

Ecocarrier Digital Business Unit

30 East Beaver Creek Road, Unit 209,
Richmond Hill, Ontario,
Canada

Mobile World Congress Americas 2017 Sep 12-14, 2017
Ontario Pavilion Stand No, S.1016

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4YFN 2017 Sep 12-14, 2017
Stand No. S2300B1

GITEX
Exhibition stand in Ontario Pavilion
Stand No. A1-30

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GITEX Global Startups (furturists) Hall
Stand No. I4-2

AfricaCom 2017
Stand No. I-10 in Innovation Hall

Ecocarrier Digital Business Unit would like to make submission to awards in various categories as follows:

- PizzzAR in category for Most Innovative Service "The Business of Tomorrow"
- MRESENCE in category for Most Innovative LTE Service/ Application Deployment
- W5GO in category for Orange Africa Social Venture Prize
- PPIXELLS in category for Orange Africa Social Venture Prize

PizzAR in category for Most Innovative Service " The Business of Tomorrow"



PizzAR a disruptive new digital medium for advertising and promotion campaigns

PizzAR is a high efficacy and super cost efficient digital medium for advertisement and promotion campaign, featuring AR/VR/MR Production, location-aware function, view data capture and big data analytics in a comprehensive managed service provision. It is a disruptive technology in the media advertising space that does both pull and push operation for the advertisement.

The top surface of a Pizza Box is a very valuable ad space.

You can divide the top of a 10" x 10" pizza box into 16 equally-sized squares (4 across and 4 down). Each square is printed with an advertiser's logo or an image that highlights their wares and services. The printed square is used as Marker or Target to trigger AR (Augmented Reality) Production.

What is AR? It is augmentation of experience with an event or activity by layering of additional data or digital assets over the physical reality of the regular experience.

An app is first installed in a Smartphone (either iOS or Android compliant) to run in it. The consumer simply points the camera of the Smartphone at a Marker of interest to trigger the presentation of AR Production.

The AR Production can be an ad presentation that consists of any number of pages of texts, images, videos, audios or an incentive of sorts – discount vouchers etc.

Refer to the video at <https://youtu.be/IY-e7QpPciQ>

for the many possible ways.

Making change, update, improvement can all be made in the cloud-based service platform easily - it's a breeze!

Location-aware function working with GPS-based geofencing and iBeacon-based location-sensing allow for useful data capture and big data analytics for both passive and pro-active advertisement and promotion campaign to be run with great efficacy and high efficiency.

An example of pro-active or push advertisement and promotion campaign can work as follows: if and when the user/viewer running PizzAR in his Smartphone is within 20 feet of a sporting goods store in a shopping mall who is an advertiser on PizzAR service platform, PizzAR can bring up and deliver a certain ad of the advertiser and push it to the viewer. The ad may be for a special offer that says “ For today only, 50% off the price on price tag for all Reebok sneakers at FootComfort, there is one with 20 feet from where you are.” The message is delivered in both audio (voice) and text + logo + interesting graphic animation.

PizzAR service platform is designed to have all the functions required to facilitate fast onboarding of all parties involved in the distribution value/food chain to acquire and support the advertiser and the advertisement and promotion campaign. Multiple levels of resellers are supported for discrete settings for pricing and billing operation. All stakeholders get web-based dashboard for viewing of campaign performance and cost and margin management etc.

You can just let your enterprising imagination run wild to come up with all possibilities of promotion and monetization.

Think what you want to make a 2.5"x 2.5" Marker to become and how it can be used for promotion of anything by anyone to anyone on any printed page that has a huge circulation for distribution.

While it is certainly true that everyone loves pizza, PizzAR as a notion is powerful and profitable and applicable for adoption for implementation in any 'vehicle" that has large circulation even just a full-page of a magazine with large circulation.

PizzAR's greatest advantage is its multiplying effect. One 2.5" x 2.5" real estate in any print medium can be made to present a multiplicity of great deals for advertising and promotion purposes.

**Why it should merit the Award for
Most Innovative Service " The Business of Tomorrow"**

PizzAR AR/VR/MR enabled app and managed service provision is the most effective and efficient way of doing Pull and Push advertising and promotion in all business space. It is a business that any enterprising person can participate in and do well for themselves and the general economy.

