

An aerial view of a city at dusk, with a grid of white lines and small circles overlaid, representing an augmented reality or spatial mapping overlay. The city lights are visible, and the sky is a mix of orange and blue.

# Enabling Indoor and Outdoor Augmented Reality

**IMMERSAL<sup>®</sup>**

part of Hexagon





Immersal offers  
reliable **spatial mapping and visual positioning tools**



enabling developers  
to create **Augmented Reality applications**



for mobile devices and AR headsets\_

# IMMERSAL<sup>®</sup>

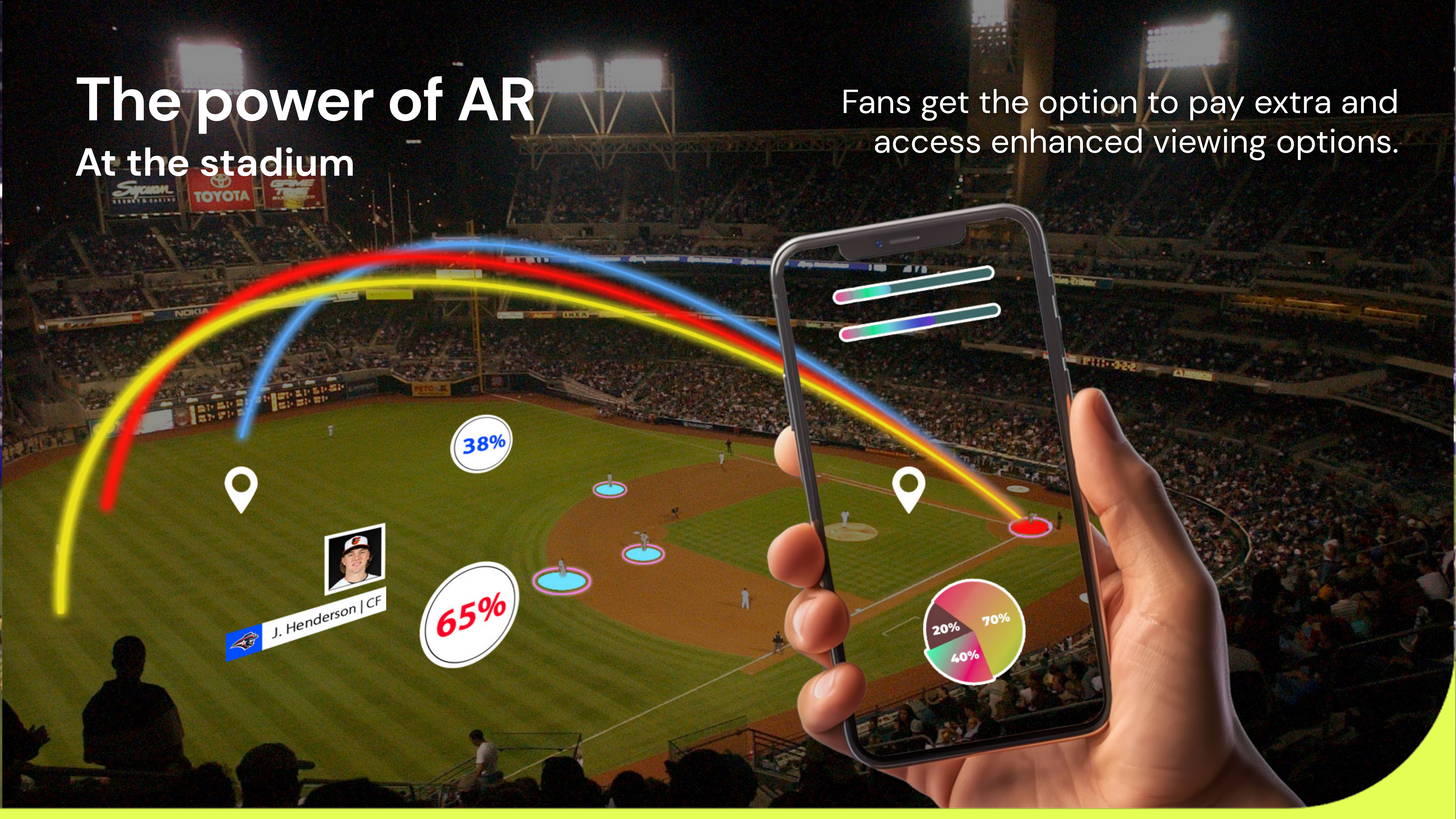
part of Hexagon



# The power of AR

## At the stadium

Fans get the option to pay extra and access enhanced viewing options.





