ALICE

PROJECT

The democratizer app of augmented reality

GET IT ON APP STORE

GET IT ON PLAY STORE

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WHAT IS ALICE?

WHAT IS ALICE?

Alice is a commercial app tool which uses the augmented reality technology in order to visualize the products in the real world, powering the commerzialitation process and improving the sale process.

TECHNOLOGICAL DEMOCRATIZATION

Making augmented reality a handy tool.

OPTIMIZING YOUR SALES

Powering the commercial task through a new way of communicating with your clients.

SELF-MANAGEMENT PLATFORM

Cutting cost avoiding intermediate specialists thanks to a self-management platform.

CUSTOMIZABLE TOOL

Offering a tool which meets your needs, totally customizable.

The aim of Alice is **the democratization of Augmented Reality as a commercial tool**. Any business from small companies to big well know brands will access this technology without investing in a customized development.

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HOME DECOR SECTOR

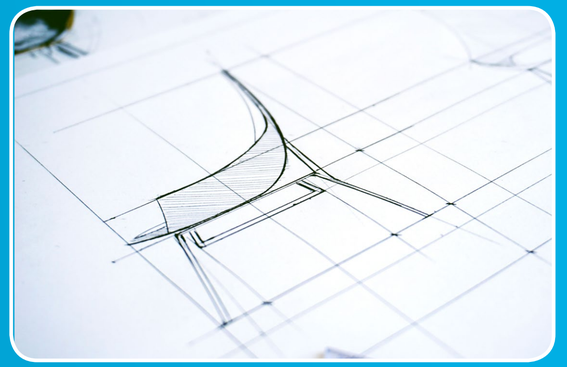
HOME DECOR SECTOR

Activities which are related with **design, manufacture or sale of furniture and home decoration**.

Why you have to incoporate Alice in your company?

DESIGN/MANUFACTURER

DISTRIBUTORS



ARCHITECTS/DECORATORS

E-COMMERCE

HOME DECOR SECTOR

DESIGN/MANUFACTURER

Save costs, forget about prototypes! Your engineering and concept department will be able to visualise and analyse a piece of furniture in 1:1 scale even before its manufacture.

Forget about showrooms! Facilitate B2B sales! Expand your showroom virtually, show all your products without exposing them.

Speeds up times! Meet your customer's expectations! Capture the images about the future design of the pieces and send them to your customer, he will be able to visualise realistically the final result of your proposal.

Start the implementation from minute 0! The sales agents will be able to send the orders of their customers easily and quickly to your ERP.

Don't lose information along the way! Improve the communication of the channels involved. Minimalize the problems that may appear during an implantation between the designer and the maker or between the maker and the customer. Solve them quickly and effectively, without make the quality, the brand image or the service worse.

Use the wow effect! Get your audience's attention! Show all your catalogue at the fairs and events in which you participate and transform its visualization into a unique experience.

HOME DECOR SECTOR

DISTRIBUTORS

Don’t lose customers! Show your products even if they are not in stock. Allow your customer to do the order at the moment by connecting Alice with your ERP.

