





DYNAMIC
AUGMENTED SOLUTIONS

“Mixing Reality”

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Who Are We?

A team of specialists with 4+ years experience creating Theatrical Augmented Reality for North American Haunted Attractions and Theme Parks.

Previous AR projects included integrating synched animatronic, audio, and lighting effects with AR content, creating a marker based experience that worked in zero lighting, working with high volume venues, under tight deadlines, and across varied North American Regions - while also creating AR experiences accross a variety of non entertainment industries.

**[For More Company Info](#)
[Click Here](#)**



Problem:

Most AR products fall into 1 of 3 problem categories:

- 1.) Pre-existing games that add an AR Gimmick,**
- 2.) Table-top games like ARKit's "ARrived",**
- 3.) Life Sized First Person Gaming with no context for player's surroundings (i.e. the enemies just materialize in players presence to be shot).**



"ARrived"



"Dead Lands"

Why these trends are problematic for AR:

Table-top gaming, in many cases, uses AR tech for novelty, not bringing more profit/value to a “Top Down” game.

Also, it adds arm strain and surface detection requirements to What could be done better in traditional (non AR) mobile gameplay.

Life Sized Gaming where enemies/AR objects merely appear in space break their immersion if it doesn't match player's surroundings (i.e. no environmental context).



Arm Strain already a complaint



Augmented Reality's Target Market:

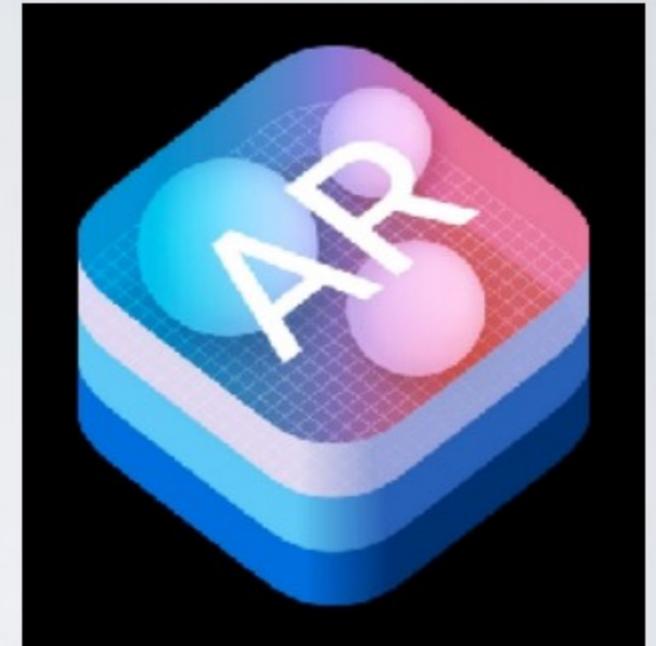
**August 15, 2018: Apple Reality Glasses
rumored for release in 2020**

-iMore

**ARCore will reach 3.6 Billion phones by
2020.**

-VRAR Assoc.

***Future AR/MR headset releases from companies such as Magic Leap, Apple, and others over the next 1-4 years will create exponentially more opportunities for an AR development company to create terrific "Battle-Tested" MR brands such as ARZombi that take advantage/make use of environmental context.**





ARZOMBIE

An 80s horror ARKit Shooter where life sized zombies invade Player's home via its door and windows.

[Click Here to Play For Yourself](#)

Environmental Context:

Players must board up their door and windows to start gameplay. We use this step to learn their room's floorpan, then create an outside Dimension from which the zombies launch their home invasion.

[Click for Mixed Reality Trailer](#)





ARZombi Mobile Reviews

“...the shooting and boarding windows part is really fun and satisfying. It's yet another game that made me enjoy running around the room trying to stay on the objectives. If you are an FPS fan, I have no doubt that you'll enjoy playing this game – Recommended.”

[-ARCRitic](#)

Included on “Best AR Games for iPhone and iPad” 2018.

[-MacWorld](#)

“If you’re looking for a fun game demo of what ARKit can do, *ARZombi* is worth a [download.](#)”

[-Cult of Mac](#)

“It is inevitably immersive and gives thrills of adrenaline...”

