



replayar

The future of preserving the past.

Instagram Meets Pokémon GO

Augmented reality (AR) has become widely popular with Pokémon Go and SnapChat. But custom AR content creation remains out of reach for most consumers.

People love sharing their experiences through photos and videos on social media, but what's next?

What role could the rising popularity of AR and Metaverse technology play in building the next generation of social experiences?



A Metaverse Time Machine

Replayar (pronounced "replayer") is a photo app that uses **patented AR technology** to capture personal memories and then project those moments onto the real-life places where they actually happened.

We want to build a **community of time travelers** that will explore, create and connect with one another using our app. Replayar will provide a proactive social experience that lets people **physically explore the world** around them and **make genuine connections**.



How It Works



Capture AR Photos:

Users can take a photo at any location and it will instantly anchor in place using GPS and other positioning data.



Create AR Images:

Users select an image from their device's photo gallery to instantly turn it into an AR experience for others to discover.



Camera Mode:

Users can take photos and videos of their AR creations to save and share across social media. Users can even shoot video while creating new AR experiences.



How It Works



Map Mode:

Users can see where all their AR images are geographically located on an interactive map.



Timeline:

All of a user's AR photos can be seen in chronological order, along with where and when they were taken.



Explore:

Replayar's social version populates the real-world with user-generated AR images, so users can see each others' overlays when visiting a location with an anchored image and leave comments like on any social platform.



Key Highlights

- Free single-user app is available for download from Apple's App Store and Google Play Store
- Company is ready to develop the social version of their app
- App uses patented technology

Industry:

Apps, Commerce, Design, Events, Gaming, Platforms, Software, Advertising, Community and Lifestyle, Content and Publishing, Information Tech, Education, Mobile, Navigation and Mapping, Travel and Tourism, Data and Analytics, Consumer Electronics, Media and Entertainment, Video

Market Size:

1 billion AR-enabled devices

Target Customer:

Photography enthusiasts, social media influencers, early adopters of emerging technologies, and any brand or organization with a connection to or appreciation of history.

Market Opportunity



- **7 billion** devices worldwide
- **\$223BN** social media market in 2022
- **\$90BN** mobile gaming global market in 2021

Business Model & Revenue

B2B

Revenue is largely fee-for-service engagements

Designed for a roughly 50% margin & robust scalability

Focus is on partnering with brands and organizations that enable us to access a large and untapped audience

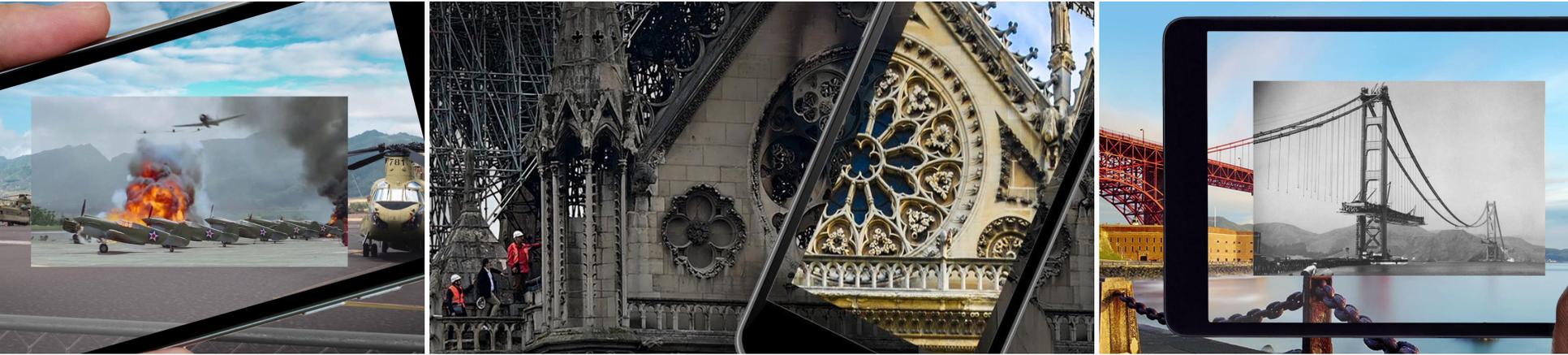
B2C

In-app purchases starting at \$0.99 for additional features like extending the life of posts or expanding their audience beyond their personal network.

Exclusive AR content also available for use with a small fee.

We expect users will spend \$10-20 per year on average.

Historical Preservation



AR offers a new way for museums, historical preservation societies, and tourism bureaus to leverage their archives and drive visitor engagement. This also allows Replayar to access archival content and large audiences of museum-goers, history enthusiasts, and tourists.