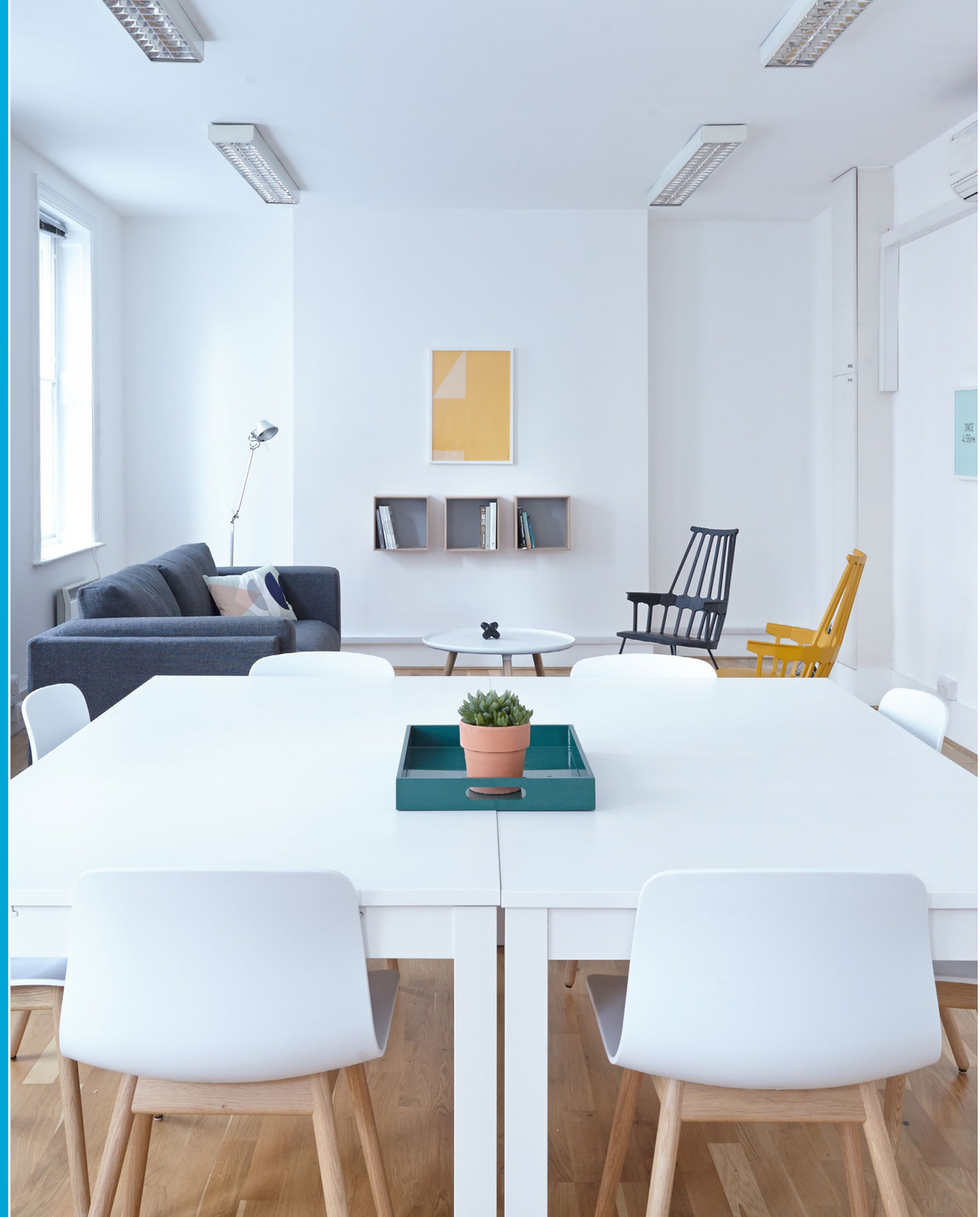
Offer an omni-channel shopping experience! Your customer will be able to download your catalogue and to visualise your products. The shopping experience will be extended from the store to the customer’s house.

Family and friends are very important in the decision-making process! Customers can share and consult how the products look in their personal environment.

Offer free trials! Customers will be able to test which product fits in their home and to check if the size and the design is adequate for them.

Create loyal customers! Transform the purchase in a unique experience.

Don’t take risks! Reduce the return rate of your products by increasing the security of your customers during the purchase process.



HOME DECOR SECTOR

ARCHITECTS/DECORATORS

Shorten the sales funnel! Capture images of the future implementation and send them to your customer. He will be able to analyse the proposal after the meeting.

