



A person stands at the end of a vibrant, swirling tunnel. The tunnel's walls are composed of thick, flowing layers of pink, purple, and orange, creating a sense of depth and movement. At the far end of the tunnel, a bright, glowing horizon line separates a warm, orange-yellow ground from a vast, dark blue sky filled with stars and the Milky Way. The person, seen from behind, is silhouetted against this bright light. The overall atmosphere is one of wonder and exploration.

oniride



We create digital worlds.

Oniride S.r.l. - Company profile

Index

- A **bird's - eye** view 
- **Vision & Mission** 
- **Who** are we 
- What have we **done** so far  (detailed **portfolio** )
- **“Rumours”** about us 
- Strategic **objectives** 
- **Activities** and offering 
- Unique **Selling Propositions** 
- **Target** clients 
- **Press** 
- **Call** 

A bird's-eye view

First glance at Oniride

Oniride is a young Italian company, based in Rome, developing **Virtual (VR), Augmented (AR) and Mixed (MR) Reality content**. Founded in 2014 by Andrea Giansanti and Mitchell Broner Squire, alongside other strategic partners, it received initial seed funding by business angels.

Since the onset, the Company's mission involved leveraging **cutting-edge audio-visual technology to promote, digitally preserve and add value to cultural heritage assets**. Our research in this industry soon proved directly applicable to the offering of **B2B services as well**, including corporate advertising, training and process optimization. Automotive, pharmaceutical and real estate are among our main served industries to date.

Oniride has been invited to share its research at various **conferences**, such as:

Global CGI workshop, Seoul, South Korea, December 2016

ROMICS 2016, Rome, October 2016

NEXT Content Conference, Seoul, South Korea, November 2016

Courant 3D, Angoulême, France, October 2016

VIEW Conference 2016, Turin, October 2016

MIA Market 2016, Rome, October 2016

Maker Faire Rome, October 2015 and October 2016

Lucca Comics and Games, Lucca, October 2015

A second glance at Oniride

LOCAL EXCELLENCE, WITH A GLOBAL OUTLOOK

In 2015, Oniride was awarded **European funding**, as granted by the Regione Lazio local government, coming **1st out of 650 start-ups** who applied to the “*Lazio Creativo*” programme.

APPROACH

Oniride strongly believes in **open economy** and the sharing of know-how to foster the **success of the VR industry**. For this reason, since its very beginning, Oniride has actively promoted a **strong, productive and value-multiplying International networking**.

SKILLS

Oniride is supported by **highly capable and passion-driven employees** with horizontal curricula, including both **arts and tech backgrounds**. For this reason, **our projects are valuable** to both the arts & culture industry and technological research.

Keep looking at Oniride

THE NAME - The name “ONIRIDE” calls to mind a simple, dear concept closely linked with Virtual Reality:

creating a dream (“*onirico*”, Italian for oneiric), in front of your eyes (“*on iris*”)

VR, then, is a technology that **creates emotions by extending human perception**.

THE COLOUR - Green is our business colour, willing to represent our technological approach: a tone at the very **center of the human optical spectrum**, perceived as **relaxing and soothing** as a result of how the human eye works and directly linked to the **idea of “life”**.

Green, therefore, embodies the ground qualities of our projects: high visual quality, comfort and usability, in an interactive and engaging package.

THE LOGO -The logo contains and hides, in its **simple shape**, the name of the company itself. Straight lines demonstrate **how great complexity can be the foundation of a linear and usable creation**. Complex simplicity.

For those who **don't know...**

The future of audiovisual technologies boils down to the *Virtuality Continuum*:

Augmented Reality

digital information is overlaid onto the real world, through the camera of a smartphone or tablet. digital images, text and 3D models/animations enter the realm of printed paper and real objects



Virtual Reality

computer technologies that use dedicated hardware and software to generate the realistic images, sounds and other sensations that replicate a real environment or create an imaginary setting; interactivity is the key to a proper immersion



Mixed Reality

headsets let the real world through, adding virtual objects in the process. an immersive experience where virtual elements can be both floating (e.g. HUD info and status) and grounded in reality (a virtual person sitting next to you)

Vision & Mission

(what?!)

