

# Breathtaking IT projects of high quality with authentic design, modern architecture on the peak of emerging technologies

We make immersive high-tech spaces to tell a story and create new culture where human interact with digital environment on a physical level.

Our own project is the platform to experiment and try new ideas - Hello Park - now is the biggest operating network of multimedia parks worldwide.

At present, we manage to combine and balance stable position on the market with a dynamic startup atmosphere, bringing our team together.

hello.io

interactive  
technologies



**We operate globally since 2011, our team consists of 100 specialists and we have so many ideas to share with the world.**

100+

professionals in the team

448

completed projects  
worldwide

102

cities with projects:  
CIS, Latvia, Kuwait,  
UK, Spain, China,  
Philippines, South  
Korea, etc.

9

years on market

∞

creativity



## Map of our projects

We've made more than 160 projects  
in Russia in more than 20 cities.

**Hello Park** — Seoul, Woongjin, Manila, Moscow and 16 Russian cities  
**Multimedia exhibition “Alice. Return to Wonderland”** — Russia, Moscow | Austria, Vienna | South Korea, Jeju island | China, Shenzhen, Shanghai, Chanzhou, Chengdu  
**Multimedia exhibition “Future Live”** Latvia, Riga | Lithuania, Vilnius | Belorussia, Minsk  
**Injoy Center - edutainment center for kids, multimedia zone** — UK Southampton and Derby.  
**“Japan” Multimedia Theme Park** — Philippines, Manila





## **Main services**

**Content production**

**VR, MR, AR**

**Digital attractions**

**Hello Park (5 themes)**

# Part 1:

# Content production

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# Content production is the main business for hello.io

## About

We create completely new content for our clients from scratch, and every project is a whole concept.

Our team consists of the creative department, engineers, software engineers, designers, art directors, technical team, leading managers, etc.

We produce multimedia experiences from concept to onsite installation. Our client list includes Audi, KIA, Museu de les Ciències Príncipe Felipe, Rosbank, EFES, Urban Planning Museum (Shenzhen), etc.

## Target Audience

Main consumers of our products are public bodies, co-public and private corporations, as well as private investors.

Museums, exhibition spaces, festivals, street lighting multimedia solutions for parks (festival of light), companies-developers of entertainment (theme parks, shopping malls, family entertainment centers, etc.), theater industry, live shows, buyers of kids` entertainment equipment.

Target audience of B2C varies depending on the project. Due to originality and involvement products gain interest among all categories of citizens (from children and youth to 30+ and those who are retired).



# Alice. Return to Wonderland

## Enterprise honor

### Alice. Return to Wonderland

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Multimedia exhibition first opened in [Moscow](#) in 2017. We collect our best practices over the years, combine best interactive games — to make Alice.

This year Alice 2.0 launched in South Korea, Jeju Island.

Distinctive storyline based on classical Alice story, adjusted in a quest with 17 multimedia zones.

August 2019 — Alice had been launched in [Vienna](#), Austria. It is just the beginning for Alice.

Had great success in Moscow, attract many visitors and then been brought to China.

4 cities — [Shenzhen](#), [Shanghai](#), Changzhou, [Chengdu](#)



## The journey consists of 3 missions

- To get together with friends and free Alice from the evil Queen
- To send the evil Red Queen away from the Wonderland
- To make up new friends and inhabit Wonderland



# 17 multimedia interactive zones





# Merchandise line of products

# Japan park

Japan is the exotic Land of the Rising Sun, full of tradition and enchanting magic.

To visit this amazing country, you no longer need to take a long flight — all you need is to visit our new Interactive digital park.

As you follow the path through the park, you will learn about the fairytales and legends of Japan.

This amazing world with fantastical characters and stories is interesting for visitors of all ages: children, teenagers and adults.

