

## Company Fact Sheet

Total Immersion ([www.t-immersion.com](http://www.t-immersion.com)) is a software editor and the global leader in augmented reality. Through its patented D'Fusion® technology, Total Immersion blurs the line between the virtual world and the real world by integrating real time interactive 3D graphics into a live video stream. Founded in 1999 by Bruno Uzzan and Valentin Lefevre, Total Immersion is based in France and maintains a U.S. presence in Los Angeles. Its solutions are also available through a network of resellers worldwide.

### **Mission**

Total Immersion designs and produces innovative and interactive exhibits, serving diverse business segments on a global basis, including theme parks and attractions, special events, retail, and other digital marketing environments. A versatile “platform for discovery” with an undeniable wow factor, Total Immersion offers consumers a compelling way to interact with brands in their own environment. With augmented reality, the brand temporarily “resides” in the viewer’s space. Imagine a favorite animated character sitting in the next chair, or a static product suddenly “come to life”— that’s Total Immersion’s augmented reality.

### **Technology/Solutions**

Total Immersion brings to market sophisticated yet practical applications of industry protocols and standards, including the most advanced proprietary recognition, tracking and rendering available from any source. D'Fusion is the leading marketable technology that injects a brand or product representation into a live video stream in real time; the interactive experience is not confined by the physical space of the screen or the display.

Operating on standard PC devices and compatible with HD, D'Fusion is highly interactive, practical, educational and entertaining. Total Immersion technology is designed to deliver consistent business value – offering intuitive solutions that are scalable, turnkey and affordable.

### **Principal Markets**

#### Theme Parks/Entertainment

Total Immersion’s technology is ideal for permanent installations, including museums, science and learning centers, theme parks, and other entertainment venues. In this segment, Total Immersion creates magical experiences that enable consumers to interact with a brand like never before. In the words of one current client from a major theme park, “augmented reality transforms passive guests into active participants.”

#### Events/Tradeshows

Total Immersion develops solutions for temporary exhibits, tradeshows and other events. With the emphasis on rapid deployment and portability, Total Immersion help organizations stand out from the crowd, attract and entertain audiences, and create a lasting impression.

#### Advertising/Marketing Solutions

Total Immersion is at the forefront of digital engagement, the most dynamic new area within marketing today. Augmented reality in the digital marketing space connects consumers with a brand

In virtually any segment of retail – from consumer packaged goods to fashion to automotive -- enabling the consumer the freedom to choose the experience in his or her own space... and “direct” the show.

### **Business Model**

Total Immersion licenses its augmented reality solutions and also provides such turnkey services as content development, engineering, project management and maintenance, to support any project needs. The company’s goal, over time, is to develop a distribution platform through which consumers can interact with augmented reality content, games and solutions.

### **Management Team**

- Bruno UZZAN, CoFounder & CEO
- Valentin LEFEVRE, Co-Founder & CTO

### **Board of Directors**

- Philippe GIRE (Elaia Partners)
- Eric HARLE (I Source Gestion)
- Philippe COLLOMBEL (Partech Europe Partners)
- Jean-François HEITZ

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