Guided User Journeys

London Model



“ReplayAIR”

We prompt passengers to install Replayr at check-in, unlocking historical ARX in their airport of origin, on the flight and as soon as they land in London.

“Save The Queen”

Search for past Queen Elizabeth sightings at Heathrow.

“UndARground”

Uncover hidden histories at London’s Tube stations (potential partnership w/ London Transport Museum)

“Beefeater Pub Crawl”

Re-live important historical events across London, and the pubs that stand on those sites today (sponsored by Beefeater or similar spirits brand).

“City Tours”

An update to traditional bus and walking tours, incorporating rich, visual content to accompany guides’ voiceovers.

“Museums”

Replayr will partner with museums and historical sites around the city to create original ARX and drive installs.

“Eye On History”

Aerial overlays from years past as seen high above the city. Partnership with London Eye (Merlin Entertainments plc).

Gamification



AR gamification is proven to increase engagement and revenue. Replayar will create gamified experiences using scavenger hunts and collectible items that unlock user rewards at sponsor venues and promote nearby businesses.

Rochester Metaverse



Sponsor-Curated Content:

Users can explore and discover sponsored AR experiences including locational historical overlays, and a variety of sponsored AR collectibles.



Collectibles:

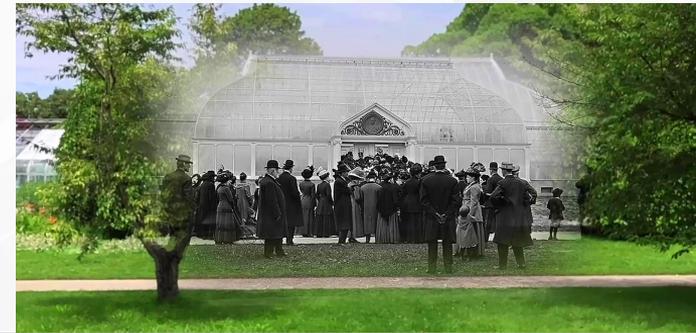
AR collectibles will be anchored at specific locations, whereas AR tokens will be randomly spawned near the user. Each item collected will be stored in an inventory tracker.



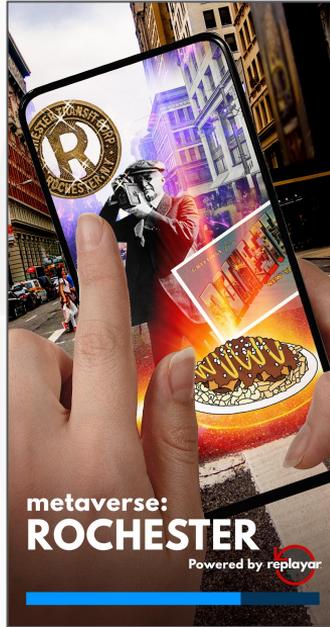
Rewards:

By tapping on collected items in their inventory tracker, users can open coupons and promotional offers linked to sponsored AR content.

Case Study

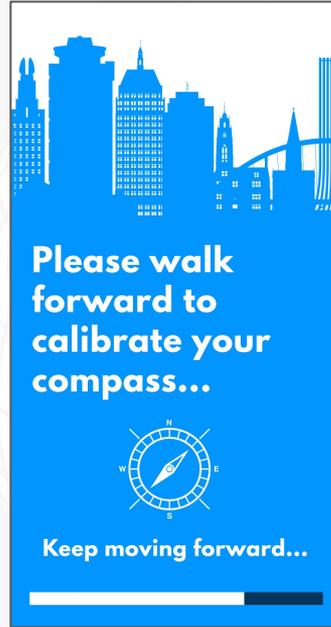


Rochester Metaverse: User Journey 1/2



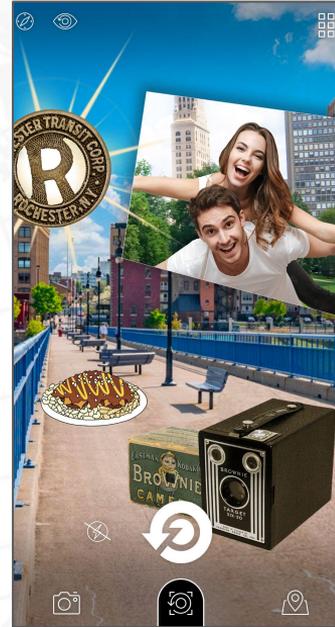
Load Screen

White-label screen that introduces the app while it loads.



