



# CONSCIENCE FEEL THE EXPERIENCE

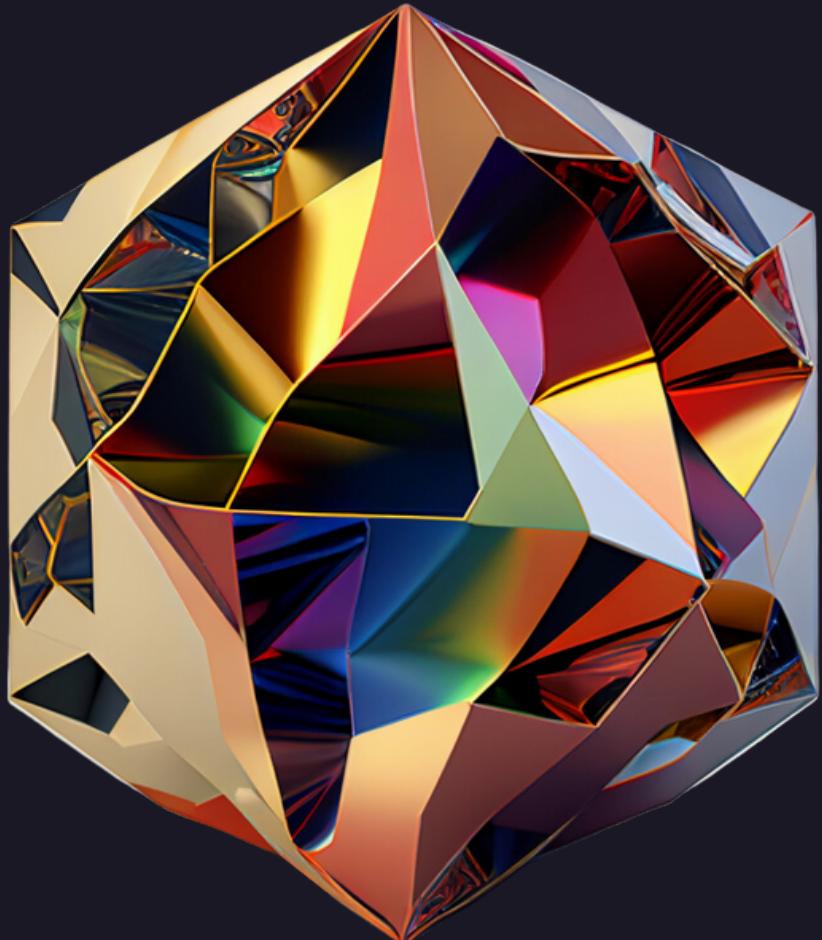
SYSTEM PRESENTATION

# WHAT IS CONSCIENCE

Conscience is a groundbreaking, neuroscience-driven framework that enables the creation of emotionally-responsive, multi-user experiences, both in-person and remotely. By tapping into the emotional states of audiences, Conscience fosters deeper connections and engagement, while simultaneously providing users with valuable mental well-being feedback and opportunities for brain-driven activities. This unique approach ushers in a new era of intuitive, immersive, and impactful experiences.



# KOMMON.IO



# WHO WE ARE

Kommon.io harnesses cutting-edge technology and unconventional thinking to develop intellectual property products from ideation to engineering and delivery.