[Watch it](#)

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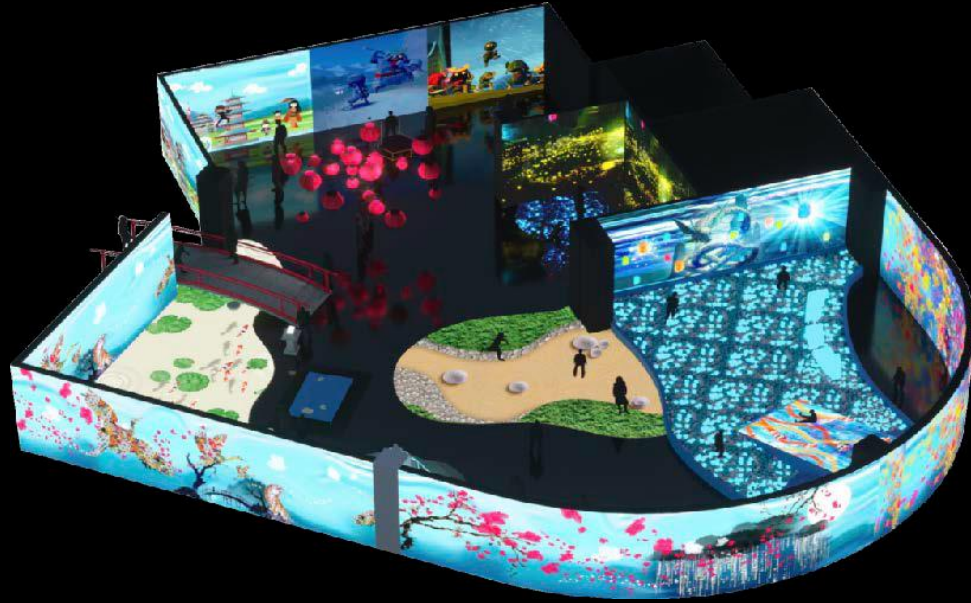


**500 m**  
square

**5 000**  
people per month

**45 minutes**  
average visit





# 11 multimedia interactive zones





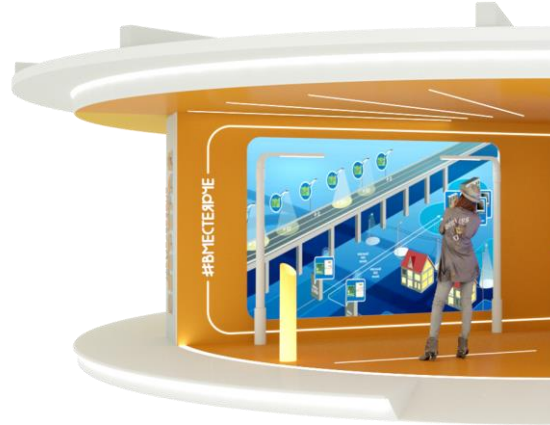
**Contents in production:**

**Multimedia Aquarium** - 2 projects under elaboration: Oceanarium and the Jurassic underwater world.



**Digital sports** - interactive sports projection parks with a common system for calculating points through bracelet readers. The park is ideal for team games, school classes, TV shows shooting, etc.

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## Contents in production:

**Hello Park Eco** is an eco-educational project on responsible consumption of resources. It is an exclusive social business project, ideal for CSR of corporations and the state. The project is 50% ready. The topics of energy saving and waste sorting can be disclosed here.



**Fantasy parks** - a park of the future, other universes, non-existent imaginary worlds.





## Contents in production:

**Natural parks** - zoos (3D illusions, education), nature management, geodesy, underwater world, paleontology, Africa Park (ready), 4-seasons park, etc.

**Art parks** - multimedia paintings, artificial intelligence, generative content. Interactive museums inspired by existing world leaders - Hermitage, Louvre, Prada, etc. Concept stage.



**Contents in production:**

**Science parks** - space, nature of chemical/physical phenomena, robotics, anthropology, etc.



**Music Park** - disco park.





## Contents in production:

**IP parks** - we already cooperate with some Russian brands for whom we make parks or prepare concepts. A park can be created based on any character, fairy tale, movie, cartoon, game or product. About 40-60% of educational content is implemented.



**Kids educational content** - professions (rescuers, urban planning, etc.), national values, cities, historical parks, survival school, traffic rules, etc. Psychological and physical development of children from 3 years. Parks can be aimed at preschool education as well as at school-age children and teenagers.

# Part 2:

# AR, VR, MR





## Mission Mars VR

«Mission MARS» — The first-ever VR-quest in Russia using the physical movement of a person in the provided space. In August 2018 we launched the VR project Mission Mars in Valencia, Spain, in the City of Art and Science Museum. Mission MARS allows participants to become the commanders of a scientific station on Mars and explore the red planet through a virtual headset.