It is digital and profitable thing to do!

(For other great practical applications of Augmented Reality (AR), Virtual Reality (VR) and Mixed Reality (MR) techniques, go to view presentation at www.arvr00.com)

MRESENCE in category for Most Innovative LTE Service/ Application Deployment



MRESENCE™ or Presence in Mixed Reality is an Augmented Reality (AR) / Virtual Reality (VR) / Mixed Reality (MR)-enabled solution made available as managed service provision from a cloud-based MRESENCE Service Platform to provide the best

knowledge-based (AR-enabled) operation, enhanced (VR-enabled) experience and physical interaction by the player/viewer/user with AR and VR in a Mixed Reality (MR) experience and operation. MRESENCE technology as Managed Service is best suited for improving the productivity of operation and enhancing the experience of applications where the operation and experience involves geographical dispersion of available resources, the emergency of situations and the “urgency of now”.

MRESENCE collapses physical barriers and distances to deliver presence in Mixed Reality for a very close approximation to the real experience of being in one same physical space in real time.

It is the next best thing to being there while enjoying a resourceful, productive and even emotive work or living experience.

For greater clarity, Presence has to do with people being together and doing things in the same physical space in real time.

Mixed Reality is a combination of Augmented Reality, Virtual Reality & Physical Reality.

Presence in Mixed Reality Is the experience of Presence without being in the same physical space yet in real time.

MRESENCE offers many advantages over regular Presence as we know it, notably

- MRESENCE is without physical boundary
- MRESENCE allows for Augmentation of experience or reality with available data and other digital assets

Video Presentation at <http://www.ara2z.com/>

MRESENCE Service Platform provides cloud-based service provision for

TeleMRedicine

TeleMedicine with MRESENCE

24x7 Family Medicine provided across time zone
by registered physicians
to patients anywhere on the Internet
Fast and easy set-up for consultation
Enhance Healthcare reach & availability
Greatly reduce overall HealthCare costs

CollaboMRation

Collaboration with MRESENCE

Communicate Share Interact Collaborate in ARVRREAL Vision
Expert sees what the Field Personnel sees at remote job site
Field Personnel gets Expert's
Advice, Instructions and even Handholding
to get job done

ConfeMRence

Conference with MRESENCE



For Family Gathering
to allow
Effective Interactions and
Even empathy with loved ones
across the globe in real time
Being in their midst
You can talk with them
Laugh with them
Touch them
Hug & Kiss them

MRESENCE is the next best thing, short of being there physically
ConfeMRence in business

Business Conference with MRESENCE
Involving Individuals, Groups of Participants
geographically dispersed across the globe
in real time
in AR, VR and Real Production of

Images and Interactions,
Demonstration and Detailing

Individuals and Participants wearing QiiQ can switch with Gaze Control from one VR Streaming Channel to another as required for viewing, dialogue and interactions with one another

MRearning

On-Line Learning with MRESENCE

Fastest Way of Setting up
an AR-enabled teaching class
for audience worldwide

Example: Participant is mresent in
the Kitchen of an on-line Cooking Class
instant posting of recipe and tips
Dialogue and Q&A in real time

MRESENCE is the fastest, easiest and very affordable way for setting up presentation to worldwide audience for instructions of any kind

Why MRESENCE should merit the award for Most Innovative LTE Service/ Application Deployment

The advent of LTE network and the rapid build-out of LTE in many countries worldwide especially in the African continent has made possible the rapid adoption of digital technology and solutions in people's ways of living and in business operations.

MRESENCE in the applications as TeleMRedicine, CollaboMRation, ConfeMRence, MRearning as above-mentioned enable digital techniques in AR, VR and MR be brought to bear in enabling work operation be done and care giving be provided with greater efficacy, productivity and economy and thus engendering an enriched working life and living conditions for people and an overall more equitable and kinder society.

Note that MRESENCE and its various applications have a symbiotic relationship with LTE in achieving each other's purpose in providing for the greater good to the world!

