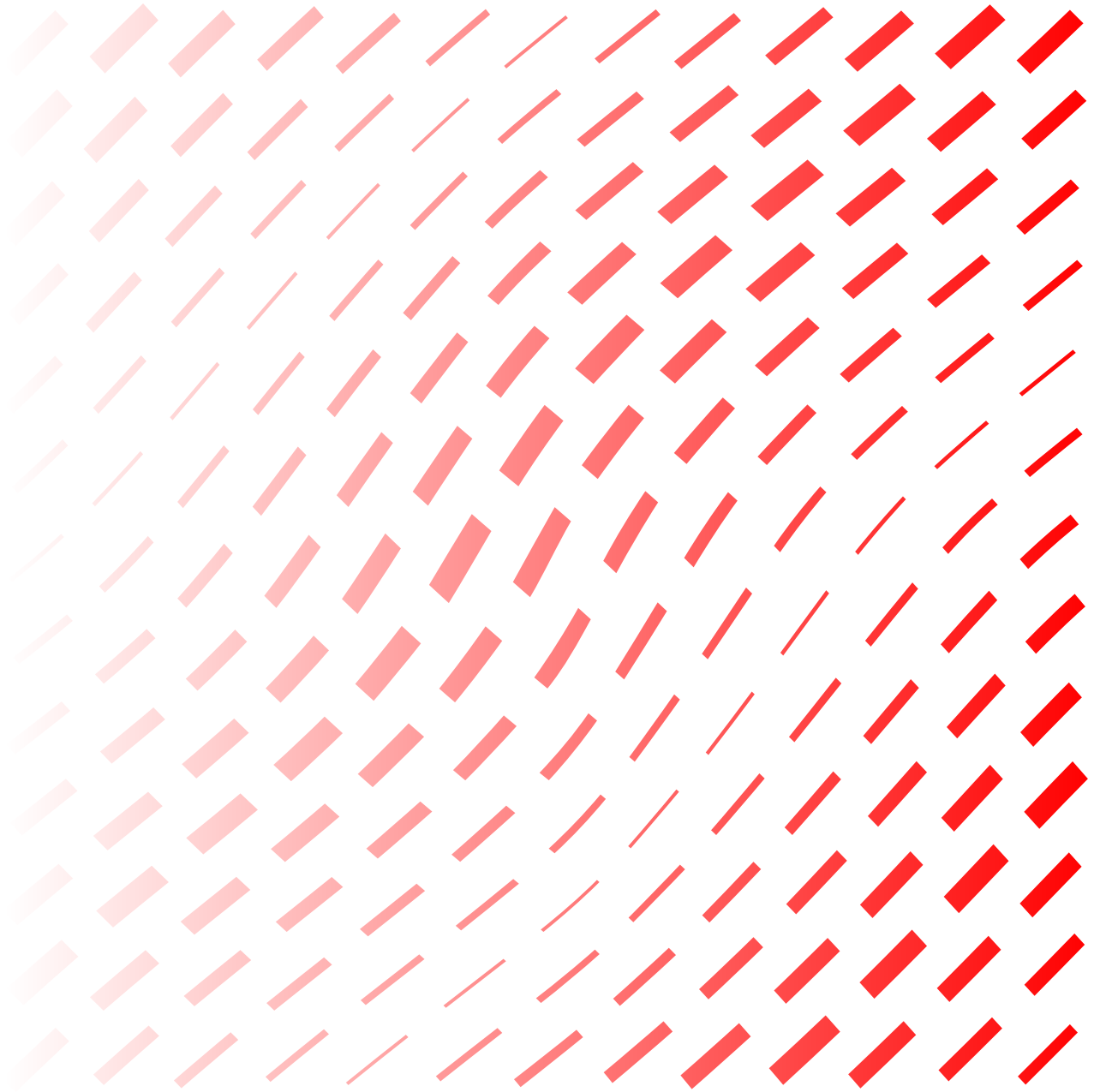




Services Guide



2024



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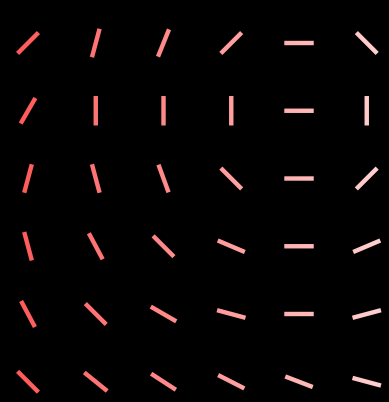
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About Us

Horizon Studios is a global brand that craft user-centric VR/AR/MR experiences through expert UX design and meticulous development, all backed by comprehensive marketing and post-production services.

