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The annual listing of 10 startups that are at the forefront of providing MarTech solutions and transforming businesses

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ARway.ai

**AI powered Spatial Computing
AR-Infused Marketing Solution
Purpose Built For Apple's Vision
Pro, Magic Leap and Microsoft's
HoloLens, and Mobile Phones**

Initially popularized through consumer platforms like Snapchat and Pokémon Go, augmented reality (AR) has transcended its sci-fi origins to become a technology that creates meaningful and impactful experiences in everyday life today.

More than a novel gaming innovation, it is now a transformative force set to enhance productivity, reshape digital marketing strategies, boost customer loyalty, and unlock new growth opportunities.

A pioneer in transformative AR-based technology, ARway provides a comprehensive AR experience and navigation platform, including the ARway software development kit (SDK), a user-friendly mobile application, and an intuitive creator portal.

Unlike expensive indoor GPS-based navigation systems that require Bluetooth, ultra-wide bandwidth, Wi-Fi, and other network connections, ARway's platforms can reach building basements or the top floors of a skyscraper with centimeter-precise localization. It uses a geo-targeted and geofenced technology deployed throughout indoor locations to gather latitude and longitude coordinates of mobile devices, eliminating the need for upfront capital investments in hardware and staff for this purpose.

Similarly, ARway's creator portal is an intuitive web-based solution for users to easily create guiding maps, manage their marketing content, and deliver interactive customer experiences. Using the portal, they can drag and drop pre-built AR images, videos, and audio or use its interactive content templates that do not require coding, hardware modifications, or specific software skills for publishing.

ARway's mobile application for network-connected devices seamlessly integrates with AR glasses, allowing users to receive a hands-free experience. Even if users do not have the required glasses, they can easily experience the AR effects by using their mobile devices to scan a QR code.

The firm also offers next-generation point-and-click wayfinding capabilities. Through customized billboards with advertising and sponsorship implications, ARway increases a



Evan Gappelberg,
CEO

client's marketing inventory to promote products to existing sponsors on its digital turf. For example, a hotdog stand or mall shop can promote offerings through AR coupons, featured listings, or directory placements that help define routes for a potential customer.

To avoid the damage cookies and tracking algorithms may bring into an ecosystem, ARway provides a cookie-less solution built on a 3D engine that sends relevant ads



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We leverage AI to auto-scale environments, monetize advertising opportunities, enable corporations to create a dedicated airspace, and instantly transform a floor plan from a physical 2D paper into a digital twin or 3D spatial map



to visitors once they enter a specific location. Essentially, ARway eliminates troublesome ad notifications that adversely impact customer experiences.

"We leverage AI to auto-scale environments, monetize advertising opportunities, enable corporations to create a dedicated airspace, and instantly transform a floor plan from a physical 2D paper into a digital twin or 3D spatial map," says Evan Gappelberg, CEO of ARway.

As hyperlocal and invasive programmatic ads continue disrupting user experiences, businesses continue to seek alternative AR marketing channels. Capitalizing on this trend is particularly frustrating for venues such as large stadiums and others that invest significant resources in attracting visitors yet struggle to achieve impactful audience monetization due to the many advanced market players.

ARway is a channel for marketers to bypass these hurdles and express their business objectives, attract foot traffic, and attain the ability to track customer progress, from awareness and consideration to conversion and retention.

Releasing previously untapped ad revenue streams, ARway delivers a marketing mix that quickly solves revenue generation problems for large multipurpose venues. It creates a custom AR experience on existing systems and applications and collects valuable visitor information to monetize smartphone attention.

An excellent success story highlighting ARway's benefits is when it assisted a mall in managing a large-scale project. Through this engagement, the client could accomplish three objectives: building a complete digital directory for shops, amenities, attractions, and events, an interactive wayfinding and navigation solution to guide mall visitors, and customer loyalty and gamification modules.

Based on customer behaviour, this client combined ARway's gamification and navigation features with their loyalty management and card systems. It amplified their shopping experience by offering treasure hunts, redeemable points, gifts, and in-kind items on specific purchases while monitoring other customer attractions within the mall.

Presently, ARway is working on global pilot programs to create the ultimate pioneering technology to capitalize on the imminent MarTech needs with innovative AR glasses. It has recently commenced integrations with Microsoft HoloLens, an untethered mixed reality headset, Magical Leap, a head-mounted AR display, and technology giant Apple's Vision Pro. ARway is poised to create personalized indoor and outdoor wayfinding and AR navigation solutions for diverse commercial spaces. **MT**