Our way of seeing

VR, AR and MR are extremely **flexible platforms**, with immediate real-world applications based on increasingly **ubiquitous devices** available in an increasingly **broad price range**.

The main feature of these platforms is extending human perception or, rather, “**deceiving**” it. That’s why the **cultural heritage industry benefits strongly** from advanced audio-visual technology, with particular regard to the promotion, **enhancement, accessibility** and digital conservation of cultural heritage assets.

For the same reasons, these platforms are also perfectly suited for **corporate communication**: product advertising, factory storytelling, brand awareness, are just some of the **objectives attainable through VR** experiences.

Like for every human “extension” (as **Marshall McLuhan** would put it), it’s ultimately up to the user/creator to find the best way to take advantage of VR, optimising the benefits and minimizing the “amputations” to the quality of our life.

Who are we?

This is our **TEAM**



PLEASE NOTE:

*This image might
or might not contain
chronological inaccuracies.*

The main **men**.

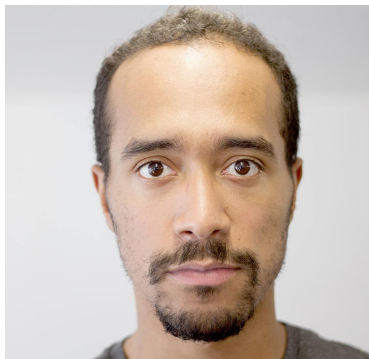
Andrea Giansanti



Co-founder & CTO

Former Apple employee, digital scenographer & videomapper.
Backed the Oculus Rift Kickstarter campaign in 2013.
VR visionary.

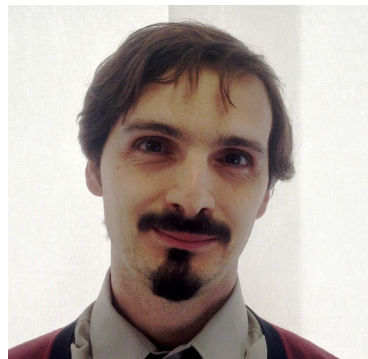
Mitchell Broner Squire



Co-founder & Business Manager

Former corporate, private equity and tech international lawyer.
Avid Linux power-user since forever.
A humanist nerd.

Fabio “Morgan” Caselli



Lobbyist

Owns and directs a theatre. Movie and stage playwright.
Movie and theatre producer.
An hyperactive quasi-politician.

What have we
done so far?

Cultural Heritage

- **EU funding: 1st place** out of **650+ contenders**
in the invitation to tender by the Regione Lazio for EU funding on **technology start-ups** (Euro 30.000)
- **EU funding: 1 of 5** funded projects out of **250+ contenders**
in the invitation to tender by the Regione Lazio for EU funding on **digital contents for cultural heritage** (Euro 30.000)
- Immersive **VR experience** and museum installation for the **Istituto Superiore per la Conservazione e il Restauro**
with the endorsement of the Italian **Ministry of Culture** and Tourism, for the **international restoration project** of Qusayr 'Amra in **Jordan, 2014**



Cultural Heritage

- **free-roam VR experience** and museum installation for the **MUSE, Museum of Science in Trento, Italy**
exhibition “*Nel segno del cavallino rampante*”, in partnership with the **Ministry of Defense, Air Force, 2014**
- Immersive, **free-roam VR experience** for the movie “*Vincent van Gogh: A New Way of Seeing*” distributed by NEXO Digital and curated by the **Van Gogh Museum;**
real-time 3D impression of the painting “**Starry Night**”, **8K+ resolution original textures** from the canvas, 2014
- Cardboard **VR mobile app** for **EXPO Milano 2015**, Padiglione Italia
immersive interactive virtual tour of Lazio for the project “**VisitLazio.com**”