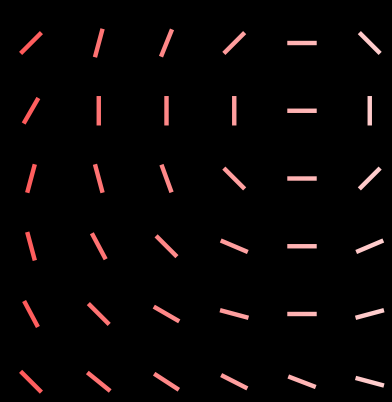
Development



BRIEF DESCRIPTION

Digital Reality dives beyond screens, creating immersive experiences that simulate the real world. Technologies like virtual reality (VR) completely transport you to computer-generated environments, while augmented reality (AR) overlays digital information onto your physical surroundings. Mixed reality (MR) blends both, letting real and virtual elements interact. With haptic feedback and spatial audio, Digital Reality strives to blur the line between the digital and the real, offering exciting possibilities for various fields.

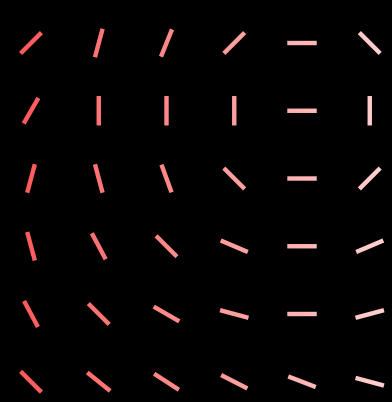
Development



BENEFITS OF OUTSOURCING FOR YOUR BUSINESS / BRAND

- **Cost-Effectiveness & Expertise:** Skip the high costs of building an in-house DR development team. Leverage a global pool of skilled professionals at potentially lower costs, getting access to cutting-edge knowledge and experience.
- **Scalability & Focus:** Easily adapt your development team size to your project needs, freeing up internal resources to focus on what matters most - your core business or creative vision.
- **Faster Time to Market & Reduced Risks:** Get your DR experiences to market faster while mitigating the risks associated with hiring or unforeseen technical challenges.
- **Enhanced Creativity & Diverse Talent:** Spark new ideas and perspectives by collaborating with a global pool of talented professionals, leading to more innovative and impactful DR experiences.

Marketing

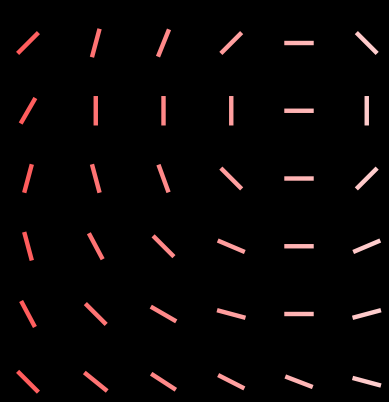


BRIEF DESCRIPTION

Immerse your audience and elevate your marketing with digital reality (DR) services. These services leverage VR, AR, and MR technologies to create engaging and memorable experiences that go beyond traditional marketing tactics. From stepping into virtual worlds to interacting with augmented information or experiencing a blend of real and virtual, Digital Reality offers unique ways to showcase your brand, educate customers, and stand out from the competition

Digital Reality marketing services are tailored to various industries, including retail, education, travel, and events, offering immersive learning, interactive experiences, and data-driven insights. Collaboration with us can unlock the potential of this innovative approach, driving brand growth and customer engagement to new heights.

Marketing

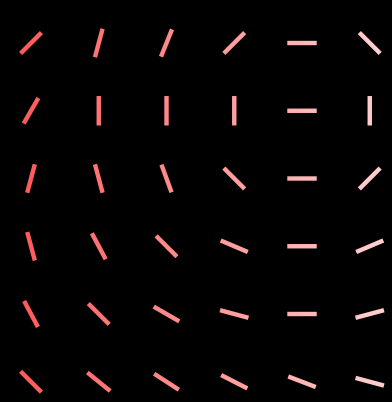


BENEFITS OF OUTSOURCING FOR YOUR BUSINESS / BRAND

The world of digital reality (DR) marketing offers a captivating avenue to engage your audience and propel your brand forward. However, navigating the technical complexities and creative demands of DR marketing can be daunting. Outsourcing these services provides an effective solution, unlocking a plethora of benefits that can elevate your marketing efforts and fuel business growth.

