



ALICE

P R O J E C T

The democratizer app of augmented
reality

GET IT ON APP STORE



GET IT ON PLAY STORE

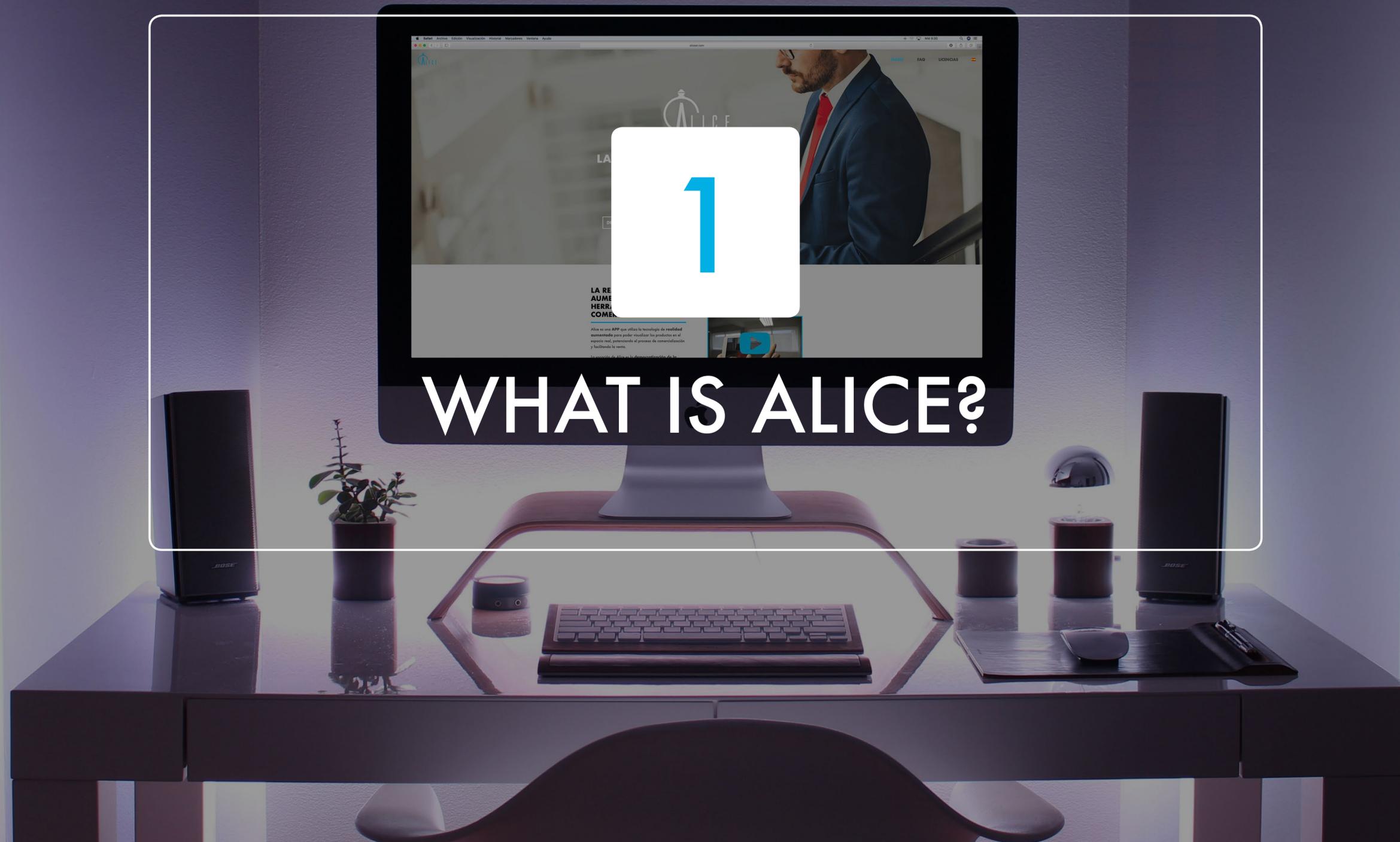


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 - Engineering, construction, manufacturing and assembling companies
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WHAT IS ALICE?



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 commercialization process and improving the sale process.



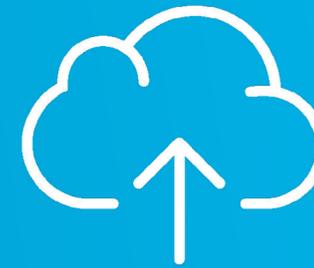
TECHNOLOGICAL DEMOCRATIZATION

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.

