



SLIDE WORLD

We streaming people



WE WANT TO MAKE PEOPLE THE PROTAGONISTS

WHO



We are

The first telecommunications experiential marketing company, that connects people and places, geographically distant, at life-size 1:1, using a patented digital portal called SLIDEDOOR.

We use SLIDEDOOR to create disrupted revolutionized scenarios in advertising and events market.

Target Market

We focus on the global events industry market, valued at \$1.1 trillion in 2019, which is expected to reach \$2.1 trillion by 2032, growing at a CAGR of 6.4% from 2023 to 2032.

We focus too the global market for digital advertising was estimated to be \$563.4 billion in 2021 and is forecast to reach \$1,249.3 billion by 2027, growing at a CAGR of 14.7% between 2022-2027

Current Status

We are a start-up early in the market, that owns the patent for a new media called SLIDEDOOR.

WHY

**People need to feel
like they are the main protagonists
of every communicative experience**



WHAT



SlideDoor

SlideDoors are virtual devices capable of opening real Star Gates, connecting geographically distant places and the users who animate them in life-size live audio video, with perfect 1:1 figure proxemics.

Slidedoor is a patented technology. SlideDoor features proprietary, trademarked software that makes permanent connections between SlideDoors possible.

SlideDoor software creates a network of multiple SlideDoors, switching the live streaming connection.

SlideDoor is the new ubiquity

SLIDEWORLD



Our unfair advantage with SlideDoor

- ❑ We know that people need to get excited again, to live powerful emotional experiences, as **PROTAGONISTS**.
- ❑ We focus on the desire of each person to communicate their presence and to be the extraordinary content to be transmitted.
- ❑ We focus on the human being and his emotional, rational, ethical, and aesthetic needs.
- ❑ We have brought humanistic and technological disciplines into dialogue: the sociology of emotions, anthropology, psychology and digital technology.
- ❑ We obtain as result, a technology that engages emotionally and allows you to be seen, life-size, anywhere in the world and to interact with people on the other side.
- ❑ We create a technology that plays with sense of ubiquity: SLIDEDOOR.

How it works: one to one life size streaming



MADRID

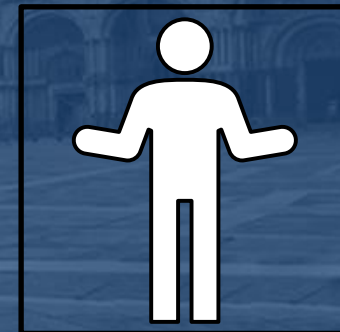
VENICE

SLIDEWORLD

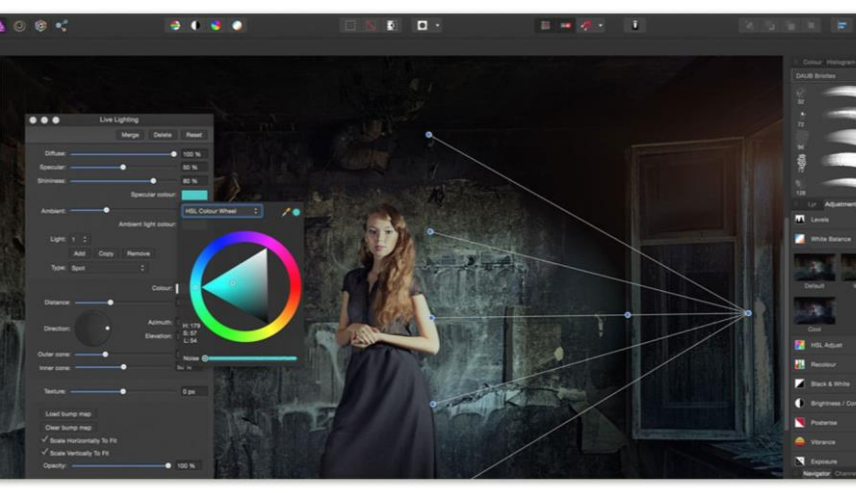
How it works: one to one life size streaming



We install and activate our SlideDoors between places of powerful beauty and high presence of people, to involve the users of these spaces through the SlideDoor methodological approach: face-to-face 1:1.



Disrupted and exciting experiences that give back something that people can't find elsewhere and that they want to experience again.