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W5GO in category for Orange Africa Social Venture Prize



W5GO www.w5go.com A social project

It is a multi-episode AR-enabled and/or VR-enabled interactive apps and games for children (4-6) playing them to have fun, to be entertained, to be informed and to learn new words and expressions in English in a most unobtrusive way. The apps and the games are the teacher, the child simply learns by osmosis. W5GO apps and games are designed to incorporate excellent 2D and 3D animations and AR (Augmented Reality) and VR (Virtual Reality) production. The child is introduced to the digital world very early in their formative years.

It is a social project purpose-designed to raise the digital consciousness of the general population starting with the very young.

W5GO apps and games are excellent stimulations for the very young to generate rapid neuron connections in their formative years and make them very smart and well attune to do well in a world that is fast becoming predominantly digital in all its operations.

W5GO Apps and Games pose questions with What, Who, When, Where and Why and provide the answers to help the child learn and urge the child to think outside the box and dig deeper by asking questions with Why Not and What If.

Why W5GO ?

W5GO proposes to teach and to explain to the child about things and occurrences in their environment and the hearsay of daily living that they observe and hear and to ignite and fire up the imagination of the developing child.

W5GO Apps pose questions with What, Who, When, Where and Why and provide the answers to help the child learn and urge the child to think outside the box and dig deeper by asking questions with “Why Not” and “What If”.

The teaching to and learning by the child and the challenges to the child in learning are made much more effective and efficient and interesting and real with the use of Augmented Reality techniques. [W5GO](#) app is a useful facility to

label The parents and guardian who are too busy working to make a living and have no time to do research on Google and assemble the required information for and teaching the child in a way conducive to learning by the child

The teacher who can use some help of a teaching aid – simply run [W5GO](#) on a Smartphone or a Tablet that is enabled with use of an adapter such as Airtime on a large display for the whole class

The under-resourced school in developing countries for teaching children essential knowledge and English

What advantages do W5GO offer?

Resourcefulness - it is a properly researched selection of essential information on important topics for upbringing of a child

Availability - the information and learning materials are readily available to the child on demand with the use of a Smartphone

Evolution – [W5GO](#) Project subscribes to the Wiki notion for collaborative development. Teachers and specialists in child education are invited to give us feedbacks and to contribute to the development of [W5GO](#) Project with proposal for ideas for new development and for improvement of published [W5GO](#)App.

Who are the target users?

[W5GO](#) episodes and games are purpose-designed for children ages 4-6 who are preschoolers attending junior kindergarten and daycare classes typically receiving education in English. But they are relevant to children of the age group or older children who are receiving education or making dialogue in language not primarily English because [W5GO](#) is designed to teach the child who is playing the [W5GO](#) app useful English words and expression in ways that are unobtrusive and fun and entertaining. Typically, a child will learn some 20 new words when they play a [W5GO](#) app episode. [W5GO](#) Project will produce 100 episodes of [W5GO](#) on various common and timeless topics. When a child has played all the 100 episode of [W5GO](#), they will have learned two thousand words and many expressions in which the words are used. They will have acquired a sizable vocabulary and learned to use many expressions in the English language.

[W5GO](#) Project will also design, develop and produce [W5GO](#) episodes that are specially made for a child on the Autistic Spectrum including Asperger's. It's known that there is a limited time window (ages 3-6) in the early-age life of an Autistic child when their behavior can be significantly helped or corrected to be like that of a typical non-autistic child.

Purpose-designed **W5GO** episodes will incorporate special features to meet the requirement of the autistic child.

Where is W5GO app and game useful?

W5GO app in various episodes and games are designed and developed with an international outlook to be useful to the very young children of countries worldwide including non-English speaking countries. It is recognized that English is predominantly the language used in Information Communication Technology (ICT) space and the Internet and as such all children would be well-served with the knowledge of the English language and the facts and figures of/about things and observation in daily living for their needs later in life as they grow up..

The proponent of the **W5GO** Project is particularly intent on making **W5GO** apps and games useful and helpful to children living in parts of the world with emerging economy.

When to use W5GO?

W5GO apps and games are designed to be helpful and useful to the parents and/or guardians and/or teachers of the child as good assignment of activity for the child to occupy their time whenever there is an opportunity or need to do so. They are better options or alternatives to having the child sit in front of a TV or doing nothing and being listless.