Another VR game — [Mars Drive](#)

[Watch it](#)  
[Read it](#)






## AR show for #1 singer in Russia Svetlana Loboda

Our company is the first company in RUSSIA who has made official app for Russia top singer SVETLANA LOBODA for her three one by one shows in Crocus City concert Hall. App works during the show and uses AR technologies to give fans additional experience. During the show visitors receiving push notification to take out their devices and open the app. They can save video in real time and share it in social media.

[Watch it](#)

# Part 3:

## Digital attractions for events, festivals, museums





## Digital Attractions for Events

[Hello Phygital](#) company was founded by Hello.IO for:

- rent and sell unique interactive installations, photo booths for events, exhibitions and summer festivals
- short term rentals
- operates globally



**Project for the Tchaikovsky Museum,  
we learned a lot about the profession  
of conductor.**

We have created a fascinating interactive installation where every visitor can play in the role of an orchestra conductor. To achieve greater realism in the movements, we turned to professional conductors and shot the Helikon-Opera orchestra. The orchestra performed for us all the musical compositions that visitors of the installation can hold. Thanks to this, the orchestra even reacts to the way the player conducts.

[Watch it](#)





## Robot painter

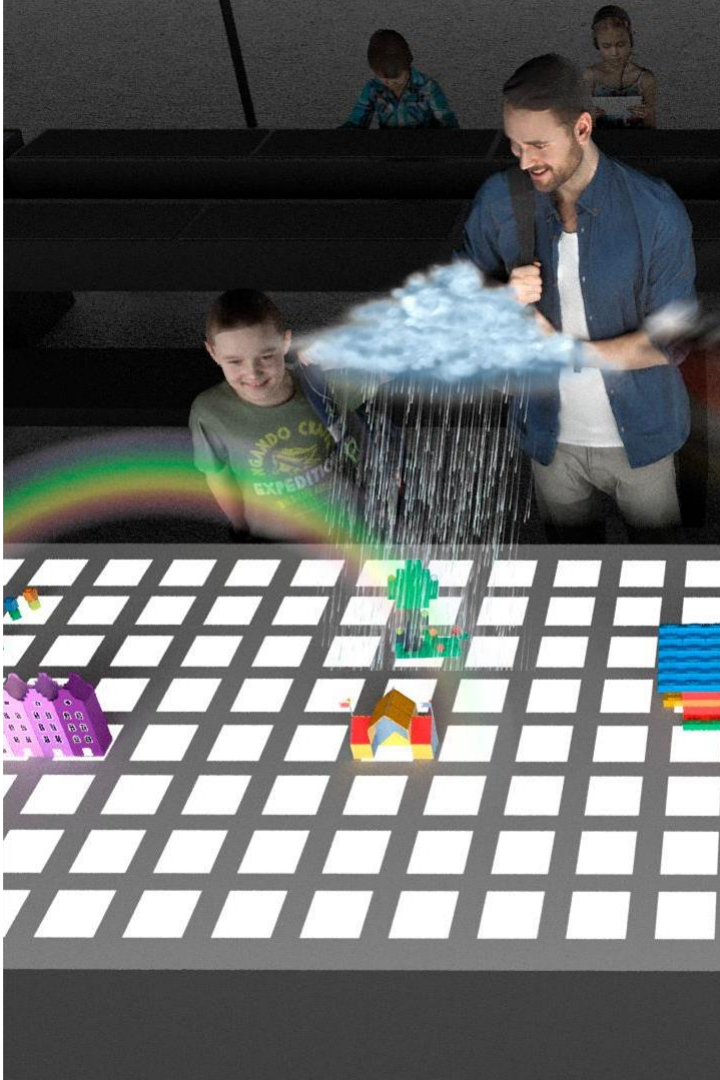
Interactive urban art-project «Robot-Artist»

Was created for the Rosbank of Moscow, launched on 18th of June in 2017. We faced a challenging task of showing the innovative character of the brand while engaging the audience into the conversation. We started with a common insight that banks are intelligent, yet soulless financial machines. Since Rosbank supports the Impressionists' collection in the Pushkin's Museum, we chose art as our starting ground and decided to prove that even machines can perceive and inspire.