Cultural Heritage

- “Lapis Niger”. VR-enabled mobile app (Android, iOS) for the **Roman Forum** for the **Soprintendenza Speciale per i Beni Archeologici di Roma** with the endorsement of the Italian **Ministry of Culture** and Tourism, including **real-time 3D VR visualisation** of 3D models, featuring high-res **laser scans** by tech-partner FARO®, then-and-now 360° renders and digital tour. 2015
- Free-roam real-time 3D Cardboard **VR mobile app** featuring a scientific digital reconstruction of the **Mausoleum of Helena in Rome** on behalf of the **Soprintendenza Speciale per i Beni Archeologici di Roma** and with the research support of the **Università degli Studi di Roma Tre**, including high-res textures and **touch-less input** interface. 2015
- “**Magnetique**”, **world’s first VR comic**, previewed at the **Lucca Comics & Games 2015** fair and showcased at the **ROMICS 2015** comics fair with **360° stereo-scopic art** by Disney’s **Mickey Mouse artists** and original **360° aware narrative**, with authors by the SmartComiX collective and editor Shockdom, originally a Cardboard VR **mobile app**, now available on Samsung **GearVR**, **Oculus Rift**, and **Google Daydream**, with HTC Vive coming soon



Cultural Heritage

- **Official mobile app + Cardboard VR Experience** for **LIVITALY** (Viator, TripAdvisor group)

The app includes general tour information and ecommerce (buy your tour online), as a complement to 360° stereoscopic 3D immersive render reconstructions of the Colosseum, Roman Forum, the Palatine Hill and Circus Maximus. The app offers a then-and-now experience to tour goers as well as useful services to prospective clients, 2016



- **Mixed Reality experience:** Oniride & Outdoor Festival for **OZMO**

An MR experience for Samsung GearVR offering a new, digital art layer to the painting exhibition of street artist OZMO. Having worked closely with the artist on the content, the MR experience is part and parcel of a travelling digital exhibition, offering both information about the art and original digital creations, 2016

**outdoor
festival**



Cultural Heritage

- **Tech partner for the Carcer Tullianum Museum** - Roman Forum, for the official Vatican pilgrimage institution (**Opera Romana Pellegrinaggi**)
Digital installation for the Soprintendenza Speciale per i Beni Archeologici di Roma, with the endorsement of the Italian Ministry of Culture and Tourism, including an **on-site immersive digital tour** software with **extended-tracking AR on frescoes** and **interactive touch-screen video system**. Oniride worked closely with archaeologists and researchers to achieve the highest possible **scientific accuracy**, 2016
- **VR experience** for the “**PROF. BAD TRIP - A SAUCERFUL OF COLOURS, LESSON #2**” contemporary art exhibition
A mobile app offering a truly engaging **Cardboard VR experience of the exhibition**. Free exploration of the entire exhibition space through **high quality 360° photos**, in-depth analysis of the paintings, **essays and interviews by the curators and researchers** involved in the exhibition. 2017
- **VR tech partners** for the “**Van Gogh Alive**” exhibition in Rome
Oniride licensed and showcased a brand **new experience on the Starry Night** masterpiece by van Gogh, following its 2014 project on the same painting. The experience is now offered in a **room-scale installation** to visitors. 2017



OPERA ROMANA
PELLEGRINAGGI



Van Gogh *Alive*
the experience



GRANDE
EXHIBITIONS

Cultural Heritage

- **App** and **Virtual tour** for **Fondazione Bonotto** - “CASA BONOTTO. A VR experience of Industry & Art”
Google Cardboard compatible App (Android & iOS) showcasing the Casa Bonotto art collection, and a **webVR enabled version** for the client’s official website. The **virtual tour** includes unique **interactive contents, additional information** on the artworks and artists as well as a **interesting insights** on the history of the Bonotto Foundation. 2017
- **VR experiences** for the “**Modigliani e l’Art Nègre**” art exhibition by the Istituto Amedeo Modigliani
In partnership with the Istituto Amedeo Modigliani, Oniride developed two unique **VR experiences for Samsung GearVR** as part of the exhibition “Modigliani e l’Art Nègre”, within the 60th edition of the Festival of Spoleto (international art festival).
The **immersive storytelling experiences** include contents on the life and work of the Italian artist. 2017