# New revenue streams

- **Enhanced safety and navigation**

*Enable real-time navigation assistance, helping fans find their seats, locate restrooms, concession stands, and points of interest with ease, improving overall satisfaction and reducing frustration.*



- **AR stats, replays, fan engagement**

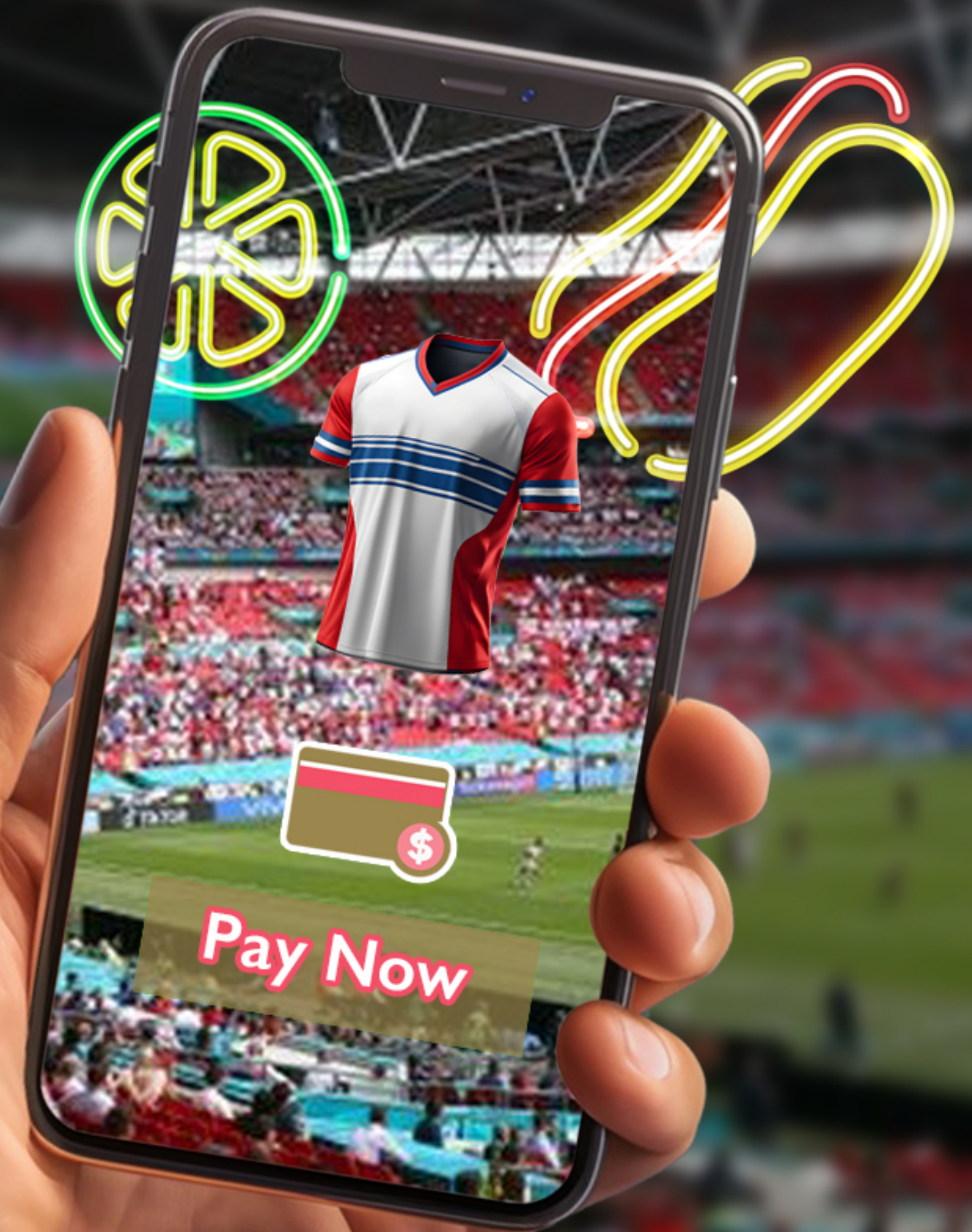
*Offer sports fans opportunity to access player stats, game data, and replays from their seats through their smartphones or AR glasses.*