SlideDoor's software



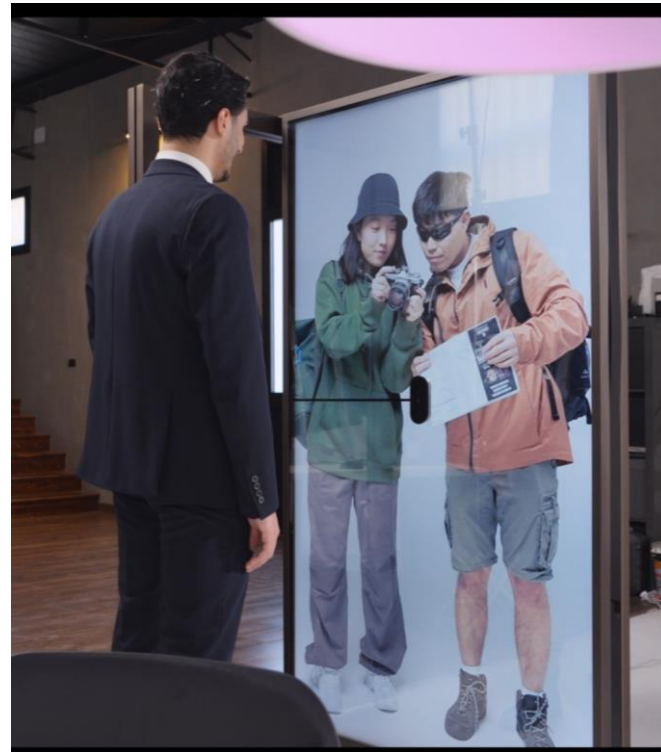
SLIDENET is our software platform, the infrastructure that makes the permanent connection between SlideDoors possible.

Thanks to our SlideNet software, the SlideDoor door turns into a portal. It allows you to have a full-size connection with a couple of SlideDoors at a time.

It also allows you to connect with other SlideDoors, and exchange pairings between devices, thanks to the possibility of switching.



scan to
shop
ticket to
REDCARPET



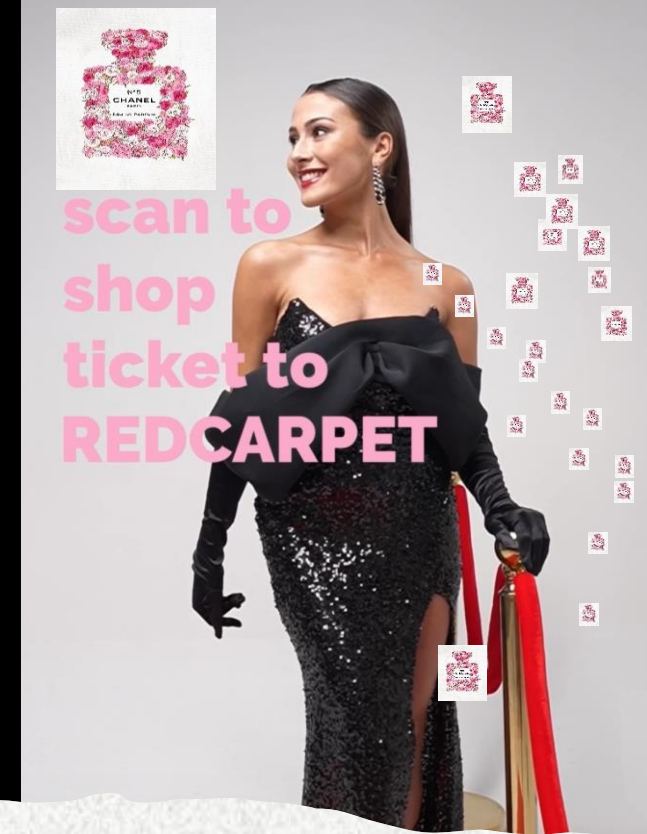
Look at SlideDoor in action!