Teachers are urged to use **W5GO** apps and games as supplementary or complementary teaching materials to formal coursework for the class.

Why should W5GO merit the Award for Orange Africa Social Venture Prize

W5GO is purpose-designed to raise the digital consciousness of the general population starting with the very young in countries worldwide especially the ones that are emerging economy and having an urgent need to get up to speed with the industrial nations in introducing digital techniques in daily life of their populace and the operations of their businesses.

W5GO plans to build and publish as many as 100 W5GO episodes in apps and games over the next 12 months. We now have published 12 apps and games and have 4 more more apps and games in development to be published with the next 2 months.

W5GO is already doing a great deal of social good.

W5GO is a not-for-profit project that can lend itself to various creative ways of monetization.

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PPIXELLS in category for Orange Africa Social Venture Prize





PPIXELLS www.ppixells.com is a service platform purpose-designed to be a digital central for recreation and enjoyment by its subscribers in many ways and modes of activity, notably

- where one can post one's best photographs, including 360-degree photographs, and videos, including 360 degree videos of places, things and events, that one has taken / recorded and to share them with other subscribers
- where one can enjoy the pictures and images including 360 photographs and videos that are posted by others
- where one can make DIY (Do-It-Yourself) Augmented Reality (AR) Production of/with pictures/images available in the service platform and also make DIY 360VR (Virtual Reality) Production of/with available 360 photographs.
- where techniques for DIY AR and VR Production with the use of web-based editor, named VIVE-AR for AR Production and DIY mobile editor named QiiQ-VR for making 360VR Production are explained and made available to the service subscribers to use.
- Where one can be enlightened and enriched with wonderful images and great facility for making AR & VR Production to show to friends and loved ones

VIVE-AR

VIVE-AR provides storage facility for the 'Marker', 'Content' and AR Projects. For DIY AR Production PPIXELLS service platform offers VIVE-AR which consists of 2 parts, namely (1) a Web Editor and (2) a Mobile App.

VIVE-AR Web Editor is a web tool which allows users without programming experience to create AR production. It is simple and easy to use and IT IS FREE.

The user is asked to select or upload an image as AR 'Marker' to create a project; afterwards they can add AR 'Content' such as Text, Image, Audio, Video and 3D geometric Box.

As VIVE-AR Web Editor provides a 3D space to display the 'Marker' and 'Content', it is very convenient and intuitive for the user to manipulate these objects. The user can share projects with others through email.

To view an AR project, one would need to use the VIVE-AR Mobile App in following 3 simple steps: (i) First, download and open the app (ii) Second, scan project QR code and (iii) Third, point the camera on the 'Marker' image to view AR production.

QIIQ-VR

For DIY VR Production PIXXELLS Service Platform offers QiiQ-VR with which the user can create VR projects based on 360 images or videos. One can link 360 images and videos together to create a 360 scene in which the user/viewer can look around or into which they can “tour”.

QiiQ-VR offers many other useful features such as allowing the user to post 360VR Projects for sharing with friends worldwide and to have them “like” the 360VR Projects and to leave comments about them.

QiiQ-VR offers many other useful features such as allowing the user to post 360VR Projects for sharing with friends worldwide and to have them “like” the 360VR Projects and to leave comments about them.

QiiQ-VR provide storage facility for your 360 images or videos and the 360VR projects.

With all-in-one design pf 360 VR QiiQ-VR, one can create and view 360 VR tours right on one's smartphone!

Using the 360 images stored in one's phone and the QiiQ-VR Editor functionality, one can create virtual tours of any physical space from a single room of a house to a shopping mall and then publish them for viewing in a matter of minutes, without ever leaving the app!

Why should PPIXELLS merit the Award for Orange Africa Social Venture Prize

PPIXELLS service platform is another social project of EcoCarrier that is purpose-designed to raise the digital consciousness of its service subscribers in having them engaged in activities that employ digital techniques for AR, VR and MR Production that are burgeoning in the digital economy. Its proposition is recreational, entertaining and educative to the user.

It is an important social project to the general population - people of all age groups in any country. But its especially relevant and important to Africa as the continent's economy is rapidly and essentially becoming digital.

It is a not-for-profit project that can lend itself to various creative ways of monetization.

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