

ZAUBAR.

The Metaverse  
Builder for the  
real world.

# Once upon a time ...



## Pygmalion's glasses take users to other worlds and imaginary places as early as 1935.

The history of augmented reality (AR) began almost 90 years ago when Stanley Grauman Weinbaum first anticipated the idea of augmented reality in his science fiction story *Pygmalion's Spectacles*. In 1993, Thad Starner at the Massachusetts Institute of Technology (MIT) developed "Lizzy", the first portable computer, which can be described as the first device for AR technology.

AR became popular worldwide with the app "Pokemon-Go", which attracted over 50 million users within 19 days. But what are the possibilities 7 years later in the age of generative artificial intelligence?

Let us take you into a fantastic world. Into the metaverse in the real world, which has long since surpassed the limits of complicated and unwieldy VR glasses.



## Location-based Augmented Reality brings the metaverse into the real world.

5G and also the perfection of smart phones and tablets, which are now available to just about everyone, enable previously unthinkable possibilities in the digital transmission of culture. The barriers are minimal. Even without an app or VR glasses, immersive experiences can be offered that were previously unthinkable.

Using AR tracking technologies from Google, ZAUBAR makes it possible to capture buildings and bodies, making location-based AR suitable for everyday use. In addition, with the help of generative artificial intelligence, our technology already makes content development easier than ever for the user. Endless possibilities will be given in the future – especially when thin AR glasses will be launched.

But let's get down to business. On the following pages, we would like to take you on a journey through concrete practical examples that our clients from the cultural sector are telling in an innovative way with AR.

# Brand, retail and culture via Augmented Reality.

## 10 creative examples from practice.

### Content

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## How Coca-Cola is getting Generation Z excited about Coke Zero.

As part of the international campaign for #TakeATaste, Coca-Cola Germany turns an entire building façade on Nollendorfplatz into a multimedia sampling machine. Scanning a QR code on the façade launches an AR game that transforms the façade, which has been redesigned by graffiti artists, into an interactive grab-and-go vending machine in conjunction with a smartphone. In the game, participating players have to „steal“ the Coke ZERO can from the monsters featured in the campaign. Those who succeed are rewarded with an opening code, which they can use to open a real drinks vending machine via smartphone free of charge in order to remove a Coke ZERO. The innovative campaign was developed in cooperation with the out-of-home specialist XI DE SIGN. With the use of augmented reality and out-of-home, Coca-Cola Europe wants to set new accents for GenZ in particular as part of our ongoing campaign and make the topic of sampling more innovative. If you would like to experience the campaign through the eyes of GenZ, you can watch the contribution by **blondminh** from Berlin (see link below).





## How the Frankfurt Book Fair is celebrating its 75th anniversary with the highest pile of books in history.

To mark its 75th anniversary, ZAUBAR has created a very special highlight for the world's largest book fair: The Messeturm, one of the most famous skyscrapers in the metropolis on the River Main, will be transformed into an oversized stack of books using AI-based augmented reality technology - viewed through the cameras of smartphones or tablets. Visitors to the book fair can take a photo of themselves with the book skyscraper in the 5th dimension and share their extraordinary memory of a very special book fair on social media. During the fair, every visitor to the Frankfurt Book Fair was able to access the experience on a project page and transform the fair tower. Anyone who shared their photo on social media also had the chance to win a stack of current new publications.



## How Holocaust research can be communicated to young generations in a contemporary way.

The Dachau Concentration Camp Memorial is the most visited memorial site in Germany with over 800,000 visitors annually. It is a place of remembrance and learning at the same time. Augmented reality contributes to keeping the memory of the Holocaust alive at this memorable place and also to giving young target groups direct access to the past. The AR application "The Liberation" was developed in cooperation with Bayerischer Rundfunk and supports Holocaust research, especially in the area of education for school classes. Visitors experience the day of the liberation of the concentration camp, in which contemporary historical photos are embedded in the real environment. Personal stories of the liberated and the liberators complement the historical content. The memory is kept alive - the day of liberation can be experienced directly and on site. Many buildings have been destroyed or demolished. Augmented reality offers the possibility to make the former concentration camp in its historical architecture comprehensible even today. The use of augmented reality succeeds in conveying Holocaust research in a new, captivating way and, in the process, rekindles awareness of the historical significance of the events among young target groups. "The Liberation" was experienced by hundreds of thousands of visitors and "The Liberation" was experienced by hundreds of thousands of visitors and received numerous awards and nominations, such as the Grimme Online Award.



