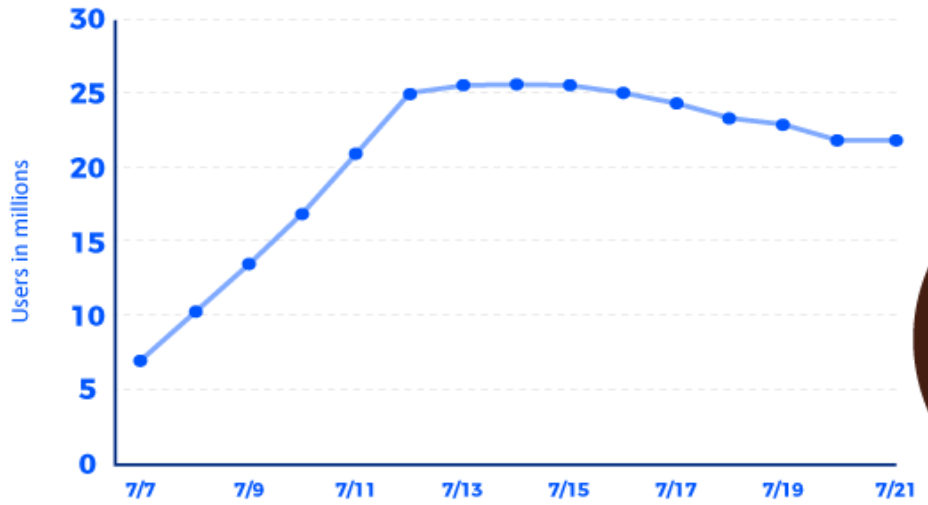
AUGMENTED REALITY

- Blend virtual and physical realities through targeted product placement in key locations for your brand's demographic.
- Create tailored, targeted, and time-based interactive marketing that leverages the mobile devices that customers already have, no additional equipment required.
- Visualize and experience your brand in the real world, in real time.

The Virtual and Augmented Reality market is forecasted to grow to $150 billion by 2020.



Pokemon Go reached 20 million active users in 2 weeks, sparking consumer interest in augmented reality products & experiences.



YouTube's VR channel has over

1,700,000 Subscribers

91% of consumers

report interest in virtual & augmented reality experiences beyond gaming.

Majority of consumers report that seeing a product or service marketed through an experience makes them more inclined to purchase it.