FONDAZIONE
BONOTTO



Istituto
Amedeo Modigliani

Cultural Heritage

- **AR artwork** for the exhibition “*Losvizzero | 11 The Alchemical door*” at **PIOMONTI Gallery** In Rome
among the 11 artworks on exhibition is *The Magic Rabbit*: an **AR artwork** by Losvizzero conceived and developed in partnership with Oniride. Thanks to a tablet (a 10 items limited series), the spectator can have the model of Losvizzero’s performances to appear everywhere
- **OperApp**, a mobile application **introducing the art and history of the Opera by Associazione Europa InCanto**
mobile app (Android & iOS) to introduce **the art Opera singing** to young girls and boys. The application includes a dedicated **voice recognition system offering immediate feedback on the performance**, while a **3D animated Conductor guides the aria in real-time**. Also included are a digital comic, the *Aida* audio book and special **augmented reality contents**. 2018

PIOMONTI
ARTE CONTEMPORANEA

Europa in Canto

Corporate

- Cardboard **VR mobile app** for **BNL BNP Paribas**, officially launched at the **MAKER FAIRE ROME 2015** with **immersive 360° tour** of the headquarters of the client in Via Veneto, Rome, featuring **touch-less navigation interface** and **custom-made, branded Cardboards**
- **Tech partner of NISSAN** for advanced audio-visual promotional content in VR, AR and MR
 - i) **VR Mobile app** (Android, iOS, Windows Phone + Cardboard) featuring 3D models and HUD USPs of the new NISSAN NP300 Navara, virtual video gallery and trivia; 2015
 - ii) exclusive **Samsung GearVR app** for dealerships featuring 360° videos and CG experiences about the new **NISSAN Micra MY2017**; 2016/2017
 - iii) emotional **360° CGI + compositing video** for the launch of the new **NISSAN Micra**. 2016/2017
 - iv) **QR-Code accessible holographic video** for smartphones and tablets in bundle with a purpose designed DIY holographic pyramid. 2017
- **3D video** introducing the **GORETEX Surround** product for the **MICAM 2015** fair in Milan, Italy
3D modelling, compositing, VFX tracking and **immersive view** optimization of the corporate video, 2015



BNL
GRUPPO BNP PARIBAS



Corporate

- **Official tech partnership** and support for **ENEL Energia** as main sponsor of **Fremantle's X-Factor**, 2015 Italian edition
including *ad hoc* development of **energy consumption visualisation software** for the interactive touch-screen available to show contenders and VR-enabled **website with WebGL 3D content**, 2015
- **Immersive VR experience** for **SANOFI PASTEUR**
Tech stunt for the launch event of a new anti-HPV vaccine, Gardasil, with full **real-time animated 3D exploration** of a human body and **HUD in-depth content analysis**, 2015
- Immersive **interactive VR experience** for **Daiichi-Sankyo**
Tech stunt for the launch event of a new anti-coagulant drug, featuring an **animated 3D game** with interaction design inspired **intuitive input** and **educational content**, 2016
- **360° CGI Video** for **Leo Pharma**
For the **educational and promotional** needs around a new anti-cancer drug, Oniride created a **fully stereoscopic 360° CGI video** to be enjoyed in VR (multiplatform), 2016



Daiichi-Sankyo



Corporate

- Production of **4K+ FOV resolution 360° video** footage for the **ROMA2024 Olympic Committee**

Launch event and related large scale (96*6mt) **video-mapping installation**, featuring several landmarks of Rome, with **advanced post-processing** of time-lapse content, 2016