## How the opera rolls out the virtual red carpet already on the street to promote new shows.

With the help of the OpAR app, passers-by around the Düsseldorf Opera House can use their smartphones or tablets to look behind the scenes of the opera, meet artists virtually and gain insights into the current programme. In the showcases on the outside wall of the building, excerpts from current pieces of the opera, ballet and Junge Oper can be seen and heard when they are called up with the app. Ensemble member Maria Luisa Castillo Yoshida dances on a balcony railing above the entrance. Below, Lavinia Dames sings Musetta from Puccini's opera *La Bohème*. Red emoji hearts waft around the virtual figure in the red dress. From a virtual tour of the stage to information on the history of the houses and playful elements, the app invites you to gain insights into both houses.

Augmented reality content starts as soon as the app is used to scan corresponding markers at significant points in front of the Düsseldorf Opera House.

OpAR was created as part of the project "das digitale Foyer" (the digital foyer), with which Deutsche Oper am Rhein are opening up new digital spaces for exchange, encounters and creative engagement with the artists and adding playful content to the theatre experience. The project is supported by the Federal Cultural Foundation within the framework of the Digital Fund.





## How the Deutsche Kinemathek brings film locations of Berlin's film history to the street.

The golden 1920s, the wild 1980s, Berlin shortly before the fall of the Wall ... with the AR app "On-Set Film in Berlin", museum visitors are right in the middle of things and experience an immersive city tour together with actress Almila Bagriacik, who takes participants directly to original film locations in Berlin via the app.

The user can look behind the scenes of film productions directly at the corresponding film location, where filmmakers talk about their work. Original film scenes can be viewed exactly where they were shot.

Similar to Snapchat filters, On-SET users can take photos of themselves and their friends with camera filters in the look of the 1980s or like in silent film times to create memories and share them on social media.

The app "On Set - Film in Berlin" is location-based and can be used at Potsdamer Platz, Alexanderplatz and Kreuzberg 36.



## How former prisoners guide us via AR through the everyday working life of the largest Stasi prison of the GDR's SED regime.

In the former central remand centre of the Ministry for State Security (MfS), politically persecuted people awaited their trial. Women who had already been convicted had to work in work squads in the kitchen or as cleaners, while men were put to work in areas such as the car repair shop or carpentry. Around 11,000 people were held in pre-trial detention in the complex from 1951 to 1989.

In the permanent exhibition "In Forced Community" at the Hohenschönhausen Memorial, formerly the largest Stasi prison, the AR application developed by ZAUBAR provides insights into the everyday working life of Stasi prisoners without having to intervene directly in the historical site, which can thus be preserved in its authenticity.

Holometric recordings of contemporary witnesses directly convey what their everyday life was like. Visitors now spend much more time exploring the exhibition - Curators can present more content in an experiential way without the exhibition feeling overcrowded - The authenticity of the past can be experienced more closely. According to its own figures, the memorial had almost 308,500 visitors last year.



## How AR turns medieval ruins into a playful time travel experience all year round.

The project "Time Travel in Manderscheid" by ZAUBAR is an innovative augmented reality role-playing game that brings the history and historical everyday life of the Eifel town of Manderscheid and its two castle ruins to life in an impressive way.

The castle, which is largely in ruins, was digitally rebuilt. Using elaborate holographic techniques and video storytelling, 300 story lines and medieval re-enactments were recorded and brought to life on the Niederburg wherever they might once have really taken place. The app offers both a tour mode for those who prefer a guided exploration and a game mode for those seeking an interactive experience. Location-based AR brings history to life with historical authenticity in cinematic quality. Edutainment - selfie stations can also be incorporated.

The project successfully combines modern technology with history and culture so that participants acquire knowledge in a playful way and gain a deeper understanding of the historical events surrounding the castles of Manderscheid. Through the successful combination of AR technology and high-quality content, "Time Travel in Manderscheid" creates a unique experience that is both educational and entertaining.