- **Cost-effective:** Access global talent pool, lowering costs
- **Faster time to market:** Launch campaigns quickly and efficiently.
- **Enhanced creativity & innovation:** Spark new ideas with diverse perspectives.
- **Scalability & flexibility:** Adapt your team size as needs evolve.
- **Data-driven insights & expertise:** Gain valuable data and optimize campaigns.
- **Reduced risk & expertise gap:** Mitigate risks with experienced professionals.

UX Design

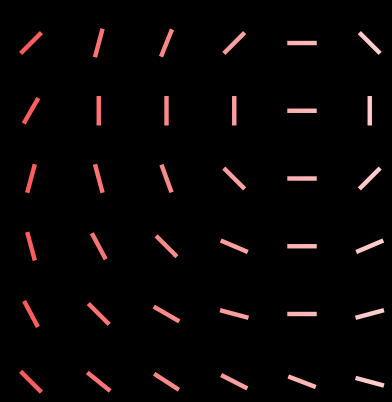


BRIEF DESCRIPTION

Forget flat screens, XR (Extended Reality) throws you into the heart of the action! UX design for XR takes user experience to a whole new dimension. Unlike traditional design, it considers the unique challenges and opportunities presented by virtual reality (VR), augmented reality (AR), and mixed reality (MR).

Here, user interaction goes beyond clicks and swipes. Instead, UX designers craft intuitive ways for users to move and interact with virtual objects in a natural way. They also consider how sight, sound, and even touch can be used to create a believable and engaging experience. Ultimately, the goal is to ensure users feel comfortable and present within this new world, fostering a seamless and intuitive interaction.

UX Design

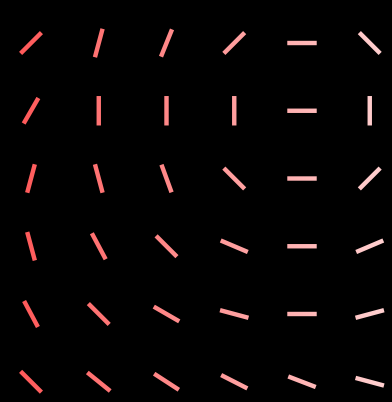


BENEFITS OF OUTSOURCING FOR YOUR BUSINESS / BRAND

The world of Extended Reality (XR) offers businesses and brands a revolutionary way to engage audiences. But crafting immersive and user-friendly XR experiences requires specialized expertise. Here's why outsourcing UX design for your XR project can be a game-changer:

- **Access Cutting-Edge Design Talents:** Gain access to a pool of highly skilled UX designers who stay at the forefront of XR trends and technologies
- **Cost-Effectiveness and Scalability:** allows you to tap into expert resources on a project-by-project basis, aligning your costs with your specific needs. This is particularly beneficial for businesses venturing into XR for the first time or with fluctuating project needs.
- **Diverse Design Perspective:** An external design team brings a fresh perspective to your project. They can challenge assumptions and identify opportunities you might have missed, resulting in a more innovative and user-centered XR experience that resonates with your target audience

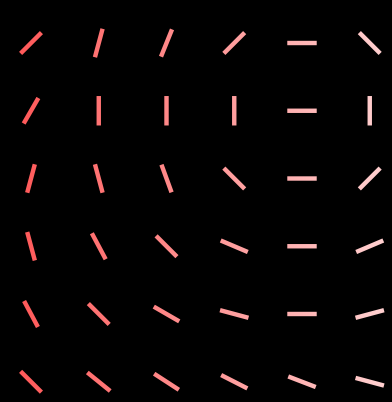
Post Production



BRIEF DESCRIPTION

In the age of digital reality, spatial video and audio are revolutionizing immersion. These technologies go beyond traditional media, incorporating spatial awareness to replicate how we perceive the world. Spatial video captures and presents 3D environments with depth, allowing you to explore a virtual forest where trees seem to stand before you. Spatial audio recreates the direction and location of sounds, like footsteps approaching from behind in a VR game. This powerful combination fosters a more natural and engaging experience, making users feel truly present and able to interact with the virtual world in a more intuitive way.