- **VR installation** for the Italian **launch event** in Rome, Italy, of the **WARNER BROS.** movie *The Conjuring*

featuring the presentation of the **immersive 360° fully composited video** introducing the film, 2016

- **Immersive virtual tour** of the 5 new e-cig design showrooms by **Philip Morris International** named **iQOS Embassies**

for **web and mobile VR** deployment, featuring intuitive **touch or touch-less exploration, stereo-scopic HUDs, backend database** for content updates to showcase periodic **contemporary art** installations on all locations, 2016-17



PHILIP MORRIS
INTERNATIONAL

Corporate

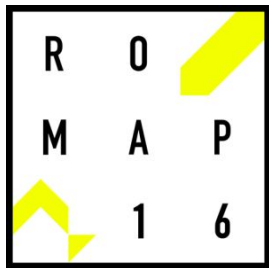
- **Virtual tour** for the French home improvement and gardening retailer **Leroy Merlin**
Multi-platform web-based virtual tour, with **zoomable 360° views** and **interactive elements** providing detailed information about products on sale. The online virtual tour was also **redesigned for a live presentation** at the *Salone del Mobile* in Milan in April 2017 (@ BASE Milano), where the content was featured on a **vertically oriented 4K 80” touch-screen**. 2017
- **Cutting-edge VR experience** for the Italian preview of the **new TV by Samsung: “The Frame”**
The project was based on a **fully mobile, Oculus Rift based, outdoor VR installation**, at *Piazza Duomo*, next to the Cathedral of Milan. The public was invited to use the **Oculus Touch controllers** to virtually draw and colour on their custom version of the TV. The visual experience of the user was mirrored on a **~90sqm LED-wall** through a dedicated wireless video bridge. 2017



VR promotion

Art Festivals

Official mobile app of the **RoMap - Interactive light festival** 2016 in Rome, including AR content associated to traditional promotional material.



Entertainment

Live 360° video recording of Coez's concert (renowned Italian pop singer) at the **Rock in Rome** festival, within his "*Ti Sposerai Tour*" 2016.

Live 360° streaming on Facebook of Coez's concert at the **Viteculture Festival**, Rome 2017.



Research & Development

AR Red Riding Hood

for a visual storytelling



Oniride has re-thought the
evergreen story of
Little Red Riding Hood
in **Augmented Reality**

Users can experience the story by moving
around the real space with their mobile device
- iPhone 6s+ & iPad Pro+ -
An entirely visual narration acted by **animated
3D characters**, mute yet highly expressive.

A **new language** that,
even without words,
can be **understood everywhere**
in the world.



The **world's first**
Virtual Reality comic



Oniride developed the first ever
VR comic, recently published for
Samsung GearVR, Oculus Rift and
Google Daydream.

It's a new medium, featuring
immersive, **stereoscopic 360°**
fully illustrated views.

Magnetique was highly praised by
John Carmack himself,
the **CTO of Oculus VR, Inc.**



B ————— **E**
s — **p** — **e** — **c** — **t**
A ————— **C** ————— **T**
i — **v** — **e** — **!**

The first **Theatrical Play** featuring **Virtual Reality** content

A production realized in partnership with the Italian theatre company **CK Teatro**, within the context of the **BeSpectActive European project**.

For the theatrical play ***Walking on the Moon*** a mobile application has been developed to allow each viewer/spectator, through a cardboard **VR Viewer** and a smartphone, to re-live – with Michael Collins – a first, truly immersive experience:
a **magnificent stroll on the moon**.

VR4YD

Virtual Reality for Yacht Design



NO NEED TO IMAGINE

What you See is what you Get

Oniride, in partnership with Caputi Studio, uses **high-end VR technology** to bring the **real yacht life** experience into the digital world.

3D renders evolve into
immersive life-like experiences

Walk your way through the bridges, **explore** the interior and experience the life on board.

CHOOSE every component and
CONFIGURE your own yacht.

Wave me up!