## How the sophisticated history of the legendary luxury hotel Adlon can be experienced by everyone.

The Adlon Hotel in Berlin is not only known for its luxurious accommodation and first-class services, but also for its high quality standards and the expectations of its discerning guests.

The visitor tour and app, which was developed together with the client, offers guests a wealth of customised content and features, both for their stay at the hotel and on the road. One of the main attractions of the app is the opportunity to explore the heritage of the House of Adlon through an interactive and immersive experience. This is made possible by the integration of a holographic butler who guides guests on a fascinating journey through time, telling them historical anecdotes and interesting facts about the hotel.

In order to provide guests with an unforgettable experience, ZAUBAR placed great emphasis on creating high-quality sound effects and narrative audio guides. These were carefully accentuated to provide guests with an immersive and engaging listening experience. The audio guides not only convey valuable information about the hotel, but also bring the atmosphere and charm of the historic Adlon to life in a multi-sensory way.



## How the Tagesspiegel made it possible to experience the fall of the Wall 30 years later.

In cooperation with the Tagesspiegel Innovation Lab, ZAUBAR already invited visitors to Berlin in 2019 to travel back in time to the day the Wall fell. For this purpose, historical images were anchored "back then" in the real world at the place where they were once taken with the help of the new VPS technology. A navigation function guided the user from place to place.

In addition, 3D models could be virtually placed in space by the user, for example a piece of a wall. Users could photograph themselves in front of the 3D objects. Artificial intelligence was used to cut out people in the camera live and place them in front of the historical pictures - as a "selfie with history".

Users could experience how enormous the Wall was with a second mode of the app. In this mode, the Wall was placed as a 3D object exactly where the user was at the time. And anyone who wanted to could bring Erich Honecker or David Hasselhoff into their living room - life-size. Of course, it was also possible to take a selfie with the avatars.

The development of the publication platform was supported for six months by the start-up funding of the Babelsberg Media Innovation Centre (MIZ). That was the birth of ZAUBAR.





## The story of ZAUBAR begins with time travel.

The extraordinary story of founders Anne-Sophie Panzer and Stefan Marx from Berlin began in 2019 with the crazy vision of someday making time travel possible. Surely their ancestors Otilie Nehrlich and Grandpa Heinz would have been proud to learn that the two of them made the first time travel possible just a few months after the launch of ZAUBAR in time for the 30th anniversary of the fall of the Berlin Wall!



**Anne-Sophie Panzer**  
Chief Creative Officer | Co-Founder



**Stefan Marx**  
Chief Executive Officer | Co-Founder



## ZAUBAR. Technology paired with creativity.

ZAUBAR today combines state-of-the-art technology with creative excellence and makes hidden content immersive with location-based augmented reality in a standard-breaking way.

The ZAUBAR Metaverse Builder and our international experienced ZAUBAR STUDIO team combine the power of Artificial Intelligence with the power of extraordinary ideas and excellent media and digital production.

In this way, we are opening up the most innovative way of accessing new target group experiences in the field of digital mediation for our joint clients in culture and tourism.

