



room.com
enterprise metaverse solutions



Create product experiences and
corporate worlds in 3D, VR and AR

www.room.com

ROOM EMPOWERS BUSINESSES

room is a platform that enables you to easily create, customize and deliver unique **experiences in 2D, 3D, Augmented Reality (AR) and Virtual Reality (VR)**.

The all-in-one platform specializes in virtual and hybrid events, 3D product presentations and virtual showrooms for companies across all industries. room is accessible from **any device, anytime, anywhere** and requires no special skills or hardware. Thanks to a flexible and scalable solution, any company can use room to create Metaverse experiences for marketing, sales, education and culture **easily and quickly** themselves.



THE ENTERPRISE METAVERSE PLATFORM

room offers a platform for **customizing 3D Metaverse content** that provides suitable solutions and packages for companies of any industry.

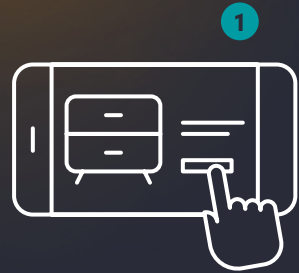
The room platform is aimed at all companies that want to **vividly visualize** their products, offers and solutions in 3D. For this purpose, all room applications are **scalable** to individual needs.

An **intuitive Content Management System (CMS)** allows content to be created, updated and exchanged at any time – just like in a computer game. The possibilities for the manufacturing industry, e-commerce, real estate, tourism, culture and education are endless.

- User-friendly CMS
- No special knowledge required
- Accessible with any device
- Full flexibility
- High scalability
- Secure international hosting



STEP BY STEP TO INCREDIBLE 3D EXPERIENCES



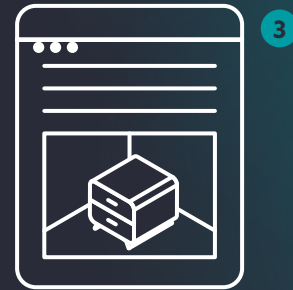
CUSTOMERS' EXPECTATIONS TODAY

A large part of the population can no longer imagine life without the internet, online stores and apps. A standard website is no longer enough to **reach and engage** customers online. Now is your time to create outstanding customer experiences and bring your business into the Metaverse!



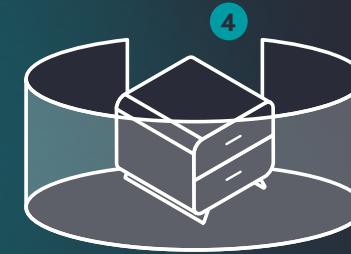
CREATING 3D CONTENT HAS NEVER BEEN EASIER

room makes it possible to create 3D content **without specialized knowledge** – virtual showrooms, 3D products, online event spaces, Mixed Reality experiences and much more. Thanks to best-practice templates and a high level of automatization, your ideas can be implemented incredibly fast.



TAKE ONLINE PRESENTATIONS TO A NEW LEVEL

With the help of the room CMS, your virtual experiences integrate seamlessly into any website or e-commerce shop. Users can access it with any internet-ready device – **anywhere, anytime, and without special equipment.**



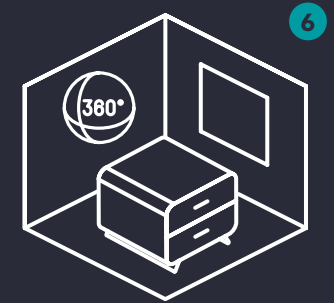
IMMERSIVE AR AND VR EXPERIENCES

Experience your 3D content in Augmented Reality and Virtual Reality using the room platform. No matter if you are showcasing a product in your e-commerce store, you are setting up a digital showroom or you are inviting to a virtual event venue, you can **easily incorporate** AR content into your print products, websites or apps.



TIME TO DIVE INTO THE METAVERSE

The room platform enables companies and institutions to set up their **own company or brand world** as a representation in the Metaverse. Present your digital experiences comprehensively and inspire your customers. You want to immerse yourself even deeper? Use an optional VR headset for an exciting digital adventure.



DRIVING CUSTOMER AND PARTNER LOYALTY

Users who get a 3D or AR product preview are more likely to order and will be happy to return. Customers who can interact with a provider in an online showroom get a better understanding of the offers. And virtual events with an interactive experience create a long-lasting impression. That's how **3D marketing works!**

ROOM THE ALL-IN-ONE PLATFORM

room offers various solutions that allow anyone to **create and deliver 3D content** according to their own ideas for marketing and sales. Different modules and packages enable our customers to book the perfect **solution for any use case.**



PRESENT PRODUCTS ONLINE IN 3D

Create completely new customer experiences and bring your products to life with **high-quality 3D models**. There are no limitations: even highly complex products can be visualized in 3D. With room's **3D scanning solutions** you can quickly generate 3D products by yourself. And our user-friendly CMS makes it easy to integrate already existing 3D data.