Calibration Screen

Asks user to take steps forward to "calibrate compass" so app can determine true north.



Create & Collect

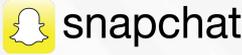
Allows user to view and collect existing AR, as well as create their own AR photos and images.



Map

Displays all AR content on a map including sponsored, unsponsored and user-generated content.

Competitive Landscape

Brand	Geo-NFTs	Geo-AR	Geo-Storage	Gamification	NFT Marketplace
 replayar	✓	✓	✓	✓	✓
 Meta	✗	✗	✗	✓	✗
 Niantic	✗	✓	✗	✓	✗
 OpenSea	✗	✗	✗	✗	✓
SuperRare	✗	✗	✗	✗	✓
 snapchat	✗	✓	✗	✓	✗

Unique Advantages



- Replayer is the only app with patented technology that allows users to take geo-locational AR photos that they can revisit forever.
- Replayer has the simplest AR creation tools in the marketplace and lets anyone with a mobile device instantly create immersive AR experiences with just one tap.
- Replayer's social experience preserves your personal memories, allowing people to share experiences and connect through AR as a form of virtual time travel.



Traction & Accomplishments

- **Product Development**

iOS version was released in September 2019 and accumulated over 20K downloads in the first year. Recently developed and launched the Android version in April 2020 with over 10K downloads as of August 2020.

- **Customer Acquisition**

Currently engaging directly with B2B partners and acquiring B2C users via social advertising.

- **Partners**

Currently in talks with a creative agency whose media partners wish to explore history-based content opportunities. Also in talks with historical societies and museums to design onsite campaigns.

- **Licensing**

Currently under NDA with a publicly traded device OEM for a potential licensing opportunity. Currently in-talks with Samsung research labs for potential licensing opportunities.



ReplayAR Anchors Your Photos in Real-World Locations So You Can View Them in AR Later

BY JIM MANNING | OCT 16, 2019 9:13 AM

Imagine sitting on your patio, scrolling through your phone's photos, reminiscing about the past. Now imagine being able to see those photos floating in the air, at the exact vantage point from where they were taken a year ago.



ReplayAR, Inc. unveils Augmented Reality 'time capsule' app that geographically preserves photos and videos



MIXED

Augmented Reality: Diese Foto-App erlaubt ortsgebundene Zeitreisen

15.08.2019 | von Tomislav Bezmalinovic | Twitter | E-Mail



Augmented History

Video game designer Jay Kristopher Huddy has invented a free augmented reality app called ReplayAR. To demonstrate, he put together a two-minute YouTube video that overlays real photos from Neal Graffy's book *Santa Barbara Then and Now*.



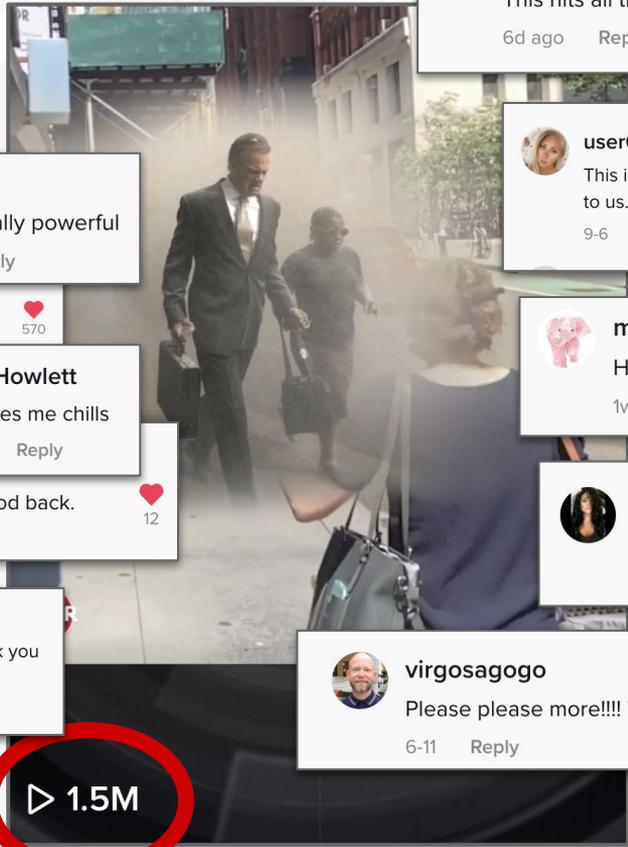
VRSCOUT

AR Time Capsule Explores The Hidden History Of The September 11th Attacks

September 1, 2020 • by Kyle Melnick



Audience Engagement



 **El Caballero**
Wow that hits my heart
9-5 Reply

 **Dimitri**
This is really powerful
9-6 Reply

 **Icons of Hollywood**
This is soooooo cool!!!! Why is this not more popular?
9-5 Reply  570

 **Alicia Howlett**
This gives me chills
1w ago Reply

 **HorseLatitudes**
Wow that's a powerful sight....memories flood back.
9-5 Reply  12

 **Caddy Compson**
Wow, I hope these go viral. Incredible work, thank you for doing this. Cried through all of them.
6d ago Reply