- **Augmented Concessions**

*Implementing AR menus for food and merchandise stands can make the ordering process more interactive and engaging. Fans could see 3D previews of merchandise or menu items, driving higher sales volumes.*

- **Sponsorship and advertising**

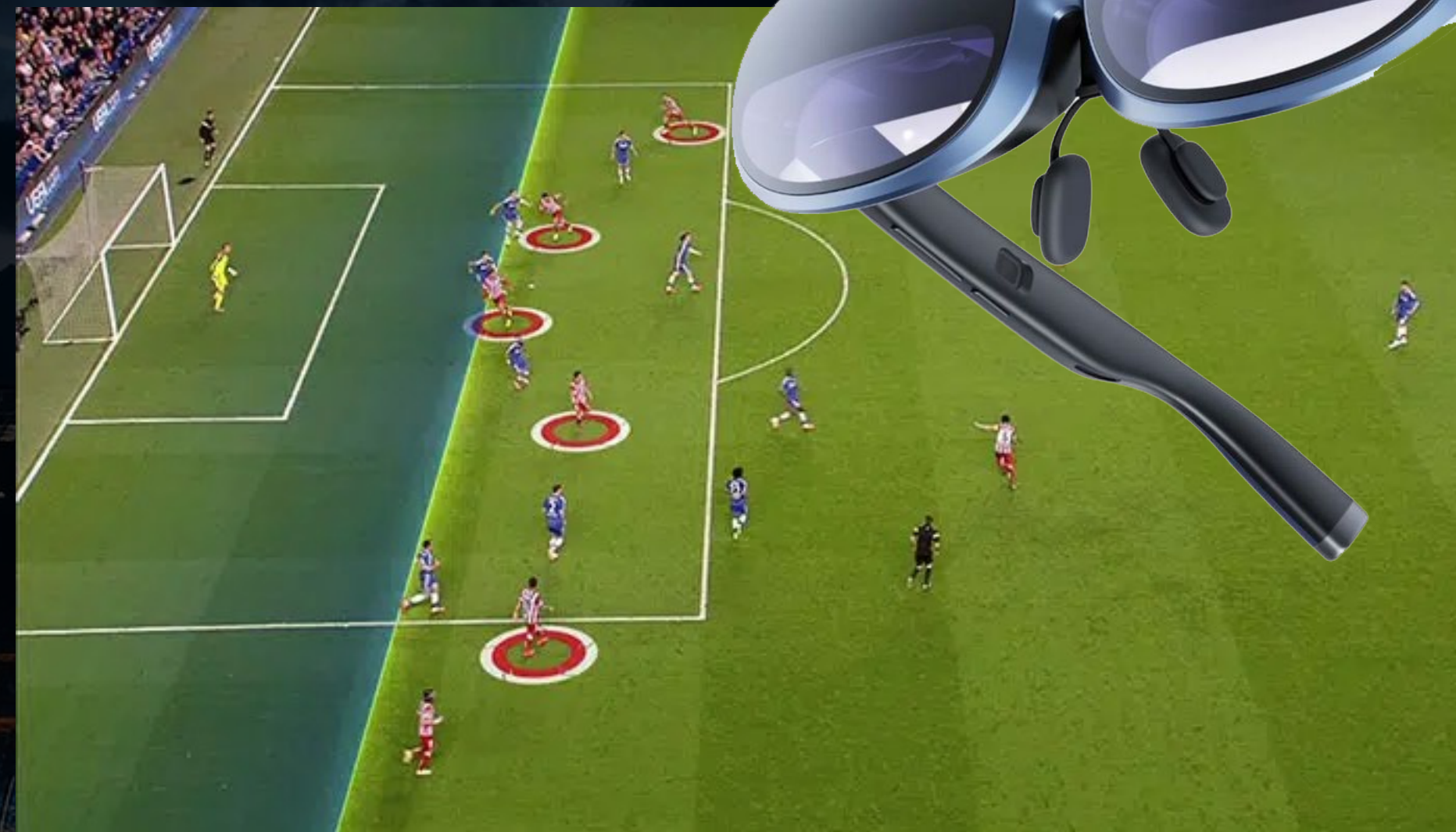
*Leverage opportunities for innovative sponsored content and advertisements. By integrating sponsors' ads or interactive games into the AR experience, stadiums can charge higher rates for these immersive advertising options.*





# Fan engagement

Offer AR apps or headsets allowing access to real-time stats, player bios, and game analytics overlaid on the live action, encouraging higher attendance and engagement rates.