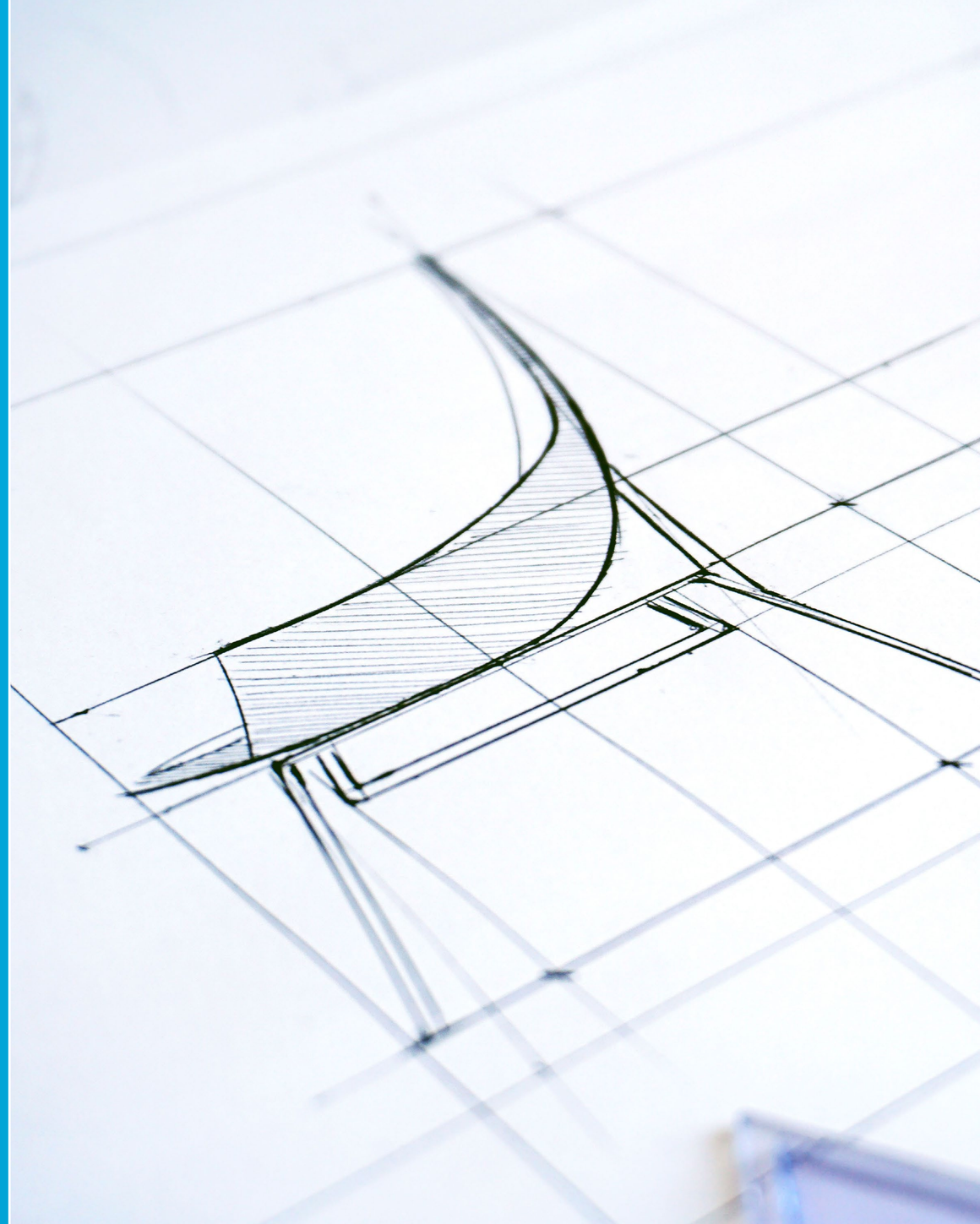
Forget about transporting samples to present to a client! Show your textile, furniture and decorative items catalogue from only one device and with only one click and display it in its future real place.

Save time! Speed up your projects by showing the final result thanks to a 1:1 scale, even before starting the reform.

Improve the communication! Use Alice as a visual support for explaining your proposals to both customers and installers.