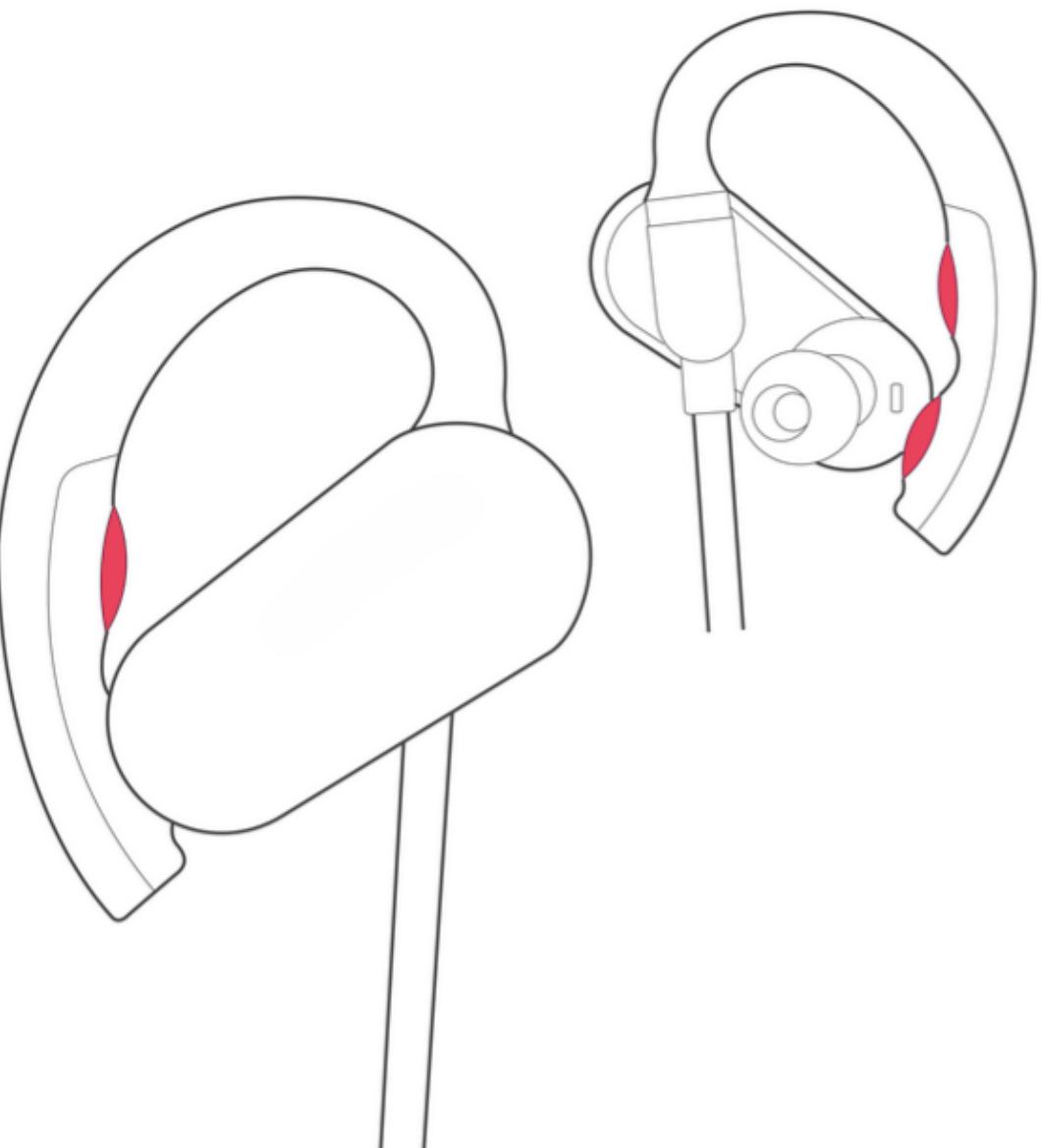
As a creative powerhouse, our team of experts collaborates closely with clients, pushing the boundaries of creativity and innovation to design, produce, and deliver bespoke multimedia experiences that transform ideas into unique, tailor-made events with lasting impact.

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Conscience revolutionizes user onboarding by handling multiple users simultaneously in immersive experiences, surpassing single-user constraints. By tapping into users' mental states, it eliminates the need for traditional emotional feedback methods such as questionnaires or physical inputs.

With its innovative multi-user data structure, Conscience fosters intuitive and fluid interactions, enabling relational content between users. This game-changing approach redefines user engagement and interactivity, setting a new standard in the digital landscape.