Global Game Jam

2017 Rome

Oculus Touch game

developed in 36 hours

You are a Doctor with not much in the way of medical knowledge (!?), so you need the **support of an external player** (outside VR) with the medical scores of all the patients.

Communicate at your best and understand the correct approach for each patient, **some may not be what you would expect.**



More about our projects?

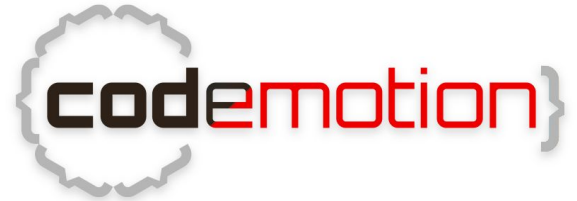
Click here for a **detailed portfolio** 

We **know how** to do stuff, and we **teach** as well.

Our developers are **lecturers** for several **universities** and institutions, about **VR programming**, content creation and **360° video** editing, including:



SAPIENZA
UNIVERSITÀ DI ROMA



“rumours” about us

Media coverage, always flattering.

Il Messaggero.it

la Repubblica

INSIDEART

Il Sole
24 ORE

Artribune
DAL 2011 ARTE ECCETERA ECCETERA

 **NATIONAL
GEOGRAPHIC™**

sky ARTE HD

Rai Cultura

LA STAMPA

UPLOAD
.....

VentureBeat

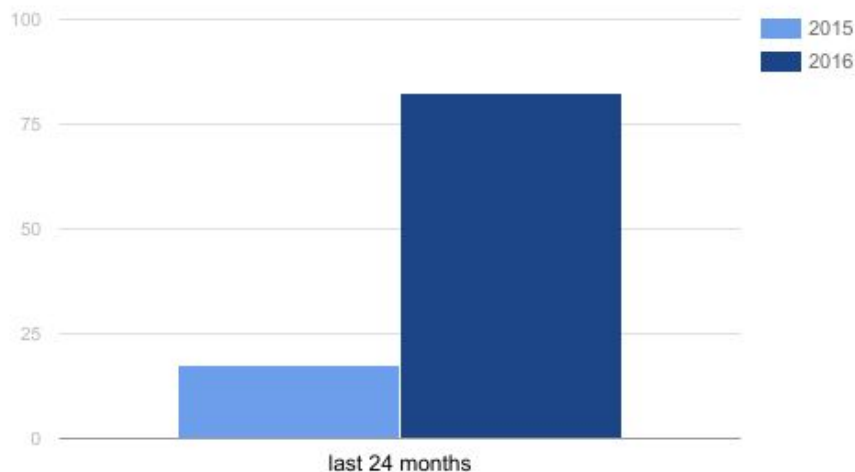
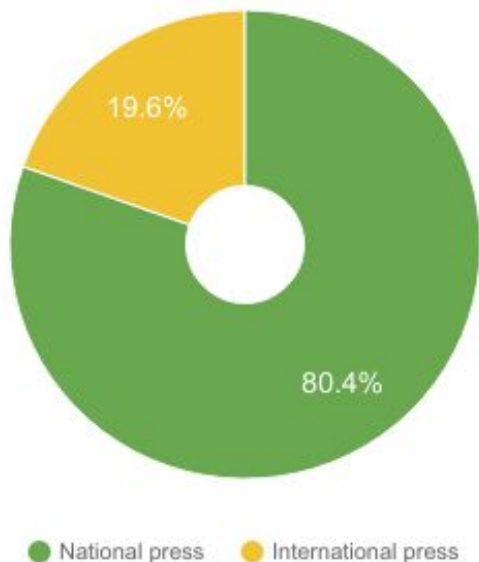
Rai 2

CORRIERE DELLA SERA

and more...

In short? where and when

We are featured in **more than 50 articles** by **national and international** press.
Interest in Oniride and VR is **growing quickly**...



Strategic **objectives**

Small dots connecting...