¡Reduce los riesgos! Con Alice puedes hacer auditorias de una nueva decoración en los propios espacios de tu cliente, asegurándote de que cumples con sus preferencias.

Don’t take risks! Use Alice as a tool for audits of a new decoration project in your customer’s house, making sure that you meet his preferences.



HOME DECOR SECTOR

E-COMMERCE

Eliminate barriers with the customer! Increase sales! During the purchase process customers are more likely to have too many insecurities which are increased specially when they can't see the products in a real space before buying them. So, it is very helpful to visualise them in the available space. Alice reduces the customer's uncertainty during the purchase process and increases the conversion rate.

Cross-selling with Augmented Reality! Customers will be able to see the products they have selected, but more especially some similar products recommendations.

Generate more leads! Offer the possibility of consulting and consolidating the customer's purchase process by sharing with friends and family the products.

New promotion channel! Make stock liquidations, promotions and raffles with Alice.

Differentiate yourself from the competition! Increase the interaction with your brand! Transform the purchase into an experience.

Save on transport! Reduce the return rate of your products by increasing the security of your customers during the purchase process.

Increase your international presence! Facilitate the export of your products by offering to your international customers the possibility to see products in a real scale.

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HOW TO START?

HOW TO START?

1. 3D MODELING OF THE PRODUCTS

You have to make a 3D model of the products that you want to include in the app.

We can take care of everything but, if you already have 3D models **you will be able to do it yourself**, or we will give you the necessary instructions to make it.

2. CREATION OF AN ACCOUNT

We will create your company profile for you to access the app and the self-management platform. Once you have it you will be able to upload your 3D models.

3. CUSTOMIZATION

Once you have created the catalogue you can start to transform Alice into an app that reflects you corporate identity.

You will have **a tool completely adapted** to your business requirements!

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ALICE IMPLEMENTATION

ALICE IMPLEMENTATION

FOR SALES FORCE

BENEFITS FOR YOUR TEAM

- Show your products in an especific ambient context facilitating B2B sales
- Increase sales
- Gather your catalogue in only one device
- Show yout products wherever and whenever you want
- Make your order management easier connecting Alice with your ERP
- Save on time and product development cots
- Use this tool without needing Internet connection
- Improve the internal communications

FOR E-COMMERCE

COMPANY BENEFITS

- Offer the customer the oportunity to see the products inside his reality
- Increase sales
- Improve virtually your showroom
- A new channel you can offer for promotions, increasing the interaction with your brand

CUSTOMER BENEFITS

- Reduces the customer uncertainty in the purchase process
- It is a source of inspiration for the consumer
- Posibility to consult and share the purchasing process with friends
- Transform purchases in an experience

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ESTIMATION

ESTIMATION
FOR SALES FORCE

Access

Every sales agent will have an account with his own login name and password, both will be linked to the company catalogue that could be customized.

BASIC

1-10 Licenses

Without permancy
100 €/user/per month

One-time payment
85 €/user/per month

PLUS

10-50 Licenses

Without permancy
90 €/user/per month

One-time payment
75 €/user/per month

PRO

50-100 Licenses

Without permancy
80 €/user/per month

One-time payment
50 €/user/per month

ENTERPRISE

+100 Licenses

Do you need an extra functionality that you haven't seen?

Contact with us and we will make a customized plan for your company

* IVA not included * 20GB extendable * Unlimited Visualizations * Private catalogue * Online & Offline access * Icons & interfaz customization

ESTIMATION
FOR E-COMMERCE

Immediate integration

Consumers will be able to acces from a web site button or through a QR code.

MONTHLY VIEWS	MONTHLY VIEWS
500	
1.000	190 €
2.000	360 €
3.000	480 €
4.000	520 €
5.000	
10.000	600 €
20.000	800 €

VIEWS

Every openning of a 3D model will count as a view.

* IVA not included * 20GB extendable * Limited Visualizations * Public catalogue * Online access * Icons & interfaz customization

ALICE
PROJECT

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