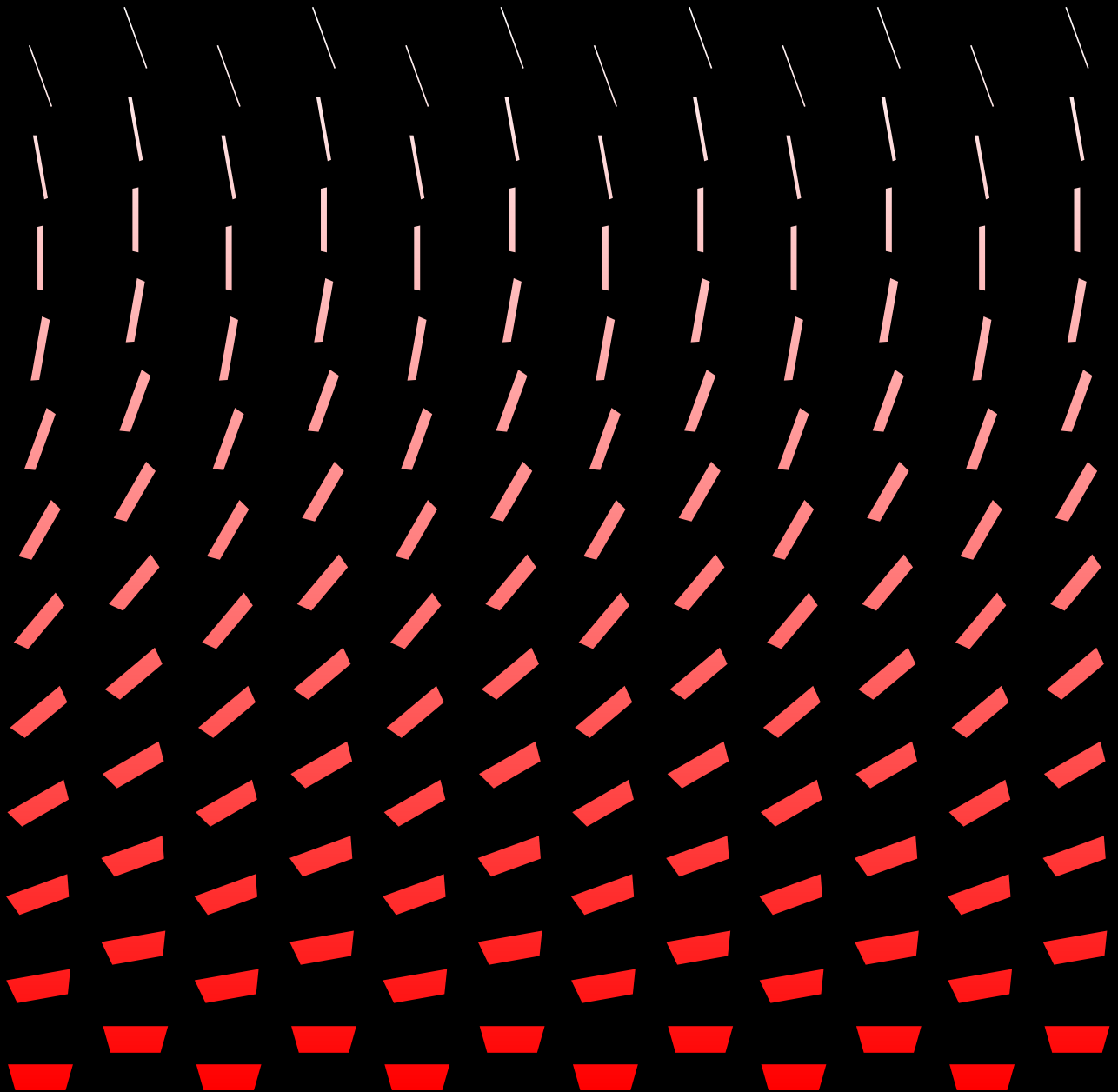
Post Production



BENEFITS OF OUTSOURCING FOR YOUR BUSINESS / BRAND

- **Cost-Effectiveness:** Avoid the significant investments required to build and maintain an in-house spatial post-production team. Outsourcing offers cost-efficient access to this specialized expertise, allowing you to optimize your budget while achieving exceptional results.
- **Faster Time to Market:** Benefit from the efficiency and streamlined workflows of experienced outsourcing partners. This accelerates your content creation process, allowing you to get your projects to market faster and capitalize on emerging trends.
- **Scalability and Flexibility:** Adaptively scale your post-production needs based on project requirements. Outsourcing teams can seamlessly adjust their resources to meet your specific demands, ensuring efficient allocation of resources.
- **Focus on Core Strengths:** By outsourcing, you free up internal resources to focus on your core competencies. This allows you to channel your efforts into areas where your team excels, while ensuring your spatial content reaches its full potential.
- **Reduced Risk and Expertise Gap:** Mitigate the risks associated with hiring and training in-house specialists in a rapidly evolving field. Outsourcing partners possess the skills and experience required to navigate the complexities of spatial post-production, reducing risks and ensuring successful project completion.

Contact us for further inquiries



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