THE FIRST VR ARCADE

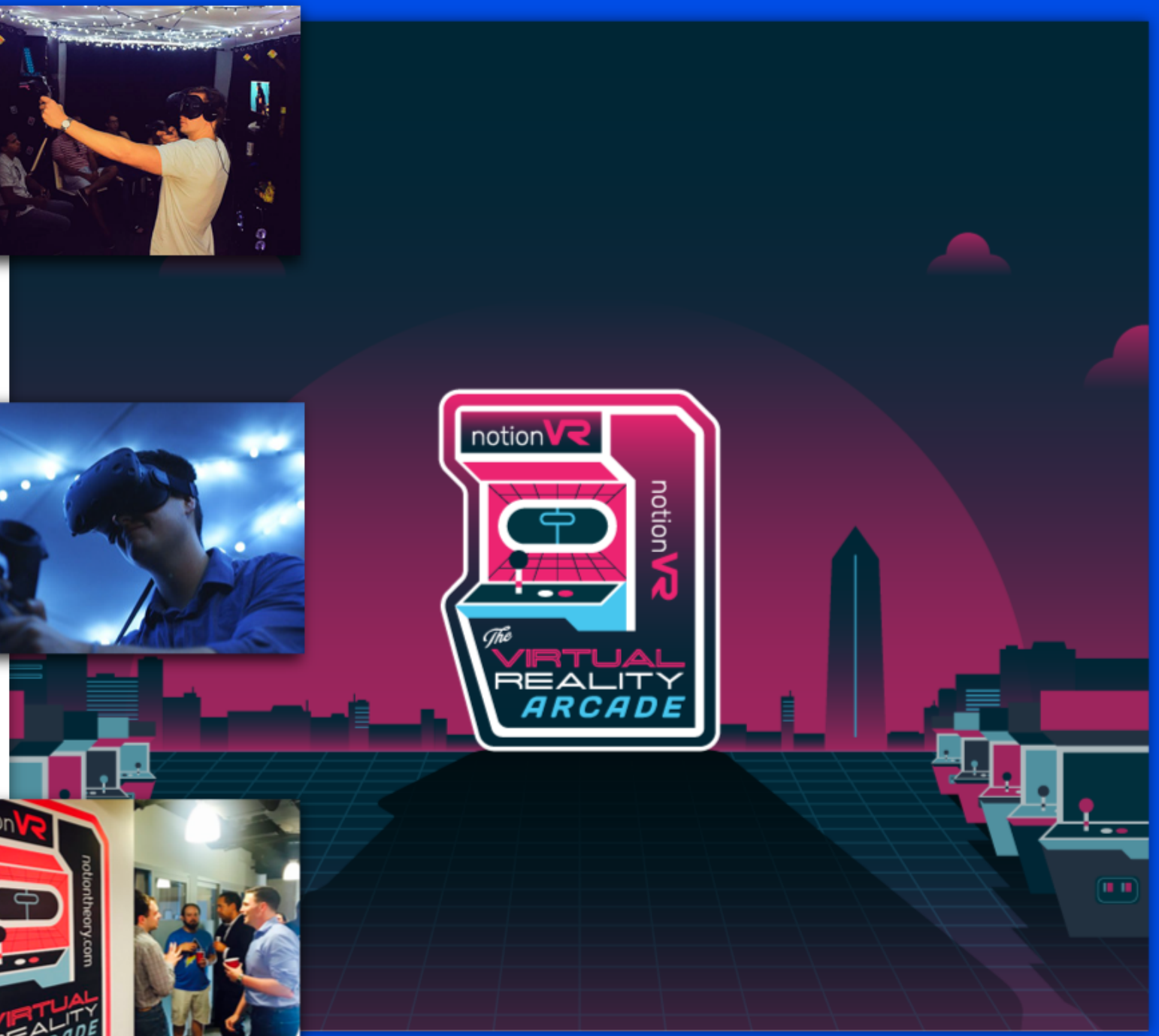
On the East Coast

We launched the **first virtual reality arcade on the East Coast**, gaining recognition in the industry for delivering novel experiences that turn the world on its ear.

Goal: Bring high-quality VR experiences to the masses.

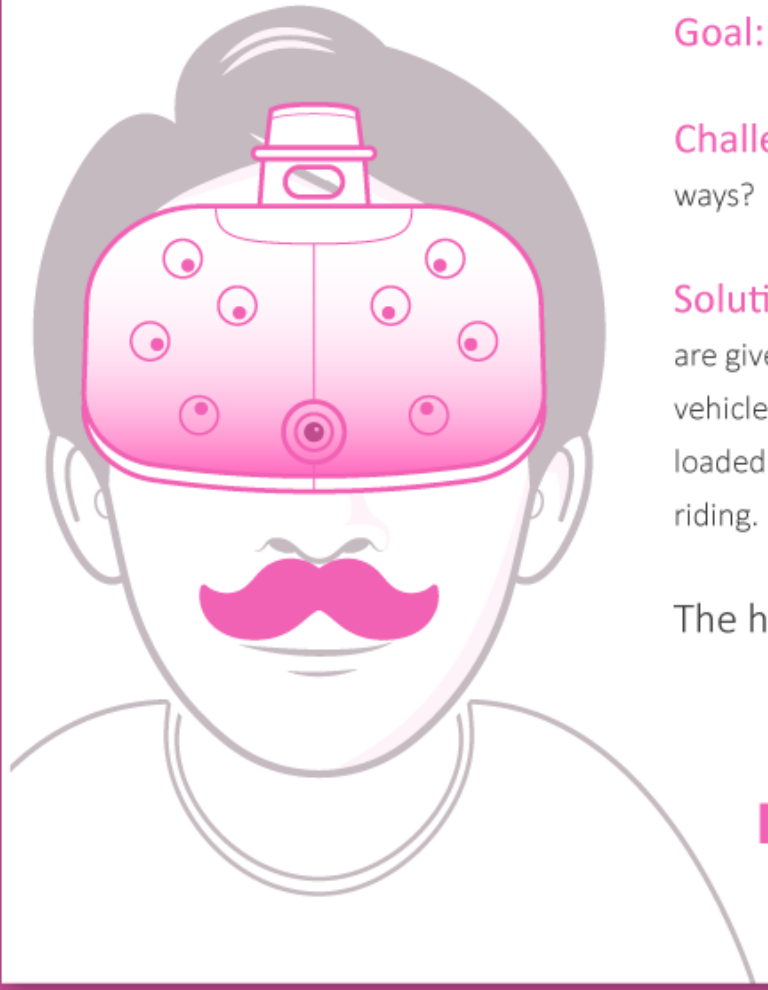
Stats

- 3,000+ Arcade Sign-ups in 3 months
- Over 85% first-time VR users
- Featured in 60+ Media Outlets including web, print, radio, and television.
- Named one of the “Best Entrepreneurial Companies in America” by Entrepreneur Magazine.



