



EXCITING
REALITY

Upscale solutions based on hi-tech
for advanced multimedia devices

Creative solution for any problem of yours!



Welcome to Exciting reality !

The place for creation of the modern effective hi-tech multimedia solutions. Our information products use modern technologies to attract users attention and to promote their interest using 3D-modeling, virtualization, animation, touchless control, as well as augmented and virtual reality.

We use modern information technologies and advanced multimedia solutions for implementing the most challenging ideas and out-of-the-box high-tech innovative projects.

Established in 2011

15 years of business development experience

Cooperation and start-up background of the company owners

Project office

Foresight thinking

Flexible pricing police

Registered trademark

Extensive work experience

20+ highly qualified professionals.

Young researchers, PhDs and professors.

Children's Research Laboratory.

A wide range of partners (HSE, Voskhod, University «Innopolis», Samsung, Epson).

Joint projects with companies Samsung Electronics and Epson.



Custom-designed products



We can cope with your orders of any level. Keeping a high level of performance, we add creativity and use related technologies to complete the tasks 30% faster compared to average time on the market. Portfolio of concepts and of ready-to-use products of a variety of applications contribute to accelerated process of creating a unique project to implement your bold ideas.

Interactive 3D-content



We can supply your product, description or demonstration of your services with three-dimensional objects ready to interact with the user and to make them work in augmented, virtual or mixed reality. Take advantage of cutting-edge technologies in order to draw attention to your product on the market.

Software solutions



We wrap up your ideas into a software product that can reach your customer the fastest way possible. Our clients make use of desktop, mobile and web applications developed for various devices: from desktops to virtual reality helmets, extending an idea of their own abilities.

Creative mindset



We develop your ideas in order to achieve the maximum impact of decisions created for you. Our products developed using modern multimedia technologies are truly unique and allow consolidating your leadership on the market, demonstrating uniqueness and market value of your products and services.

Augmented reality

Virtual reality

3D-modelling

Animating objects

Computer vision

Navi systems

Learning systems

E-manuals

Virtual simulators

AR polygraphy

Promo apps & games

Visual control

Machine learning

Exhibition solutions

360° video

Virtual travel



Learning complex in Physics



App for carrying out of labs and viewing demonstrations in Physics using a PC and mobile device and markers of the augmented reality.

Virtual Simulator with Augmented Reality



App to instruct the user visually how to interact with the complex devices or processes. Virtual interactive walkthrough manual.

Live Textbook with the Augmented Reality



Mobile application providing for "animation" of the textbook pages using augmented reality technology.

Virtual Reality Games and Applications



VR sports games for various devices. It's your own game zone, where you are at the center of every adventure.

Software Platform



Genuine software platform «Exciting reality» is a universal tool to create cross-platform software-hardware solutions based on cutting-edge technologies.

Startup Rating «A»



«Exciting Reality» software was A-rated by Russian Startup Rating service to acknowledge investment potential of the project.

Technology Park Resident



«Exciting Reality» company is a «Technological Park Mordovia» resident, part of the innovative light engineering cluster.

Contests Award Winner



«Exciting reality» company is an award winner of contests "Mordovia Best Goods", 2014 and 2015, diploma winner of "100 Russia Best Goods 2015», «New Good of 2015».

Trademark EXCITING REALITY

EXCITING REALITY™ is a registered trademark owned by “Internet for Life”, LLC.

Registered software

The company owns 25+ certificates of software ownership registration.



We are interested in...

Long-term strategic partners

Cooperation with the manufacturers in the view of personalized content development

Participation in the major federal government programs

Access to the international market

Custom developments



We are looking for...

Teams for joint implementation of tailored projects

Young talents in 3D-modelling, Unity and/or Unreal Engine programming, in xR-technology and machine learning

New attractive projects to participate in as a contractor

Foreign companies interested in our products and services

Investors

Strategic partnership for roll-out new joint projects and/or hi-tech solutions



High Growth Rate of the Market



Virtual and augmented reality software market to grow with CAGR 30-40% in the upcoming years. Market growth is supported by development of the equipment designed for use with these technologies, rapid development of related technologies and their increased accessibility.

High Return at Moderate Risk



It is obvious that a fast-growing segment in the market can offer investors attractive opportunities to increase their profitability. In the "Exciting reality" case this factor is complemented by an equally important one: the company has software development experience, expertise, prototypes and ready-to-use products with protected intellectual property.

Front Edge of Development



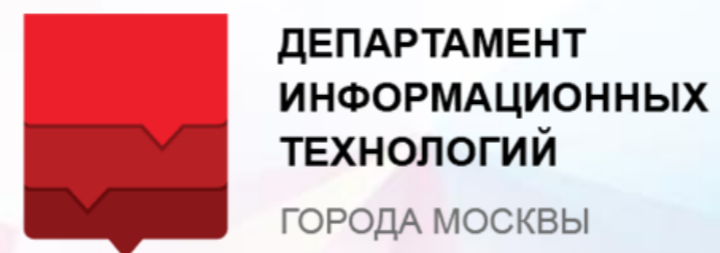
Investments in our company make possible to be the first on the world's market to be part of advanced technological project and to grab a niche in one of the high-potential markets today and in the nearest future. Make your challenging ideas come true or support promising projects.

Transparent access to information



Potential partners we provide full access to information about the company. We take care of the exclusively positive reputation of the brand "Exciting reality" and create an atmosphere of trust and constructive cooperation for investors.

OUR PARTNERS



НАЦИОНАЛЬНЫЙ ИССЛЕДОВАТЕЛЬСКИЙ
УНИВЕРСИТЕТ



Альфа·Банк



Технопарк-Мордовия

Park Kwang Hong, Samsung Electronics

“On behalf of Samsung Electronics, I would like to give thanks to “Exciting Reality” company for its efforts in development of new technologies”.

Roman Spirchev, Epson Europe B.V.

“Epson Company thanks Exciting Reality company for creating interactive manual with augmented reality for Epson Moverio BT-200”.

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 Funreality promo video



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