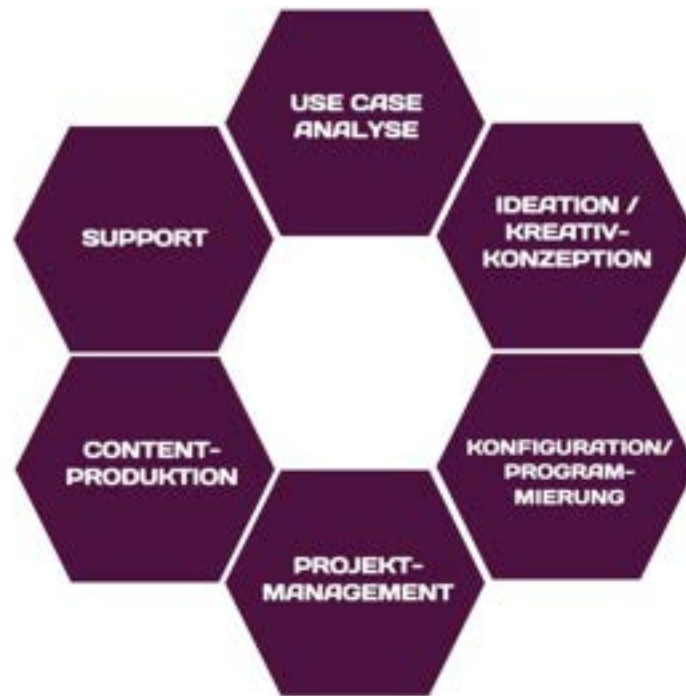


## The Metaverse Builder for the real world - without an app and complicated programming.

ZAUBAR has developed an AI-based content generation system. ZAUBAR's 360°Augmented Reality Publishing Platform is available as an innovative Software-as-a-Service (SaaS) solution. This means that relevant modules can be rented for exhibition, marketing campaign or permanent use. A total of 6 modules cover the currently most important use cases for our customers.

Both content creation and the installation of a specific exhibition experience have thus become easier than ever. In addition, location-based augmented reality is now easily possible without disturbing QR codes or markers. The use of web AR avoids the potential barrier of apps and creates barrier-free access to visitors. Our technology platform guarantees smooth and scalable functionality and delivers cutting-edge technology that, with our Software-as-a-Service offering, comes with the guarantee that your application will continuously be among the most innovative.

The clear advantage is obvious: The technology platform is continuously developed with innovative functionalities for all our customers. In doing so, we always take care to consider both international technology trends and the wishes of our customers in the further development of the next releases. The ZAUBAR technology can be easily integrated into existing infrastructures (apps, web platforms, etc.) through an integration framework (SDK-based).



## The service portfolio of ZAUBAR.

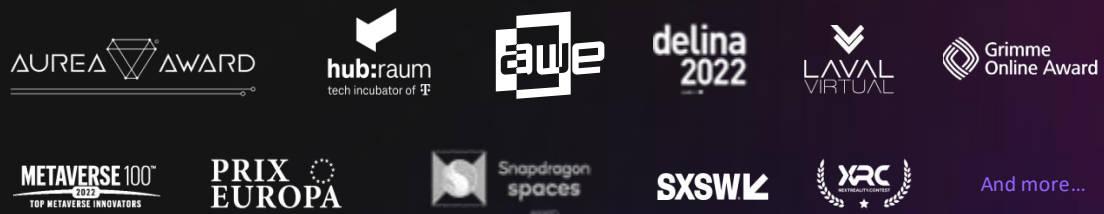
ZAUBAR's expertise in the creative conception of immersive experiences with a didactic approach differentiates it from the purely technically focused service providers that determine the development of augmented reality, especially in the industrial sector. Exciting and entertaining storytelling - even with sensitive or complex content - is one of the strengths of ZAUBAR. Our team is experienced to collaborate with international content creators.

If desired, we can also coordinate project management with the client's participating agencies. In addition to ideation, the tandem offers the complete package from use case analysis to idea development, technical conception, configuration, project management, content production and support for testing and launch of the jointly developed augmented reality experiences.

## Clients



## Awards & Nominations



## Who is already bringing the metaverse bringing the Metaverse into the real world today?

Whether memorials, castles or museums, the Berlin 5-star luxury legend KEMPINSKI ADLON, the porcelain manufactory MEISSEN, the Ruhrpott cult club Borussia Dortmund or the beautiful flower island Mainau - these are just a few of countless immersive experiences that ZAUBAR has brought to the streets for its customers in the last 12 months alone with its unique augmented reality technology platform and an untamed level of creativity and innovation.

Numerous cultural institutions and museums, but also brands and industrial companies such as SIEMENS or the city of Berlin rely on ZAUBAR. Whether everything we have claimed in this exposé is true? The best thing is to ask our customers yourself.



# How can your journey into the metaverse of the real world begin?

## Getting started is uncomplicated ...

Contact us and we will evaluate the status quo together with you.

- Your team wants to be inspired by our previous work?
- Are you looking for a specific unusual idea for your digital mediation?
- You already know exactly how you want to use our technology?
- You want to work as an agency for your client with our technology?

Arrange an initial 30-minute discovery appointment where we discuss your specific challenge together and look for initial approaches.

Alternatively, you can book our "Speed Ideation Workshop", where we develop a concrete idea together with your team within just 90 minutes.

We look forward to your challenge.



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