(1) SlideDoor ubiquity experience - YouTube



SLIDEDOOR MEDIA TOOLS

SlideDoor Experience tools are made to engage the public
Slidedoor Experience tools are designed to make a profit



SlideDoor create a completely innovative way of understanding Native Advertising

SlideDoor ADV

Slidedoor In-spot ADV

Slidedoor SHOW -SELLING -PAY

SlideDoor ADV



Slidenet repeatedly broadcasts short video content both live and recorded, of a promotional or engagement nature, in which the actor, influencer, producer or sponsor in real size, may repeatedly appear in SlideDoor

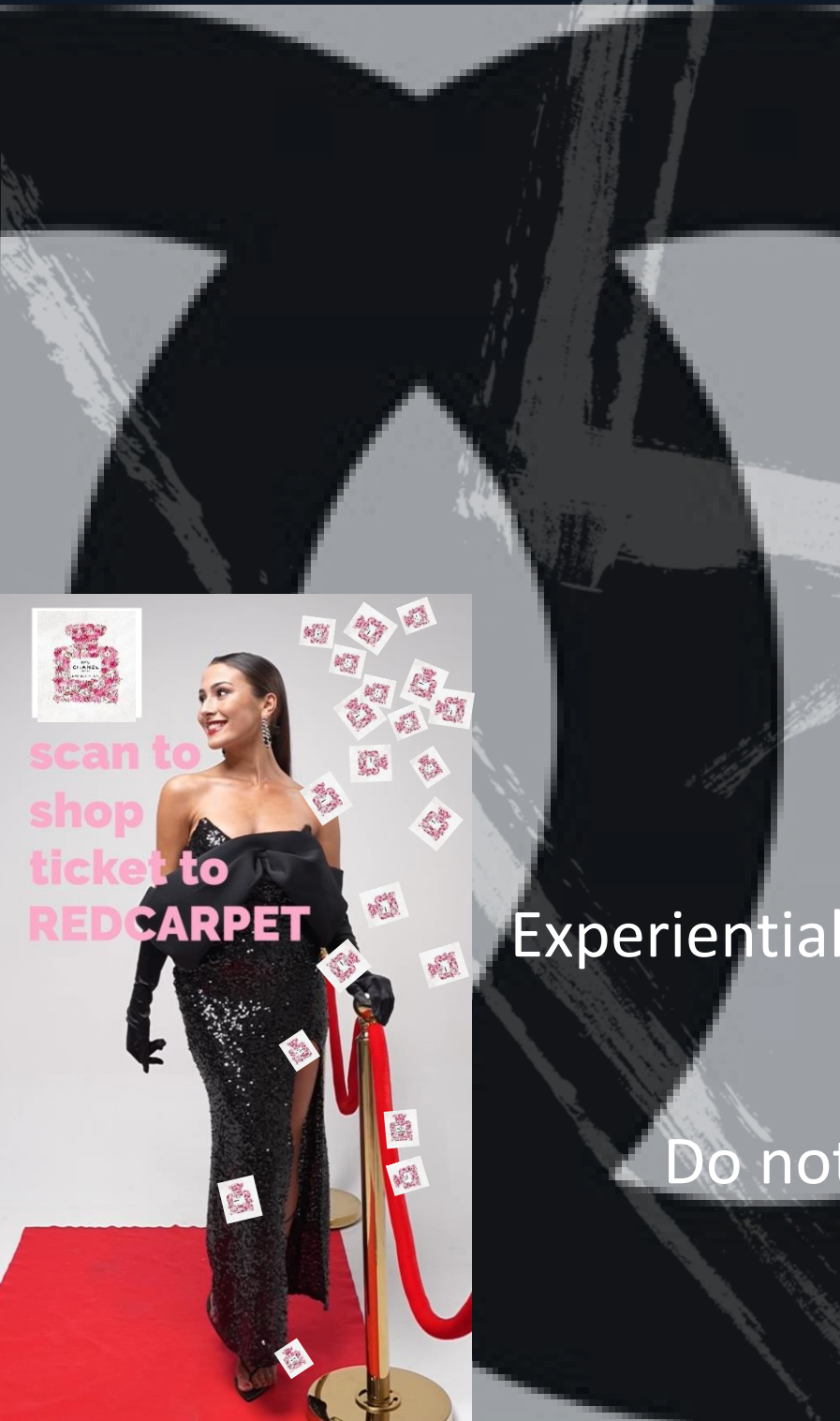


Masterclass, vernissage, and creation creative content in the fields of art, food, luxury, sport



The life-size testimonial in the SlideDoor in Live - Cam – streaming is unparalleled experience of interaction of promoting

Masterclass at National Archeological Museum Naples



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shop
ticket to
REDCARPET



Experiential advertising layers overlaid on SlideDoor live Connection,
customized with the brand logo

Do not interrupt your SlideDoor live-streaming connection

SlideDoor In-Spot ADV



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SlideDoor Show-Selling-Pay

SlideDoor becomes a virtual shop where you can buy products and services available on the twin-device.