- Promoting an **integrated approach** to cultural heritage projects, taking advantage of digitalization and virtual/augmented content fruition for **promotion, enhancement and accessibility purposes**
- **Educating the audience** to the fruition of cultural heritage and promoting a sense of “**lively, active culture**” rather than a merely contemplative one
- Creating projects for the **enhancement of important sites** of artistic and historic interest, through content that is **complementary and not alternative** to traditional fruition
- Increasing and promoting the cultural offering in the territory for the **benefit of local population and tourists as well**, steering attention towards undervalued and underexploited sites, all the while helping the cultural industry ecosystem
- Working with employees unable to find space in the public-funded cultural heritage industry, creating “**digital**” **economies** to invest in “**real**” **activities** (e.g. restoration)
- Factually demonstrating the **possibility of a profit-driven and yet healthy and socially sustainable business model** in the cultural heritage industry

Activities and offering

We know **how to**

- create **virtual, augmented** and **mixed** reality **content**
- deploy on **multiple platforms** at once (e.g. fixed: Oculus Rift, HTC Vive; mobile: Samsung GearVR, Google Daydream, Google Cardboard)
- produce stereoscopic **360° videos** with full post-processing (colour, compositing, etc.)
- create **360° GigaPan** reconstructions of indoor and outdoor spaces
- **model and animate 3D elements** for immersive environments in VR
- **survey** cultural heritage assets: laser scanning (beta testers for FARO®), photogrammetry, X rays
- **tell stories**, good ones, in virtual reality (yes, everybody likes to do “VR storytelling”)

We work in **various contexts**

- partnerships with **public and private bodies in the arts & culture industry**, to promote, enhance and digitally conserve of cultural heritage assets as well as contemporary works
- **corporate communication, factory storytelling** and **brand awareness**, in VR/AR/MR, as mobile apps and webVR
- we share our experiences at major **conferences and events**, we publish **articles** about VR and related technologies, especially for the purposes of digital musealization
- **advanced research in VR**, testing new devices and interaction design for virtual reality experiences
- **International networking** with companies and research bodies trying to bring VR and associated technologies to the front stage
- *we sell **digital worlds***

Unique Selling Propositions

(look no further...)

We are **unique**, because...

... in Italy, contrary to what is generally true in the tech industry, **we strive to be ahead of the research curve**, rather than following it.

... **instead** of focusing on **pornography and videogames**, we try bringing VR to the **cultural heritage** industry; and that's harder.

... we **think “platform”** (technical capabilities and limitations, time and cost constraints, etc.) and **speak “contents”** (the ultimate objectives of the client are always our own)

... our developers have been actively involved **in VR since the very beginning** (VR is an old concept, but in 2013 a new wave of consumer oriented products emerged, and we were there)

... **we want make money**, yes, but **we also choose what to do carefully**, and we only do it if it's an opportunity for us to grow, or for VR as a platform.

Target clients

Everybody needs to **prioritize**

First

- **The big audience** of VR contents (300+mln of users in the next 8 years, hopefully)
- **Enthusiasts, scholars and curious people** interested in *i)* VR and *ii)* arts and culture
- **Museums, archeological sites**, exhibition spaces and everyone in the cultural heritage industry
- **Medium-sized to multinational enterprises** looking for a new way of communicating and working
- *true nerds*

Second

- **Cultural heritage** users (through on-site installations)
- **citizens and tourists**

Also

- Governmental institutions, **Universities** and other public or private **organisations**

Press

We make **our voice** heard

- our official website **www.oniride.com**
- **articles** on various magazines, on paper and online
- international and national **conferences**
- a mailing list of **2.500+ selected contacts**
- **1.500+ likes** on Facebook and **1.500+ followers** on Twitter
- **good ol' paper**: to present and celebrate our best projects
- our **YouTube channel** with promotional and backstage videos
- a **press office**, for events and the launch of new products

Want to **know more?**

Just **call** 

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Take care.

#virtualishere

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