A background image of a playground with swings and a person in the distance. The image is slightly blurred, focusing on the foreground swing. A white rounded rectangle is overlaid on the center, containing a blue number '2' and the text 'URBAN FURNITURE SECTOR' in white.

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URBAN FURNITURE
SECTOR

URBAN FURNITURE SECTOR

This sector provides cities and urban spaces with services, goods and **all necessary installations for their development, ornamentation and maintenance.**

Why you have to incorporate Alice in your company?



DESIGN/MANUFACTURER



DISTRIBUTORS



BUILDERS/ARCHITECTS



E-COMMERCE

URBAN FURNITURE SECTOR

DESIGN/MANUFACTURER



Save storage space! Expand your showroom virtually, show all your products without having to create prototypes or to expose them and increasing all available spaces.



Facilitate B2B sales! Catch the distributors attention by showing them all your catalogue in a realist way, where and whenever you want.



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! Respect the delivery times! Facilitate work in the assembly line by showing to the workers all designs in real scale. Your 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.



URBAN FURNITURE 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.



Speed up decision making! It is important to share and to consult how your products look in real space for facilitating coordination of all the people involved in the project.



Offer free trials! Customers will be able to test which product fits better to their needs and to check if the size and the design is adequate for its final function.



Facilitate contract projects! Speed up the process by showing your proposals to companies and private organizations in a simple way.



Turns the installation into a simple task! Make easier the work of the people who install your products showing them the final result in real space.



More realistic advertising implantations! With Alice, your clients can show to those companies which want to advertise in the public environment, the final result of their implementation by being able to insert personalised content in products such as mupis, marquees...



URBAN FURNITURE SECTOR

BUILDERS/ARCHITECTS



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.



Take advantage of the full potential of the environment! It is possible to adapt more precisely to the characteristics of the environment by creating your proposals in the real space.



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



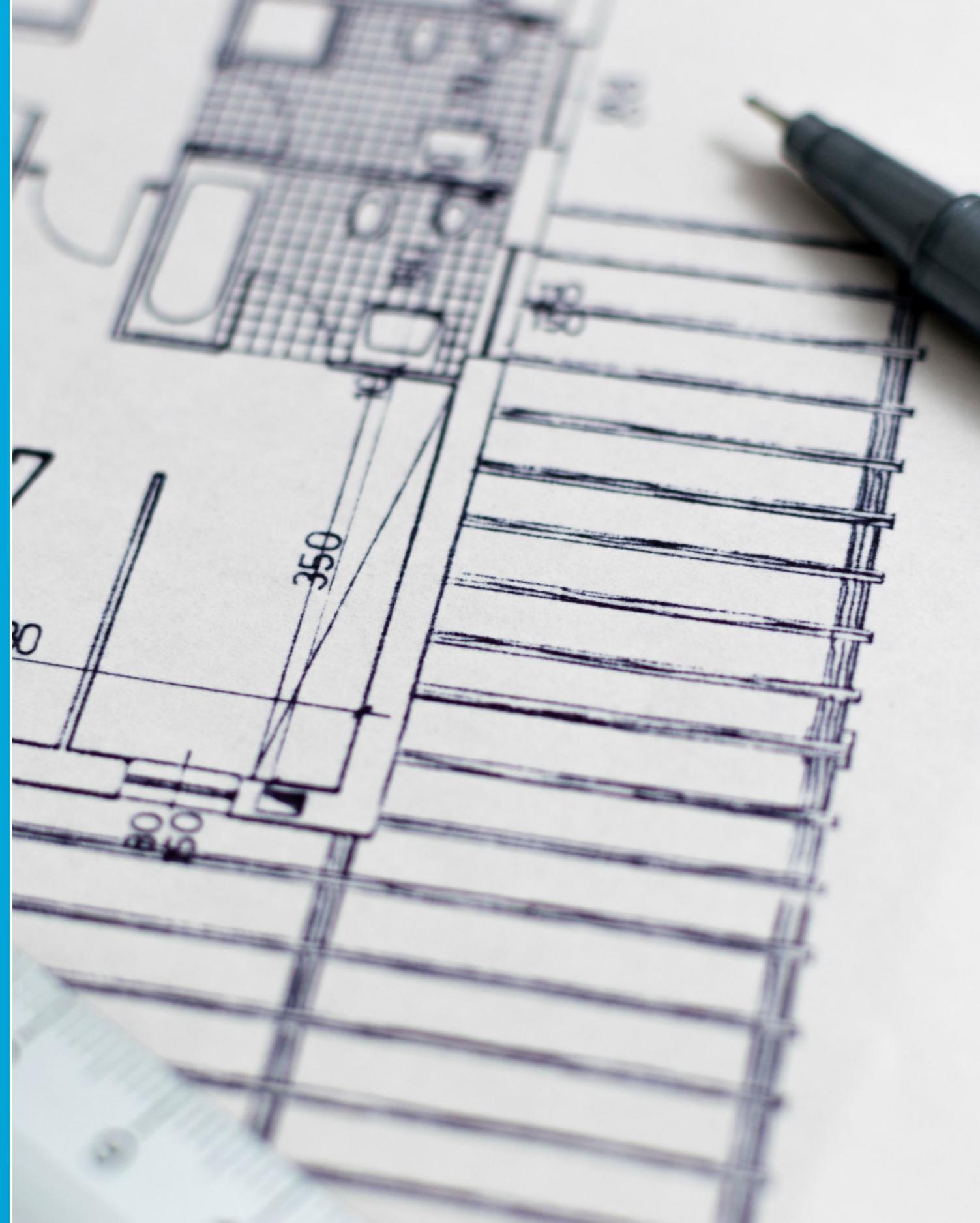
Improve the communication! Use Alice as a visual support for explaining your proposals to both customers and installers.