[-Mac 4 Ever](#)





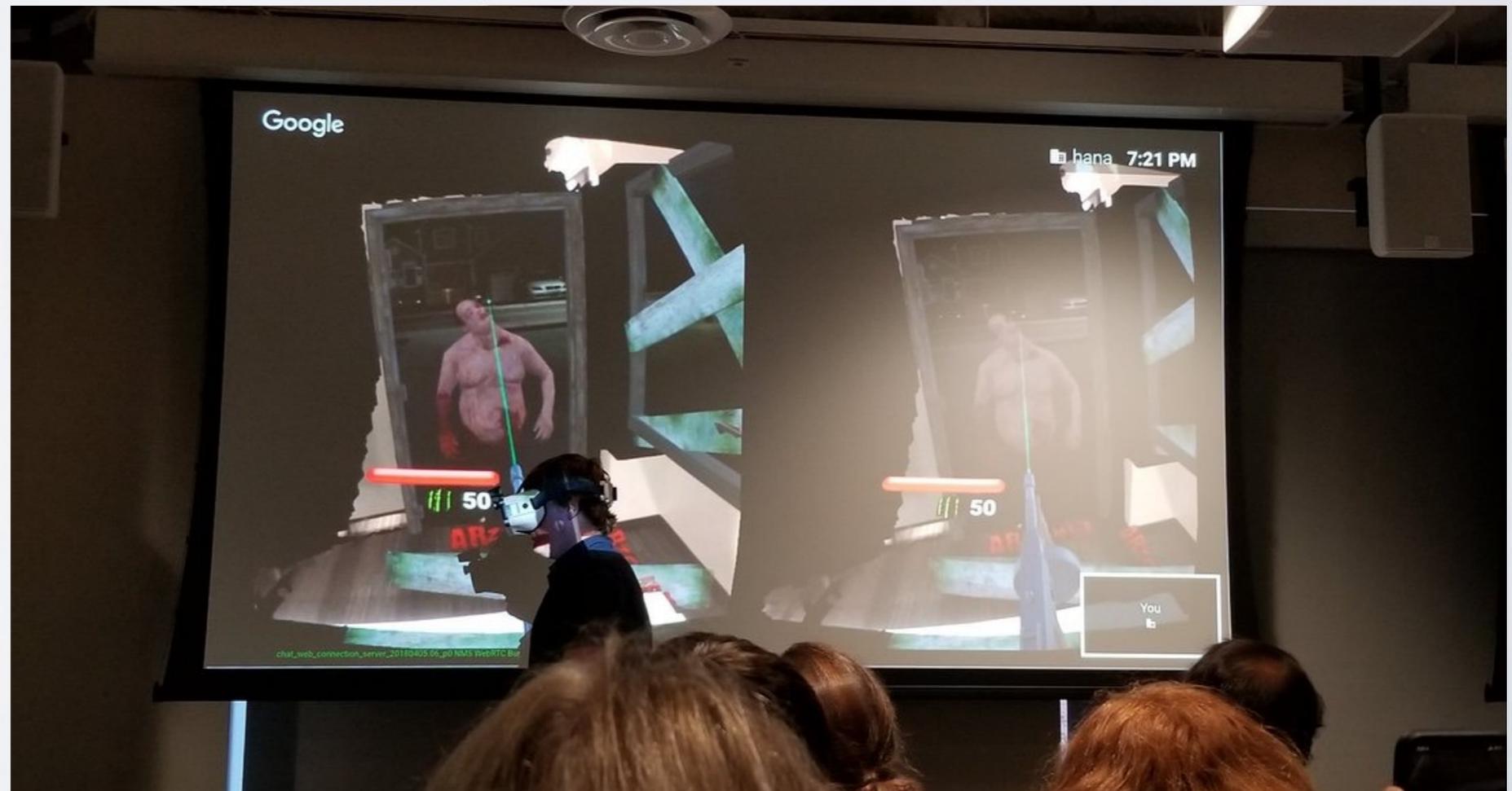
ARZombi Mixed Reality Traction

ARZombi is currently in a Sponsorship Agreement with Occipital to make an ARZombi version that works on their Ground breaking “Bridge Headset”.

BRIDGE



Currently Released:
[Click Here to Download](#)





ARZombi Multiplayer Developments

ARZombi's team is working closely with Placernote's AR persistence SDK. We created the First FPS Multiplayer Demo project "Space Invaders" that will be included in Placernote's SDK.



