



Augmented and Virtual Reality (AR/VR) Agency

Nordic Innovation Forum Presentation



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Vobling

*\*Yes, really! Life's been tough after the musical.*



Stockholm

Manila

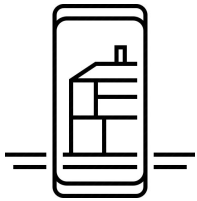




We develop “XR” applications



## We develop “XR” applications



Augmented Reality (**AR**)



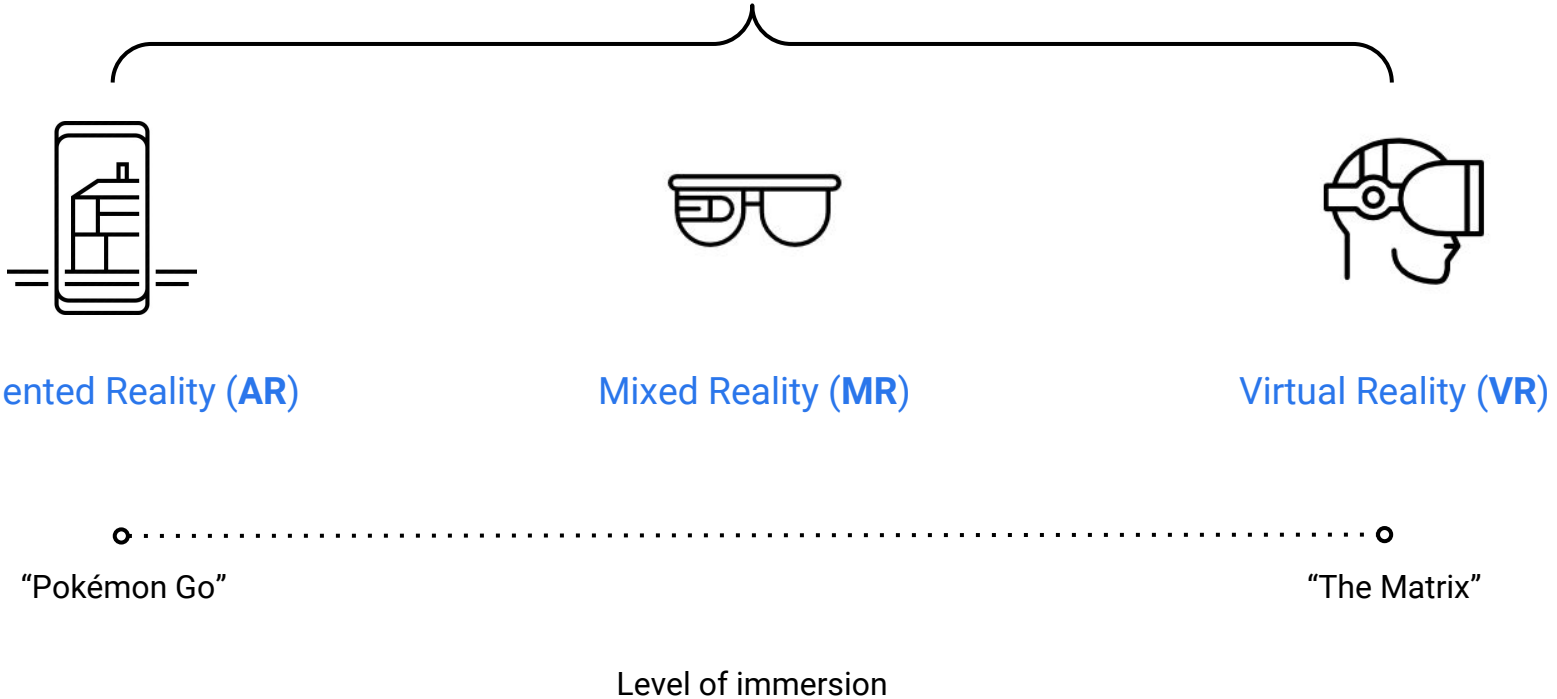
Mixed Reality (**MR**)



Virtual Reality (**VR**)

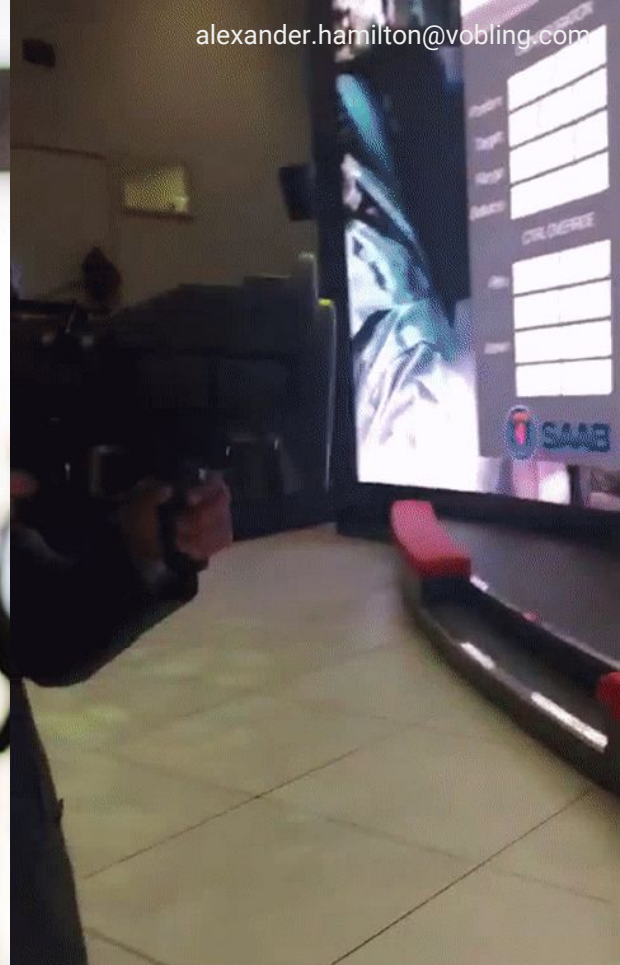


# We develop “XR” applications





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The Carl-Gustaf Experience for SAAB: **Virtual Reality**







The Carl-Gustaf Experience for SAAB: **Virtual Reality**







Verdánt Towers at Ortigas East for Ortigas & Company: **Augmented Reality**



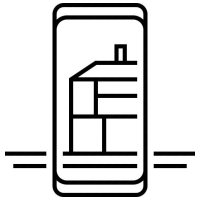


Verdánt Towers at Ortigas East for Ortigas & Company: **Augmented Reality**





# The XR Scale



Augmented Reality (**AR**)

Mixed Reality (**MR**)

Virtual Reality (**VR**)

“Pokémon Go”



Ortigas & Company  
Application

Level of immersion



SAAB  
Application

“The Matrix”





## We develop XR application because XR is useful



Training



Treatment



R&D/NPD



Marketing





Why now?

Technology has made XR accessible



Expensive Past VS. Cheap Present



Swedish Corp  
Founded

2015



Staff Leasing  
In The Philippines

2016



Filipino Corp  
Founded

2017

**bublar.**  
Acquired By  
Bublar Group



Acquisition  
Of Competitor

2018



Further Expansion  
In SEA?

2019



# Industry-Leading Global AR/VR Agency

Virtual Reality

Augmented Reality

Social Media AR

360

Education

3D Development





>100 finished projects with partners including:



tobii

metro 

MERCK



# Questions, reflections or comments?

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