

## QWASI PARTNERS WITH LEADING AR PRODUCT AND CONTENT DESIGN AGENCY, ROCK PAPER REALITY

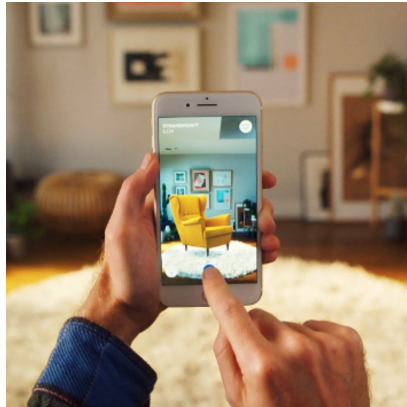
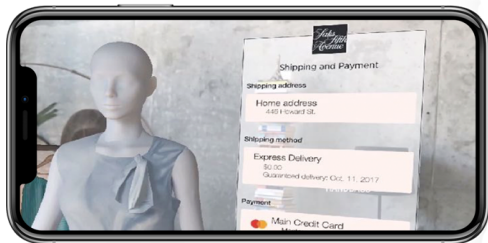
QWASI Technology partners with RPR to utilize augmented reality to elevate virtual events and drive customer experience.



### CHALLENGE

*Providing customers opportunities to engage with extraordinary experiences amidst socially distant and restricted times*

Tourism and in-person activities have been challenged over the past year in the face of COVID. Customers have been seeking opportunities and new experiences to virtually engage and remain connected.



### SOLUTION

*Redefining virtual customer experiences with contactless touchpoints and AR technology*

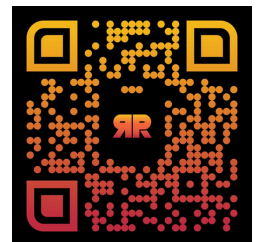
QWASI Technology's partnership with Rock Paper Reality will enhance virtual engagement for customers by offering experiences with both AR and QR/NFC capabilities in a variety of use cases. QWASI's Virtual Events Platform with RPR's AR products and content will encourage more active participation, connectivity, interest, and integration with the technology.



"A new frontier in authentic brand storytelling. We look forward to working with QWASI to continue taking ideas and bringing them to life – figuratively and literally."

**PATRICK JOHNSON**

CEO OF ROCK PAPER REALITY





# 58.9

million people in the US will use VR, and 93.3 million people will use AR at least once per month

eMARKETER

# \$198B

The AR market size is estimated to increase from roughly \$3.5 billion in 2017 to more than \$198 billion by 2025

FORBES

# 62%

The augmented and virtual reality market is predicted to witness a significant growth of nearly 62% during 2020 and 2026

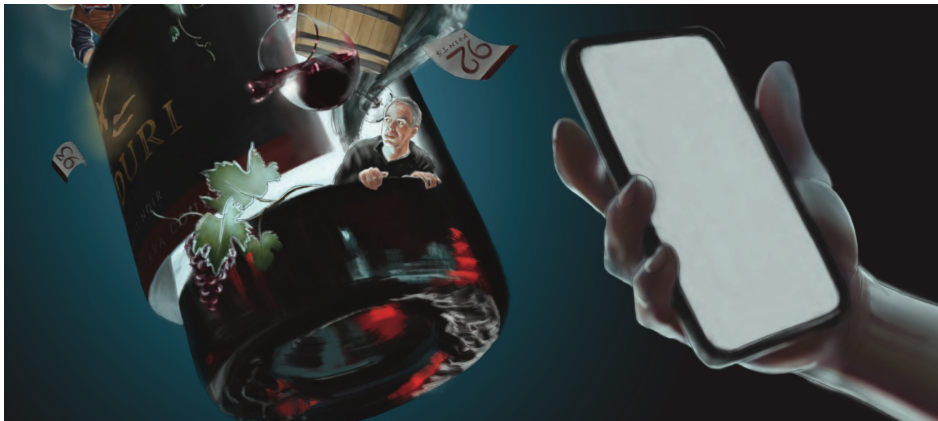
GLOBE NEWSWIRE

## RESULTS



- +365-degree view of customer engagement*
- +Interactive AR products and content*
- +New digital insights and experiences*

QWASI SMART SPACES gives brands the ability to retain insights from events, generate feedback, understand customer behavior, and update experiences to keep content fresh and relevant. A partnership with Rock Paper Reality with augmented reality capabilities and next-level interactive content will elevate the overall customer experience and will drive digital engagement.



## ABOUT

QWASI is the software leader in Mobile Innovation, creating Smart Spaces and building COVID safe touch free experiences for leading brands across Hospitality, Travel, Sports, Entertainment, Retail, CPG, Healthcare, Pharma, Education, and the Government Sector.