Exclusive guided tours and ticketing
Access to many important events: Cinema, Design, Fashion, ecc.

Access to exclusive capsule collection launches

Purchase products



aggiungi al c

SlideNet Report

Thanks to machine learning
and AI, report customer's ROI



It introduces a new way to report the visitors: the virtual visitor.



Our sensors produce exact statistics of the interaction of users through SlideDoor, creating an exchange of mutual audiences with the utmost respect for privacy



Statistics based on the specific Kpi's requested by our contractors in the different target markets.

- Numbers of users
- Gender of users
- Provenance
- Mood detection
- Phenotype

SlideDoor User Case



Permanent installation

SlideDoor portals in places with a high public density creating an experiential telecommunications infrastructure

Thanks to the SlideNet software it is possible to program the connection between different places throughout the day, broadcast experiential ADV and create sales events of live shows

Innovative dynamics of brand awareness into an immediate conversion time

Duration: More than 1 year



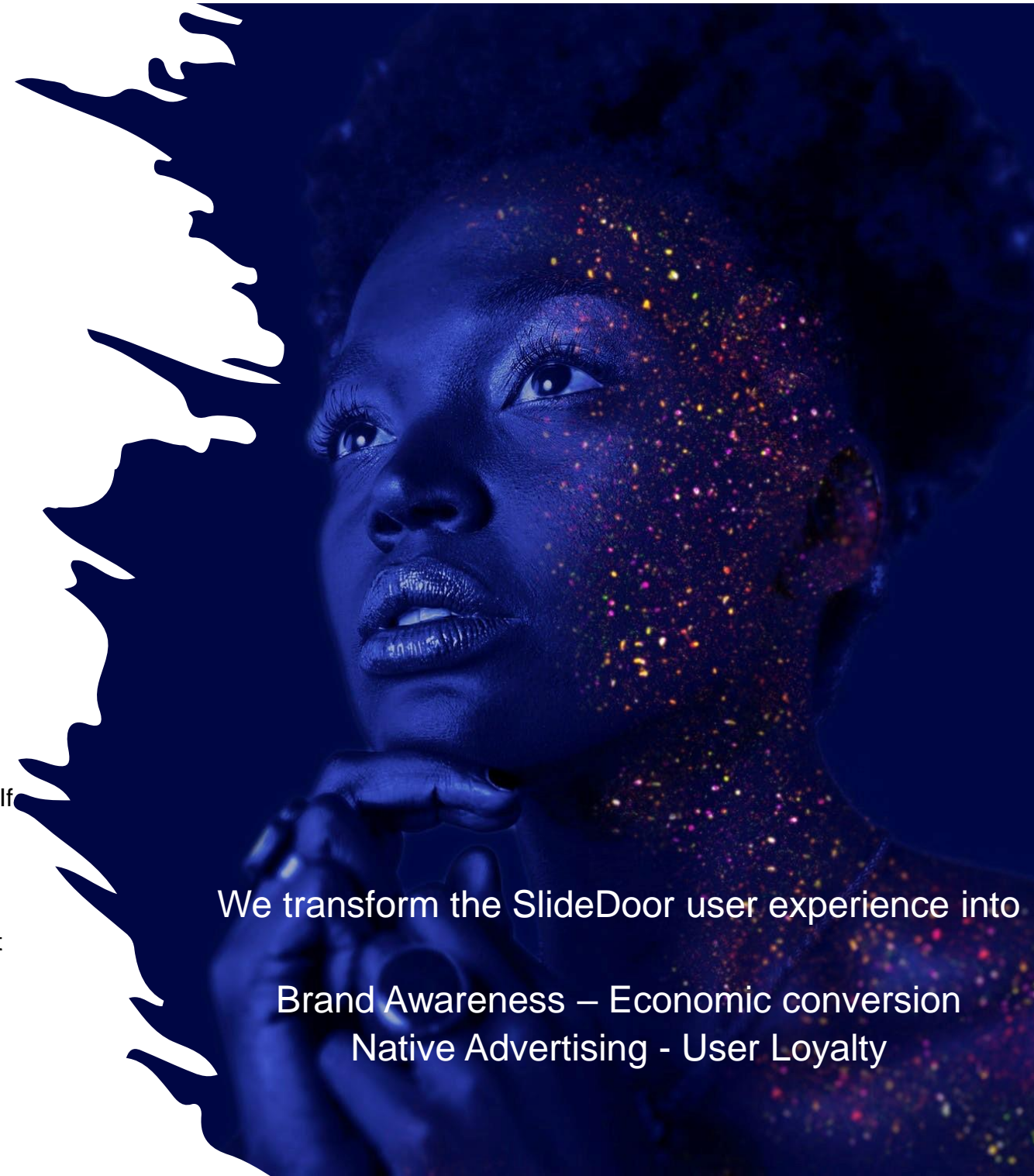
Temporary Event installation

Tailored made project, including continuous real-life size connection between installed SlideDoors, managed by our software SlideNet.

Scheduling with live content and video rec. If multiple SlideDoors are activated it combines switch among different devices.

The project of connection includes SlideDoor's tools, according to commitment event goals.

Duration : from 1 day up to 1 year



We transform the SlideDoor user experience into

Brand Awareness – Economic conversion
Native Advertising - User Loyalty

Target Markets



Permanent installation

ADV Companies

Luxury/retail

Sports

Hospitality and Travel

Airports

Exclusive Mall



Temporary Event installation

Luxury/retail events

Cultural event

Sport events

Venue inaugurations



The positioning and reputation



We wanted to start and establish our reputation in the world of art and beauty. The SlideDoors have been exhibited in iconic places of culture worldwide such as the Archaeological Park of the Colosseum in Italy, the Statue of Liberty-Ellis Island Immigration Museum in NYC, the Archaeological Museum of Naples, the Cathedral of San Matteo, the Galata Museum of Genoa, and more.

Now, SlideWorld has received interest from important stakeholders from new and different markets (sports, fashion, hospitality, events, airports...) who have highlighted the need to implement the SlideDoor model in the various reference sectors.



«A new way of dialogue and collaboration between the countries»

Minister of Culture of Italy and Minister of Culture of France