We taught the industrial robot to draw like a real impressionist and scan the colors from the clothes of citizens passing by. The results of the project are as follows:

2 weeks in Sokolniki park, choice of 2 great art piece, 55 930 brush strokes, 2 000 000 visitors, 4508 participants.

[Watch it](#)



## **Lego exhibition**

Hello IO for Lego exhibition - magic project with huge interest among visitors!

This attraction have three zones:

1. Kids can create personal cartoon by using Lego heroes.
2. Kids can make lego heroes from bricks alive. Build heroes from bricks, scan it and push the button to see them alive on big wall.
3. Kids can build their own city using lego items!

[Watch it](#)

# Part 4:

# Hello Park





## What is a Multimedia Park?

A multimedia Park — is an indoor space with interactive attractions, divided in separate zones with different gameplay mechanics.

This solution is ready made, scalable and might be bought as one attraction or a full park.

Visitors can play simultaneously in the same zone. No wires, no helmets or any other special equipment is needed.

We present 5 theme Multimedia Hello Park

[Watch it](#)

[Website Hello Park](#)

[Catalogue of attractions](#)



## Party in Hello Park

Park comes in different formats, depends on the size of the venue, it can be a park located in a mall or other place or it can operate as exhibition, which can be moved to other places/cities.

## Hello Park has 5 themes



We are offering 14 interactive attractions, each one can be changed in 5 most popular themes options: space, ocean, robots, toys, animals. That means that buying 1 game you get 5 of them!

The price consists of equipment (projector, PC and sensors) and the software license price. Equipment might be bought in any country. The software might be installed via internet connection (if we speak about 1-2 attractions).

Park offers various theme options, that's why it's interesting to come again and again, or have events dedicated to a particular theme. Content can be changed easily on administrator's tablet.

Park 5 themes can operate as an exhibition and change its location.





## Hello Park has 5 themes

All promotional materials, game software, interfaces are available in English.

Regular language adaptation time for the new market - 2 weeks.

The scene size automatically changes depending on the set parameters and can be from 2 meters in length to 12-15 in some areas.

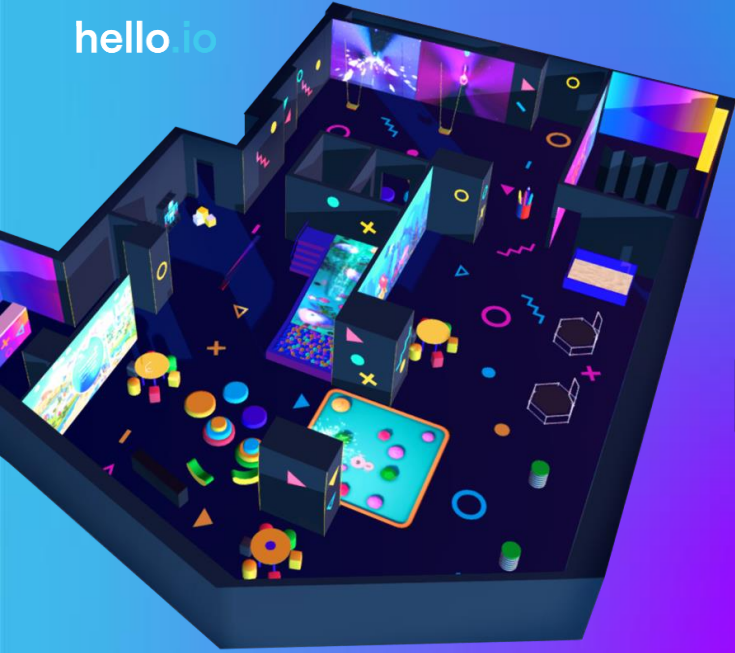
Prices depend on the market and equipment cost whereas might vary. The attraction can be sold separately or as a set of games enough to create a full park.

Final Targeting Audience (B2C) - families with children from 3 years.



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**Flexible design:**

**1000 m**

12 attractions and more  
500 people

**500 m**

up to 10 attractions  
250 people

**200 m**

6 attractions  
100 people

**THANKS!**