 **dunnlove08**
This hits all the emotions at once
6d ago Reply

 **quintus.sword**
innovative use of AR
9-10 Reply

 **user6541734811442**
This is such a surreal way to use technology afforded to us.  5
9-6 Reply

 **Craig "Sunsun" Allen**
These videos are awe inspiring
9-6 Reply

 **micatloco**
How do you do this? It's crazy.
1w ago Reply

 **Christian Cardenas**
what app r you using
9-9 Reply

 **user62256487450**
How powerful.
9-5 Reply

 **Dani Deniro**
I love you for this
6-23 Reply

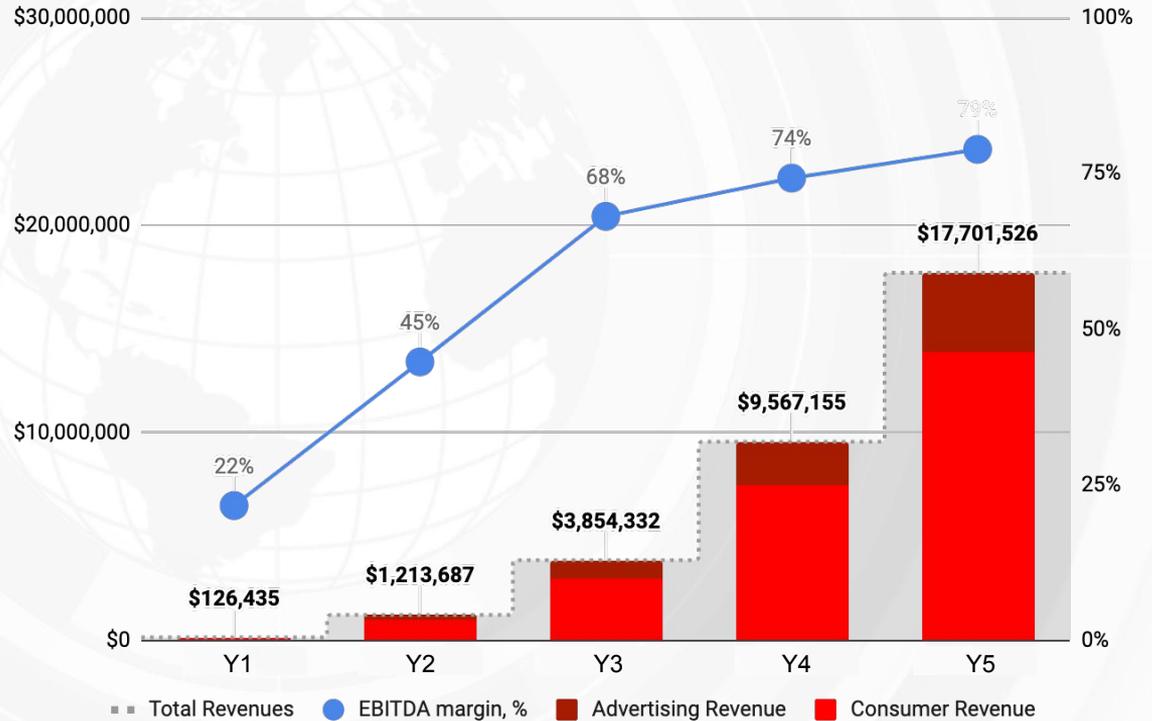
 **virgosagogo**
Please please more!!!! This is glorious
6-11 Reply



[Click to see more audience reactions >](#)