SET UP INTERACTIVE 3D SPACES

Interactive online showrooms are the perfect marketing tool in the Metaverse – simply access the 3D spaces via desktop or mobile device and let your avatar interact with others. Choose from countless customizable options – **exhibition booths, showrooms or 3D floor plans** for real estate. Integrate your own content, such as images, videos, info texts or even 3D products and adapt it at any time.



CONNECT YOUR VIRTUAL EXPERIENCE WITH REALITY

Tourism, education, print media, advertising – Augmented Reality makes it possible to experience **digital content in the real world** with the help of a mobile device. Let your customers experience products, exhibits, information and much more on a completely new level. **AR experiences** may look like magic, but they are not. You too can create immersive experiences with your 3D content.





ROOOM FOR EVENTS room events

roomEvents is a flexible platform for the central organization and implementation of **digital and hybrid events of all kinds**. With the countless possibilities of the room CMS, it is a breeze to create GDPR-compliant event experiences that not only bring people together, but also build communities – intelligent, interactive and individual.

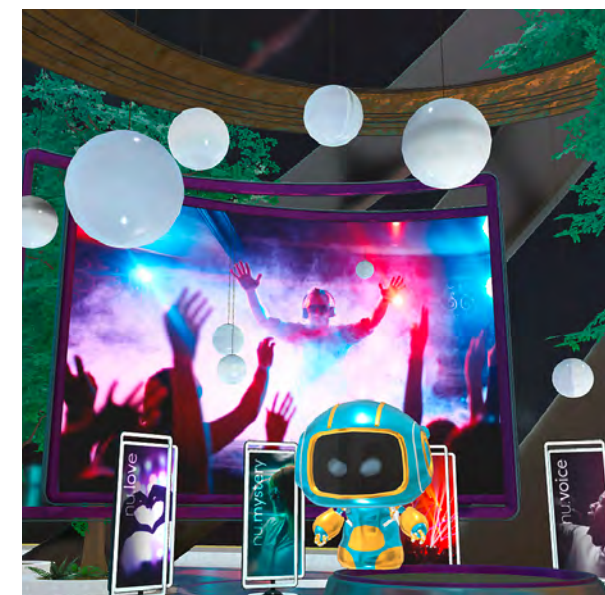


ONE PLATFORM FOR ALL YOUR EVENTS

roomEvents is suitable for any number of participants – from workshops with a few participants to global events with more than 200,000 visitors. The smart platform concept makes it easy to **reutilize your event content** for different purposes.

