

A man and a woman are shown in profile, looking upwards in a city street. The man, on the left, has long brown hair and a beard, wearing red-framed AR glasses with the word 'nreal' on the temple. The woman, on the right, has long dark hair and is wearing black-framed AR glasses. Both are wearing a thick, tan-colored fuzzy jacket. The background is a blurred city street with buildings and a car. The overall tone is warm and futuristic.

IMMERSAL[®]

part of Hexagon

The company

We're Immersal, part of Hexagon

Immersal is building world-leading spatial mapping and visual positioning tools – the foundation of the metaverse. Founded in 2015, Immersal's team is based in Helsinki, Finland, and working with partners, developers and creators across the globe to reimagine how we explore, interact and create. The company was acquired by Hexagon in 2021 and continues to pursue the vision of a metaverse built and experienced by everyone on any device.

The tech

The heart of the tech

Spatial mapping

Spatial maps are the core of the Immersal platform. They're the machine-readable version of the physical world used for visual positioning.

Multiple input devices can be used to create them – from mobile phones to mobile mapping systems

Visual positioning

Visual positioning uses pre-constructed spatial maps and computer vision to localize a device within a mapped physical space.

You can then use any device with a camera to add virtual content to a specific location where it will persist.

The tech

Built it, own it

You can use the Immersal tools to build the same kind of next gen AR experiences as with players like Snap. But there's a big difference. When you build with Immersal, you own the content you create. Plus, we've designed our platform to be more open to developers, working with them to add new features and more.

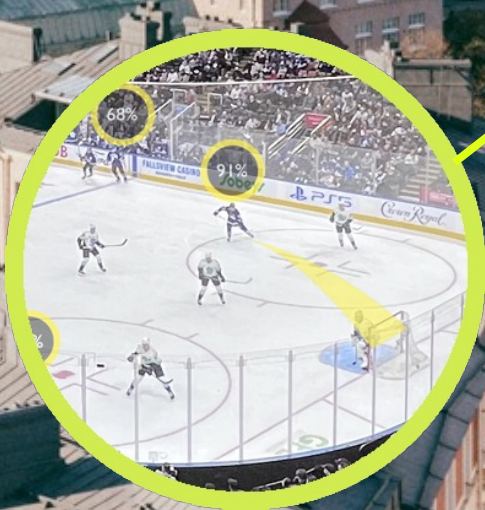


Large scale and larger-than-life

Fans can see player stats, get deeper insights into the game, and interact with other immersive content.

Life on the metaverse block

One city block, endless immersive AR experiences – all made, shared and experienced on the Immersal App.





Museum experience



Telco experience



Real estate showing



Tram selfie wall



School AR expo



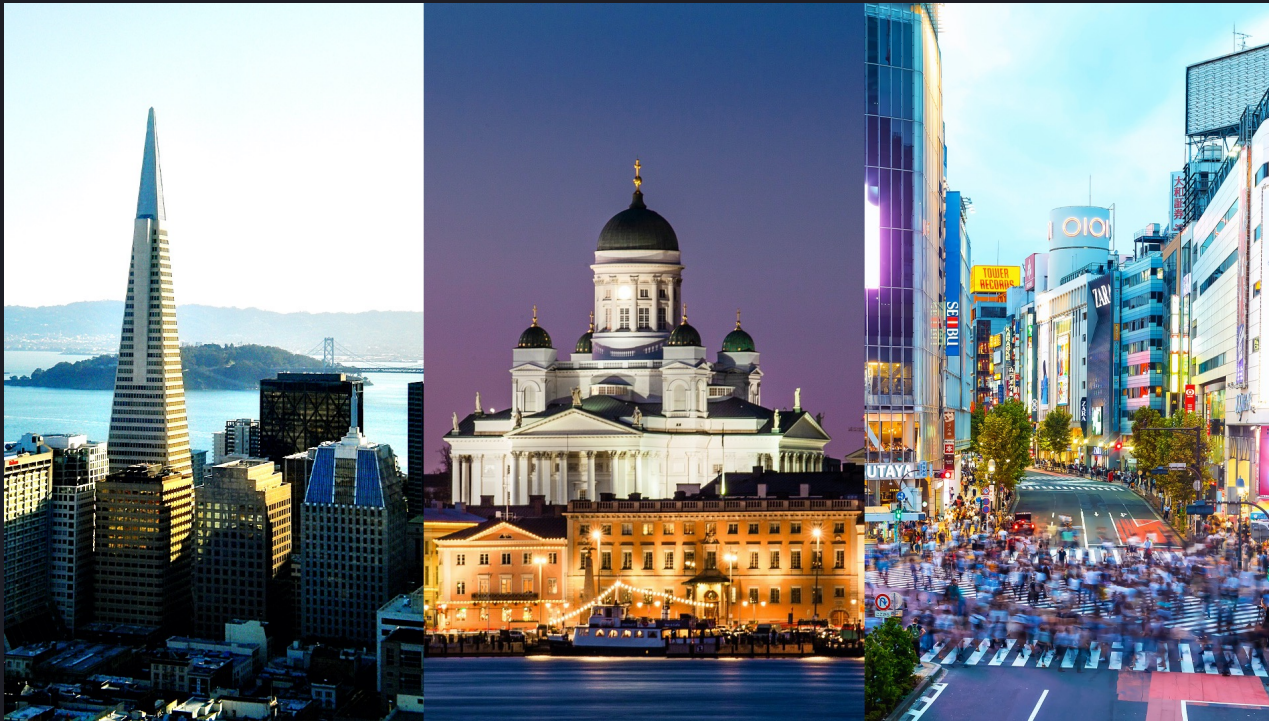
Football competition



In the future

It will be a metaverse full of people, experiences, and business potential.

Immersal City-Scale



Immersal launches Immersal City-scale – solution

- Immersal is seeking partners to collaborate with us in creating immersive content such as AR art, AR games, and other location-based experiences using our cutting-edge Visual Positioning System (VPS) technology.
- Ready-made Immersal City-scale VPS maps will be released for Helsinki, Tokyo, Seoul, and San Francisco in 2023.

The future

Rome wasn't built in a day either

Everyone is talking about the metaverse, but no one is sure yet what it will ultimately look like and how we'll interact in and with it. All of today's metaverse services are geared to developers with the skills and expertise needed to create and share experiences where the digital world really merges with the real one.

But we think it's going to be everyday people who ultimately reimagine how we sense, enhance and transform the world around us. So we made technology and service that's designed so that developers, companies and people can create data they own on a platform that's their own – without Snap, Google or Meta.

Use Immersal to create persistent, multiuser experiences in all kinds of locations in the metaverse – from small rooms to large stadiums – and ultimately whole cities.

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