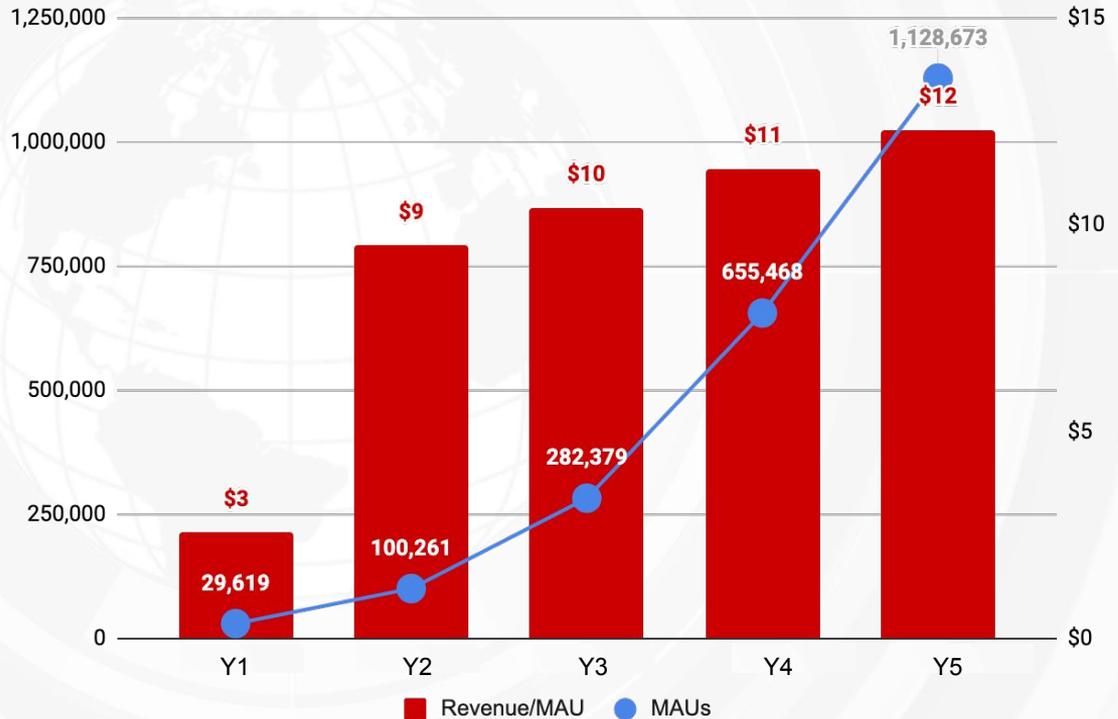
Growth Projections

- Profitable by Year 2
- Revenue sources:
 - Subscriptions
 - In-App Purchases
 - Advertising
- 70%+ EBITDA margin



Unit Economics

- $LTV / CAC = 5x$
- Rev/MAU driven by new in-app offerings and new users
- UGC Flywheel Effect: New users create more shareable content, driving engagement



Meet the Team



Jay Huddy • Founder, Inventor & CEO

With more than 25 years of experience in leading digital media and entertainment brands, Huddy has designed creative campaigns for clients like American Airlines, BMW, The Economist, Paramount, Cadillac, Dolce & Gabbana, Goldman Sachs, Microsoft and more. He has also been the subject of news articles in TechCrunch, Wired, Entertainment Weekly, Gizmodo, and Details Magazine.



Brandon Martin • Founder & CMO

As an avid storyteller with entrepreneurial grit, Brandon has worked as a fractional CMO, product marketer and brand strategist for startups and larger brands such as HTC, Pepsi, Taylor Made, Samsung, and Post-Its as well as commercial theatre clients such as Spamalot, The Bronx Tale, Book of Mormon and Chicago.

Meet the Team



Keith McCullough • CTO

An entrepreneur and developer with more than 20 years of experience. After graduating from RIT, Keith became a senior developer at Smashing Ideas. He is now the owner and COO of WorkinMan, a ReplayAR development partner serving clients like Disney, Marvel, NBC Universal, Nickelodeon, Nintendo, Playstation, Atari and Intel. He founded Bread Machine Games in 2014, which releases games on PS4 and Nintendo Switch.



Michael Mcatavey • Founder & COO

More than 20 years of experience as a commercial and operational director in finance and media. Michael previously developed new revenue streams in branded content and marketing services at The Economist and Time Inc., where he worked with clients like MasterCard, SAP, IBM and Prudential. Prior to that, he co-managed a private equity portfolio of more than \$1 billion in AUM at Siguler Guff & Co. Michael has an MBA from UNC's Kenan-Flagler Business School.



Stephen Bynoe • Director of Business Development

In his over 25 years of experience in the television industry, Steve has made invaluable connections ranging from international historians and marketing gurus, to heads of major brands and top government officials. Replayar gained its first earned-media TV exposure through Steve's long-term relationships with anchors and producers at NBC's affiliate in Rochester, New York. He also served as a local liaison to our business partner WorkinMan in Replayar's early stages.



replayar

For more information, please contact:

Brandon Martin | brandon@replayar.com | 646-919-0025

replayar.com/investors