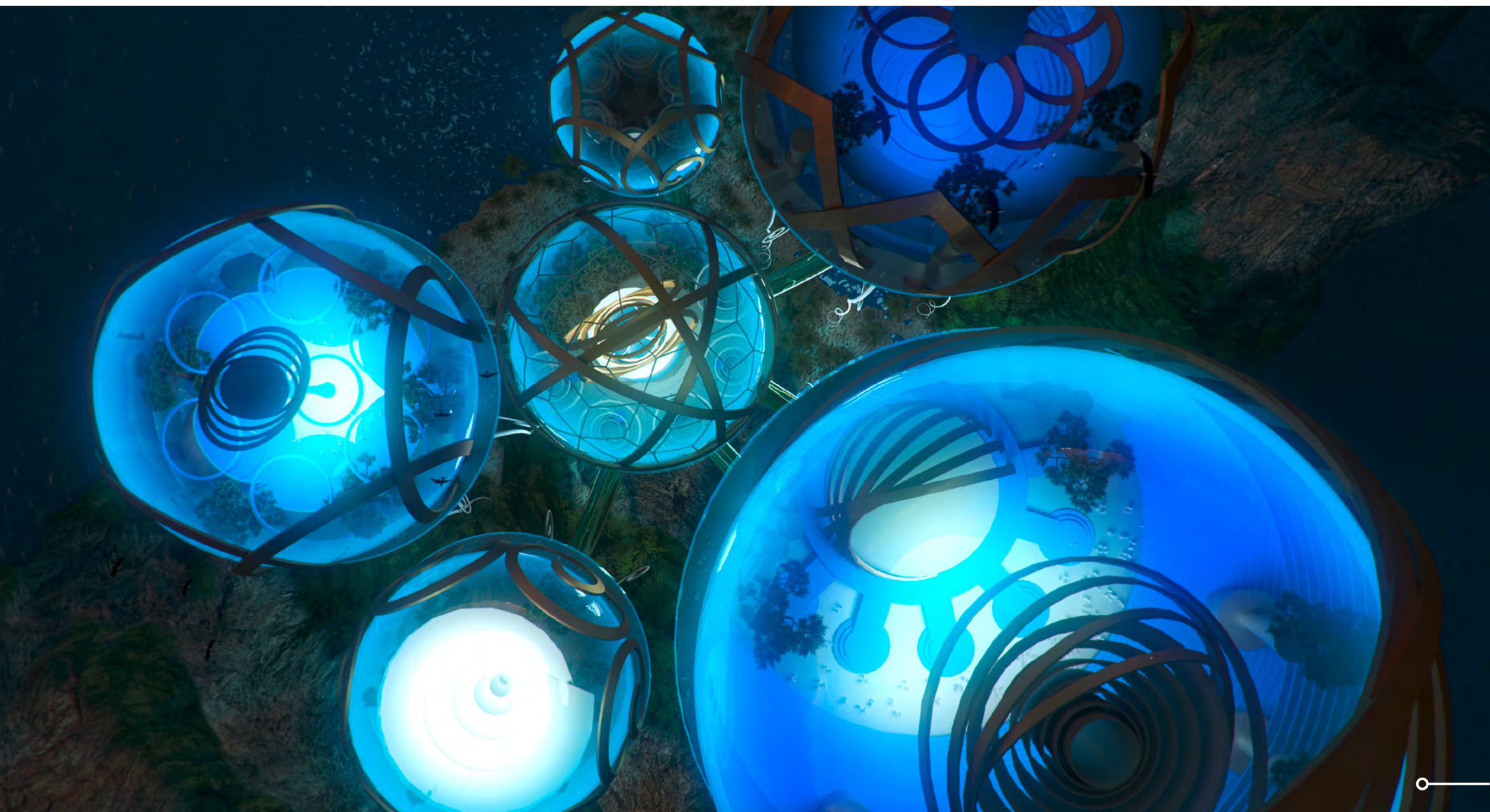
DELIVER INTERACTIVE EXPERIENCES

For successful virtual and hybrid events, it is important to offer attendees a high level of interactivity and variety. **roomEvents encourages interaction** through networking features like video speed dating, interactive breakout sessions, treasure hunts, games and more.



PROFESSIONAL EVENT MANAGEMENT

Full service or self-service? You have the choice. All aspects of an event can be managed **centrally on one platform** – whether live, hybrid or virtual. Even sponsors and exhibitors can take over the maintenance of their virtual presence themselves.



nu.land THE METAVERSE BY ROOM

nu.land by room is the perfect platform for transforming classic events, showrooms or learning into cutting-edge, **high-tech online adventures**. Create your own venue, working environment or even your own city online in the full-size Metaverse – beyond the physical or technological limitations of reality.

MARKETING IN A NEW DIMENSION

nu.land events, product demos, training sessions and much more can take place anywhere – on a tropical island, in the desert or on the moon. Visitors can create their own avatars and interact with each other via integrated online **community features**. VR headsets can be used optionally to dive even deeper into room's Metaverse worlds.

rooom360 INTERACTIVE 360° TOURS

rooom360 is the ideal solution for real estate, culture, tourism and product providers. In no time at all, you can **create 360° tours of your premises** and integrate them into your website. Show your customers, partners or visitors exactly what you have in store for them. This is done by taking pictures of a building with special 360° cameras and converting them into a virtual tour.

UPGRADE YOUR VIRTUAL TOUR

You can add your own individual touch to 360° tours with rooom's solutions. Use personalized tags to easily add extra content like information, images and videos. **Virtual staging** even allows to add 3D products, furniture pieces or decoration – perfect for real estate providers.



Smart Learning with rooom INTERACTIVE LEARNING ENVIRONMENTS

The education and training industry faces many challenges due to ever-increasing technological advancements. rooom offers you a flexible platform to **train your employees individually and sustainably**, attract new talent and increase employee retention. How? Through **collaborative virtual learning environments** in the Metaverse with interactive avatars, multimedia content & gamification.

UPSKILLING IN THE METAVERSE

rooom **templates** and editors help you design learning environments, that can be entered in 3D & Virtual Reality. Objects from the virtual world can be explored in the real world using **AR**. This advances your employees and your company and increases your attractiveness for new talents.



— OUR STORY AND MISSION

As with many success stories, there was an idea at the beginning of room: Our company founder Hans Elstner dreamed of founding his own IT company at the age of 12. His vision was a platform that would allow anyone to create their own 3D world easily and without special technology. In 2018, the dream became reality: A **web-based platform** was created that makes it possible for companies, online shops, cultural institutions, publishers, product manufacturers and also private individuals to work with 3D content easily and affordably as never before.

The success of room is based on our **high flexibility**. Changes in the market have always been used for dynamic adaptations of the platform. New ideas and customer requests are constantly taken up and implemented by us. In 2020, for example, in response to the pandemic, an event platform was conceived without further ado and developed within a few weeks. With the resulting roomEvents, customers from all over the world now benefit from a flexible and comprehensive solution with which they can **plan and implement virtual and hybrid events** easily, quickly and web-based. And that's not all: the software is constantly being developed further, so that we now offer an ever broader range of features.



FEEL FREE TO CONTACT US!



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