«Your virtual Door to the World»

President of Statue of Liberty



« SlideDoor is a new media, a one-of-a-kind futuristic game..»



SlideWorld introducing SlideDoor to His Highness Sheik Mansour Bin Mohammed Bin Rashid AlMaktoum.
At Gitex Dubai 2023.



Rendi straordinaria
la tua vita!
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"... non è tardi
per scoprire
un nuovo mondo".
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Napoli non è una città,
è un mondo.
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È stato bello incontrarti.
Un giorno splendente
per te.
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(Decius) Marius Vena(n)
tus Basilus, y(ir)
c(larissimus) et ini(ustris).
pra(e)fectus urb(i),
patricius/consul ordinarius
are/nam et podium,
quae/abominandi ter
raemotus ruin(a) p(ros)
travit, sumptu
proprio restituit

... tecnica, blocchi di travertine o tufo di altezza uniforme, squadriati in forma parallelepipeda, furono costruiti in struttura portante del monumento (travertine e mura radiali del ordine, corridoi, scale e sottoscala (tufo).
Dal I ordine si utilizzò l'opera laterizia, con mattoni (lateres) di forma rettangolare, in sostituzione del tufo, per alleggerire la struttura.
Per l'orditura delle volte e dei muri in una mescolanza di malta e frammenti di pietra: tra tufo in età flavia, travertino in epoca severiana. La cavea tutta, i mestieri delle gradinate, i parapetti dei vomitori e l'ambulacro furono interamente rivestiti di marmo.
La rest...

... back of the steps, the parapets of the vomitoria and the ambulatory inside the ground floor, which was reserved for senators, was entirely faced in white marble, as was the podium wall.
The remaining paving of the ground floor, the stairs, the landings and visible utility structures (such as the channels for draining the water), were made from blocks and slabs of Travertine; on the upper floors are preserved some stretches of floor in opus spicatum, a lighter paving of small rectangular bricks, arranged in a fishbone pattern.
Only a few traces of the facings of the masonry remain. The interior of the Amphitheatre was plastered and painted white and red, and polychrome at some points: numerous fragments of painted plaster (red, black, yellow and green) have been found in the drainage tanks, in layers datable between the Flavian period and the end of the 3rd century.
In the main entrances at the end of the minor axis remain portions of the vaults in white stucco.

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SLIDEDOOR
EXPERIENCE

WORLD
MUSEO
ARCHITECTONICO
DEL COLOSSEO

The Colosseum - Rome/ Italy

THANKS.

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