Don't take risks! Use Alice like a tool for audits of a new installation in your customer's spaces, making sure that you meet their preferences.



Very realistic proposals! Recreate the future surfaces that will be installed, as well as your proposals about new forms of lighting, all in a totally realistic way.



URBAN FURNITURE SECTOR

E-COMMERCE



Eliminate barriers with the customers! Increase sales!

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



Offer free trials! Customers will be able to test which product fits better to their needs and to check if the size and the design is adequate for its final function.



Generate more leads! Offer the possibility of consulting and consolidating the customer's purchase process by sharing it with all the people involved in the project.



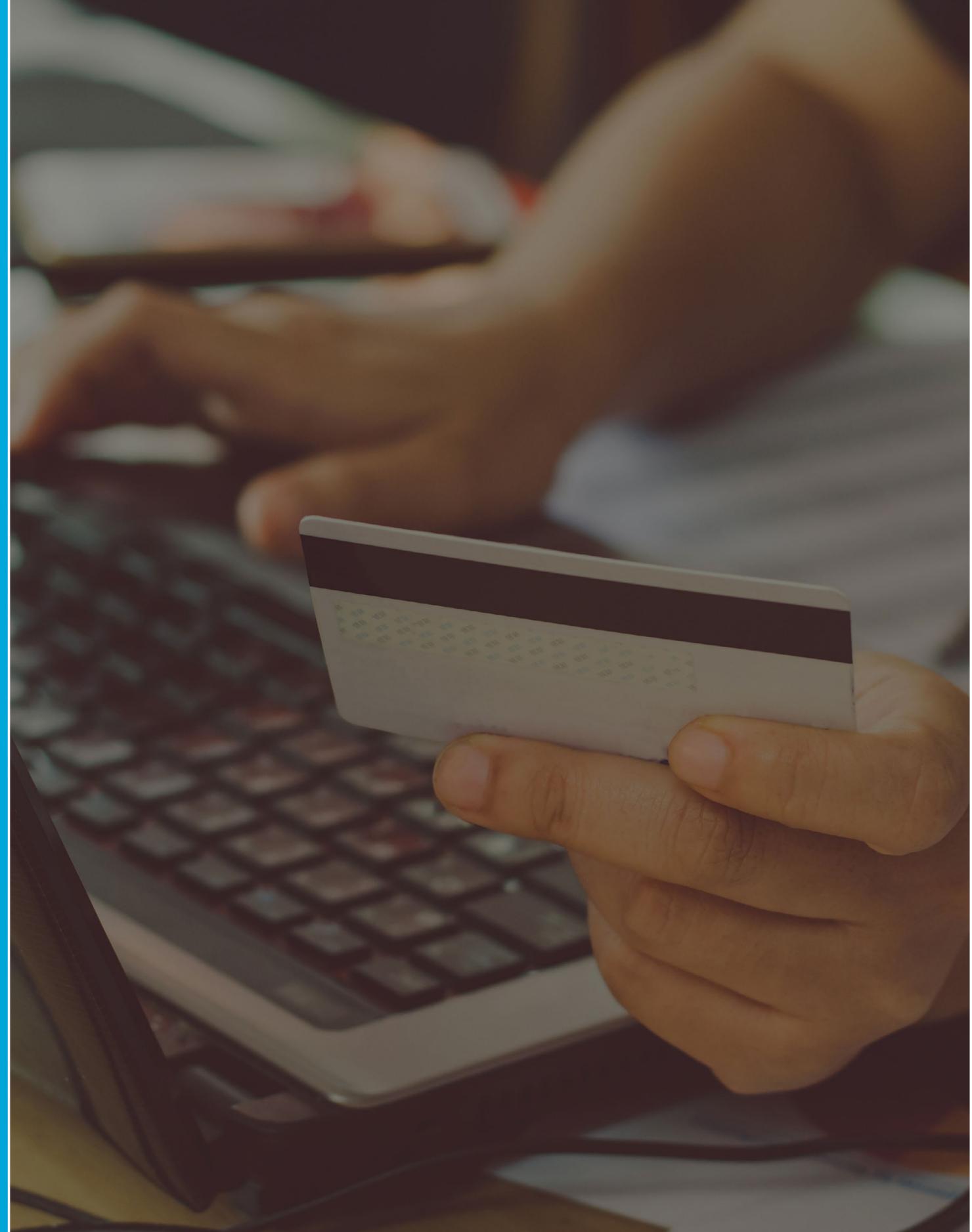
New promotion channel! Make stock liquidations, promotions and raffles with Alice. Your clients will be able to see recommendations of similar products.