# Exclusive content

Offering exclusive AR content, such as behind-the-scenes tours, player interviews, or historical highlights of the team and stadium, can be a part of a premium package for fans.





# Working with Immersal



## The Immersal AR Toolbox

is a simple-to-use spatial mapping and visual positioning platform that lets developers build the AR experiences of tomorrow, today.

Use it to spatially map your stadium.

Then enhance the maps with interactive digital content like 3D objects, photos, video, audio, navigation, and more\_

### 1. MAP

First we scan the site and create the spatial map of the stadium. After that our dev team will work on the computer vision and optimise the map.



### 2. AUGMENT

We collaborate with and support the client as they place AR content on top of the map.



### 3. EXPERIENCE

As the immersive experiences get deployed, our support network remains available to the client.





# Immersional technology

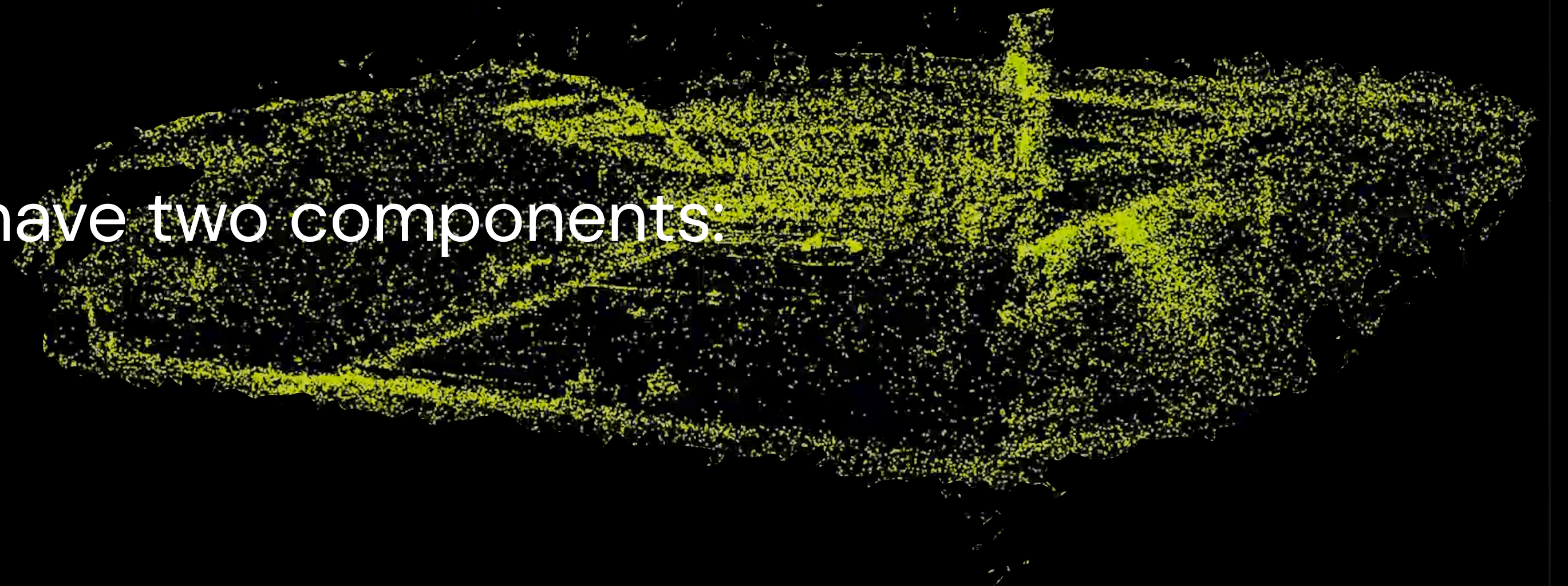
At the core of the technology, we have two components:

- Spatial Mapping
- Visual Positioning

A spatial map is a machine-readable 3D blueprint of a physical space designed for computer vision applications.

It allows devices to determine their exact location anywhere in the stadium by using **visual information** from the device camera.

This enables positioning of the device indoor, outdoor, and even underground\_





# Immersal philosophy

## Tools, not rules!

We provide an open toolbox for developers.  
Your imagination is the limit\_

### Mapping

Comprehensive range of tools and methods  
tailored to meet your requirements.

### Localization

Advanced on-server and on-device  
localization to align with your projects.