VR IN A CAR

TAKING RIDESHARING TO THE NEXT LEVEL



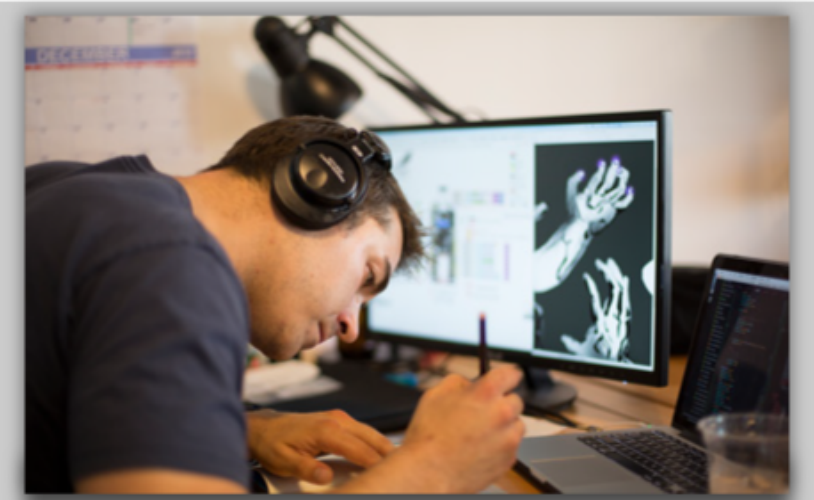
Goal: Accelerate revenue through increased customer engagement.

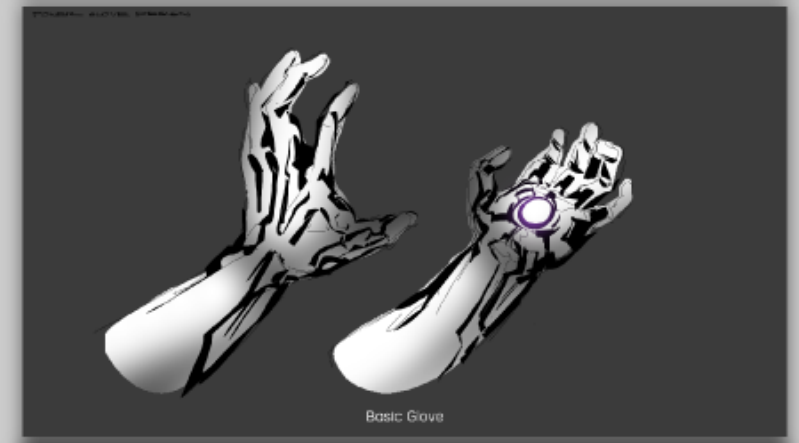
Challenge: How can virtual reality engage customers in new & exciting ways?

Solution: Reminiscent of the iconic reality game show "Cash Cab," Lyft riders are given the surprise of their life when they step into a custom fitted Lyft vehicle equipped with a virtual reality headset, a custom Lyft branded game loaded onto the device, and surround sound for complete immersion while riding.

The higher the score, *the more Lyft credits earned.*

Let's talk custom VR experiences





IRON MAN GAUNTLET

Haptic Feedback Glove

Goal: Attract new customers with innovative technology.

Challenge: How can we provide a rich, multi-sensory experience in virtual reality?

Solution: Experience real-time feedback and vibrations with Iron Man's Gauntlet, built with our proprietary haptic glove technology and brought to life with a custom virtual reality adventure.

TECHNOLOGY & ART

The Kennedy Center

- **Goal:** Grow audience and increase patron attendance.
- **Challenge:** How can technology transform how art is experienced?
- **Solution:** Custom music-activated augmented reality experience that gives patrons a one-of-a-kind opportunity to personally engage with the story of Madame Butterfly.