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

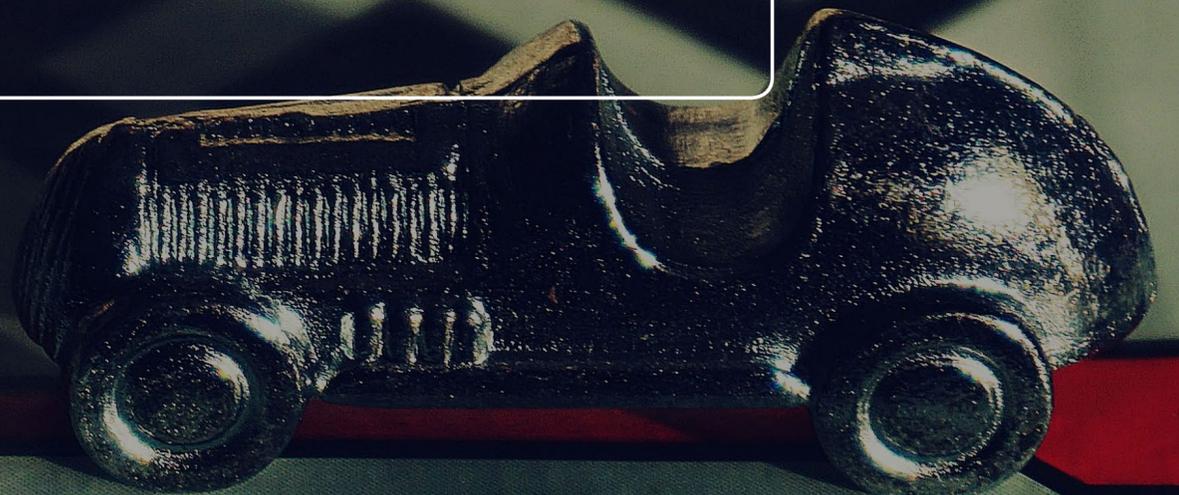


Increase your international presence! Facilitate the export of your products by offering to your international customers the possibility to see products in real scale.



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HOW TO START?



AA60

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 your corporate identity.

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



ALICE IMPLEMENTATION



ALICE IMPLEMENTATION



FOR SALES FORCE

BENEFITS FOR YOUR TEAM

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



FOR E-COMMERCE

COMPANY BENEFITS

- Offer the customer the opportunity 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
- Possibility to consult and share the purchasing process with friends
- Transform purchases in an experience

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ESTIMATION

WARNING.
BEWARE OF UNAUTHORIZED PERSONNEL.
Paymaster Distributor displaying a currently dated identification card
request service, or renew the PAYMASTER 2 YEAR WARRANTY.
PAYMASTER WARRANTY by allowing unauthorized personnel
to service the PAYMASTER.

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 access 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 €

IEWS

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

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



ALICE

P R O J E C T



alicear.com



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Find out the latest news!