**[Check Out Footage
\(Click Here\)](#)**

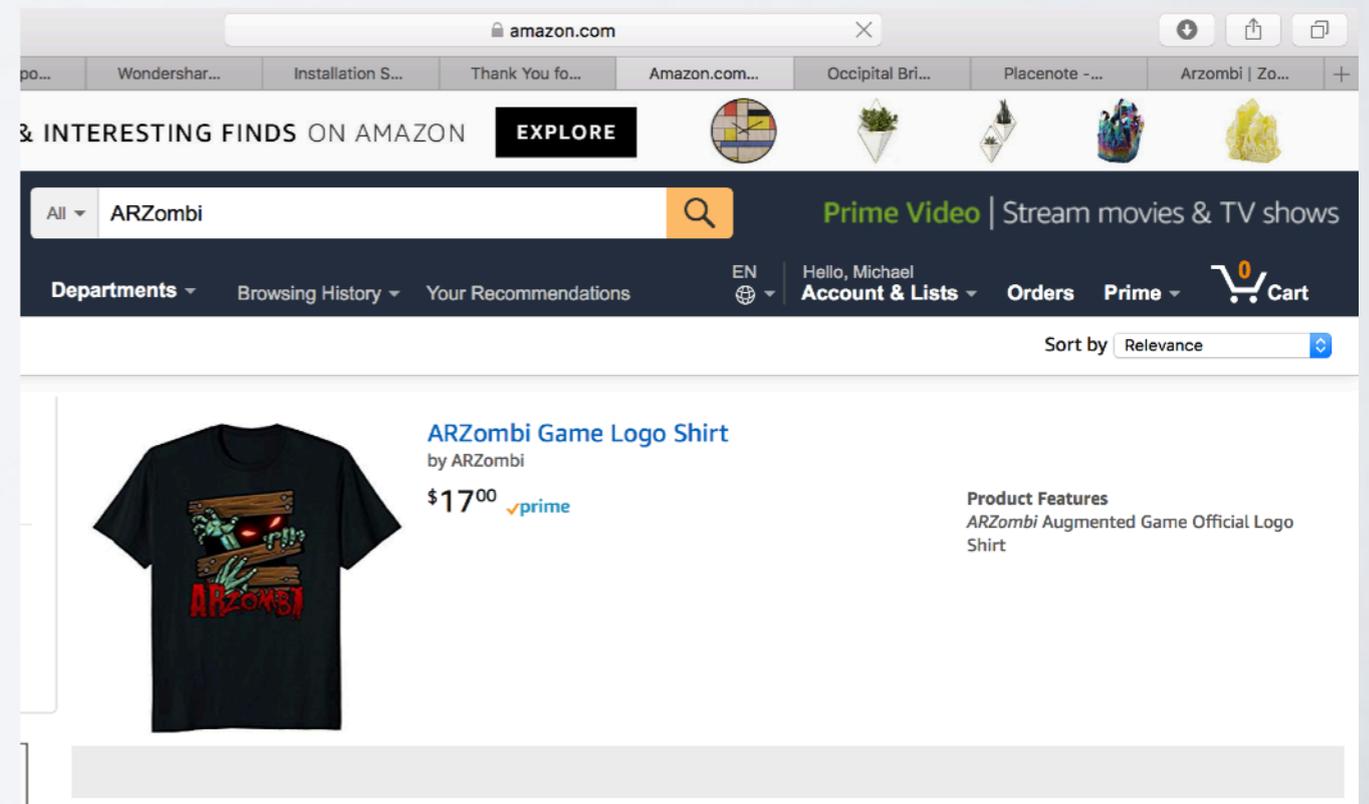




4 Main Revenue Strategies

In addition to 1.) being a paid application and 2.) offering In App Purchases, ARzombi offers 3.) passive advertising and product placement opportunities and is also ramping up to 4.) sell Merchandise such as Logo T-Shirts through Amazon's new "Merch by Amazon"

[Click here to Purchase your own ARzombi Logo Shirt From Amazon!](#)





Other AR Zombie Applications

There are a few other FPS ARkit Zombie Games, but so far they do not integrate player's home into gameplay (i.e. no enemy/environment context).



An ARKit “Walking Dead: Our World” has brand recognition, but keeps players outdoors which will limits MR glasses use that are currently focusing on indoor use.

***Walking Dead doesn't attempt to understand the environment any more than simple "floor detection".**



Investment

We are looking for \$500,000 to develop ARZombi's complete Story Mode, Multiplayer capabilities, and to further our AR Glasses/Headset offering.

This investment provides the means to achieve our goals within 24 months with a monthly burn rate of \$20,000.

Also, we are actively searching to bring serious product placement opportunities to the negotiating table.





CONTACT INFO

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