ADAPTIVE TECHNOLOGY

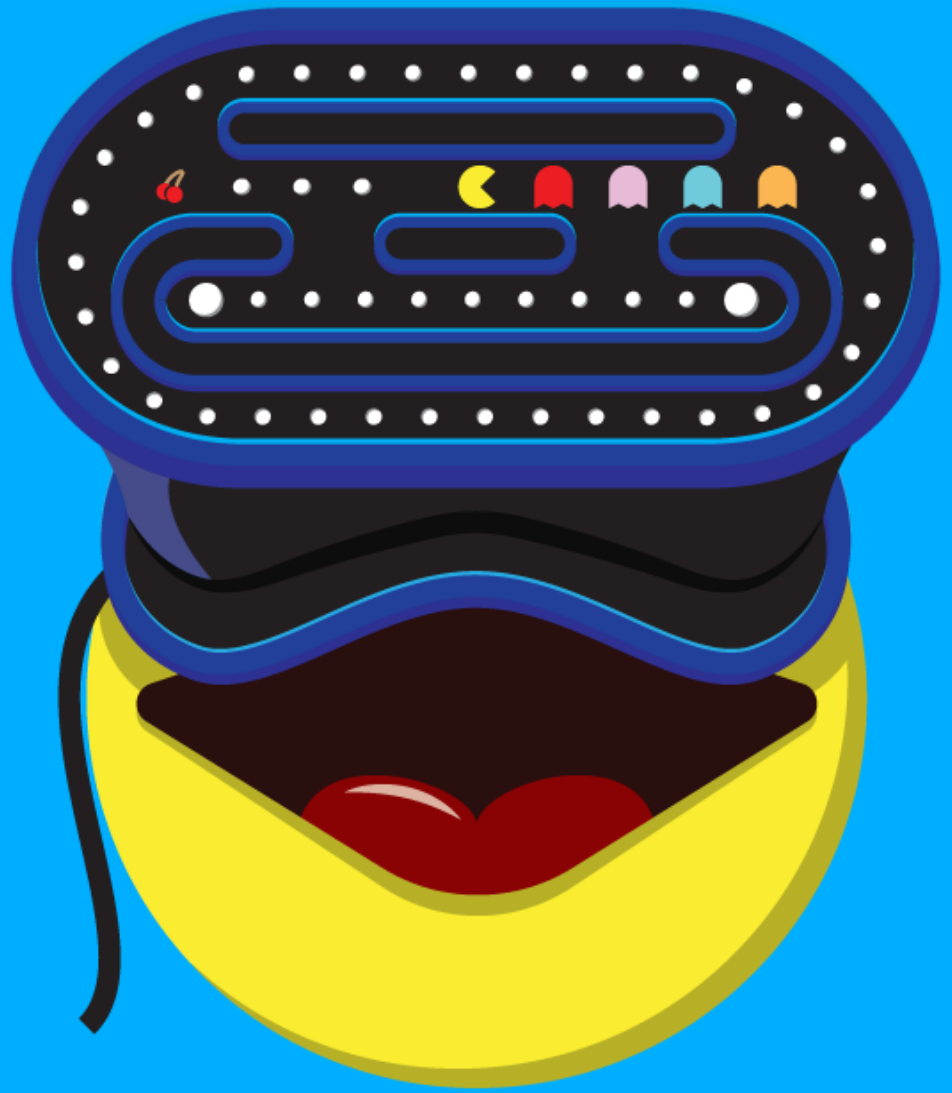
SIBLEY MEMORIAL HOSPITAL
JOHNS HOPKINS MEDICINE

- **Goal:** Enhance customer-care.
- **Challenge:** How can a hospital chapel meet the religious needs of a diverse set of patients?
- **Solution:** Using a Microsoft Hololens and speech recognition technology, we created an augmented reality solution where patients simply state their religion to transform all of the religious iconography in the chapel to their specified religion.

PACMAZE

Pacman Fever Has No Cure

- **Goal:** Engineer virality by bringing a generational phenomenon to life.
- **Challenge:** How can we design physical spaces that support immersion in virtual reality?
- **Solution:** NotionTheory is transforming a 3,000 square ft. warehouse space in D.C. into a life-size pacmaze. The project features a virtual reality experience that is one-to-one with the physical environment where players can navigate through the pacmaze with the VR headset while interacting with physical objects in the space.



THANK YOU!

We treat every client like they're our only client.

Engage with us: team@notiontheory.com

Learn more at: www.notiontheory.com

Let's Talk Ideas

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