### Camera component

No encapsulated camera component. Easy to  
combine Immersal with other AR components.

### Data ownership

You own the spatial maps, and decide where,  
how, and who can use it.



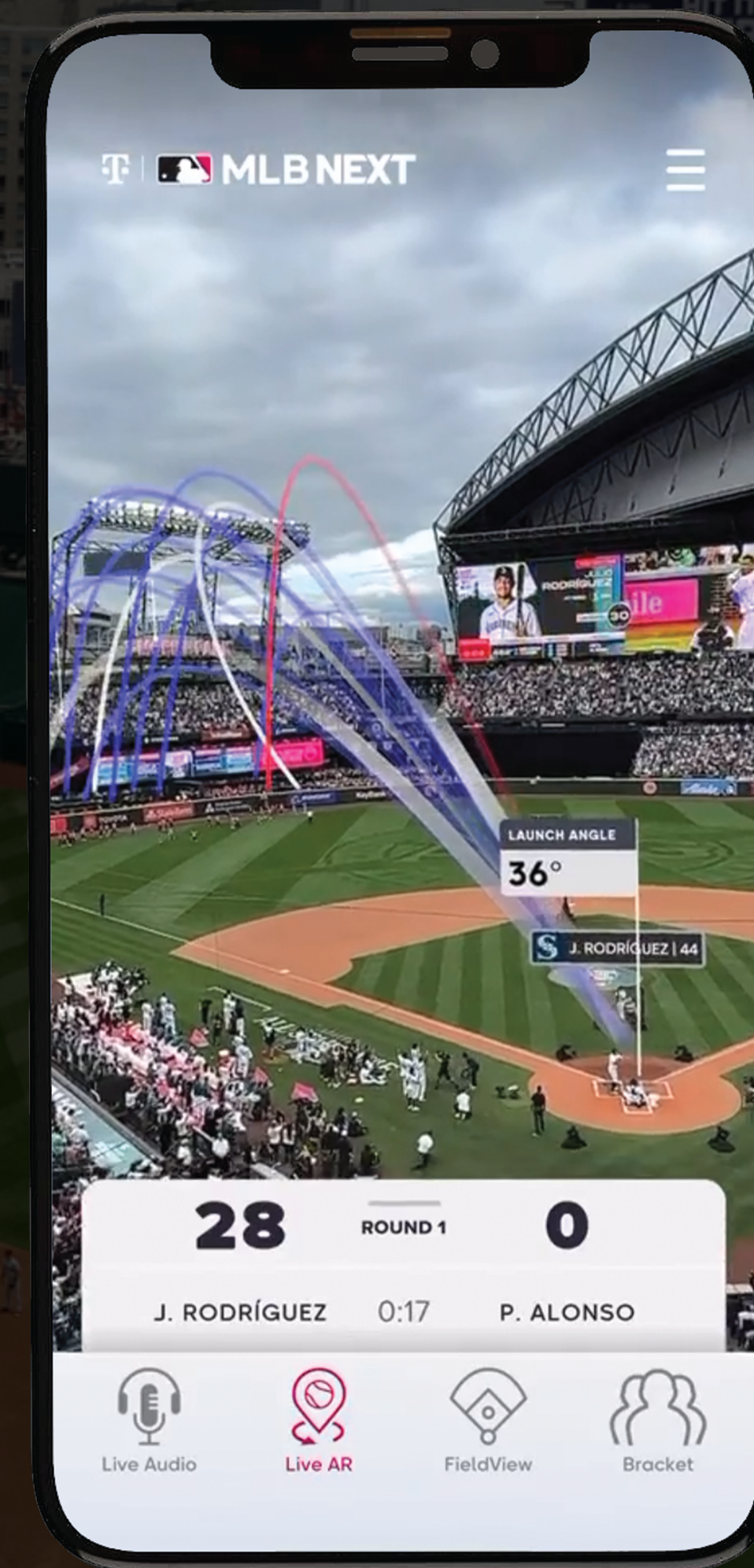


# MLB Next



Immersal collaborated with Nexus Studios, T-Mobile, and Major League Baseball (MLB) to enable an exciting in-stadium experience via the MLB Next mobile application in 2023.

Fans at the stadium had access to live 3D visuals over the field like ball distance, launch angle, and player statistics and game data\_





# Arrange a call today!

**We love to talk about this technology**

and the opportunities it provides in the stadium /  
live sports / events sector\_

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