# GENERATING CONTENT DRIVEN BY NEURO DATA



# BRAIN AS A SERVICE



Introducing a groundbreaking solution that brings "Brain as a Service" to life! Our sleek, lightweight headset functions as wireless headphones while seamlessly connecting to your mobile phone, tapping into the immense power of your brain. Utilizing cutting-edge AI to analyze neural data, stress, and interest levels, we unlock a wealth of invaluable insights.

Engage in transformative experiences, both in-person and remotely, fueled by the limitless potential of your mind. Embrace the future of emotional intelligence and explore a world where your brain takes the lead in crafting extraordinary moments. Experience the pinnacle of neuroscience and innovation - Brain as a Service.



# CREATING IMPACTFUL EXPERIENCES

Numerous studies have dived into the impacts of emotional connection with a customer experience. Research, including a Harvard Business Review study, demonstrates that *customers who feel emotionally connected to a brand are 52% more valuable on average than those who are simply highly satisfied.*

This increased value translates into higher customer retention, more frequent purchases, and greater brand advocacy. As the demand for emotionally resonant experiences rises, Conscience emerges as a transformative solution, enabling experiences to be inherently driven by guests' emotions, thus amplifying their cognitive impact on brand loyalty and fueling key motivators for brands and their associates.



**Conscience is the technological framework that empowers experiences to be fundamentally driven by how the guests feel, and thus their cognitive impacts on brands and associates' motivators.**

Built on solid hardware and AI foundations, conscience provides the connectivity and UX infrastructure to enable fluid and robust widespread data usage.



## ACCESSIBLE PROPRIETARY TECHNOLOGY

The infrastructure harnesses a technology provided by experts in the field of neuroscience hardware and algorithms. Conscience partners with Emotiv to deliver a complete and stable technology relying on years of research and development.

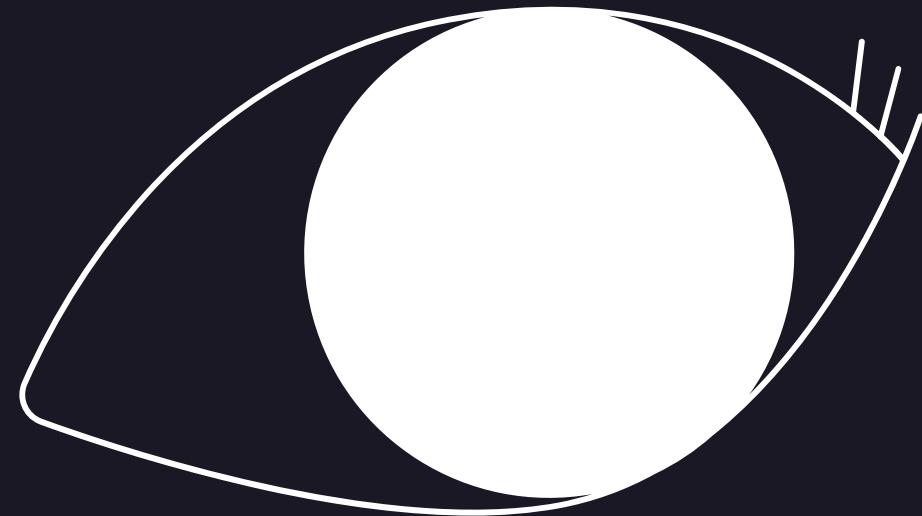
After many versions of heavy-calibre headsets, Emotiv produced enterprise-only hardware MN8 that integrates emotional feedback with everyday usability and comfort, making it an ideal tool embedded into the conscience infrastructure.

# PRIVACY AND SECURITY

Safeguarding sensitive emotional feedback is vital; Conscience combines user consent and advanced tech for exceptional data protection.

Storing neuro data in an encrypted local database and allowing authenticated streaming to remote servers ensures user privacy and security.

Conscience uses decentralized encrypted real-time data streams with unique encryption keys in a peer-to-peer system for secure data sharing and protection.



**HERE ARE SOME EXAMPLES OF  
NEURO IMMERSIVE EXPERIENCES**

# IMMERSIVE 1



Elaborated for *The Next Project*, this immersive design illustrates the concept of a room where multiple guests' minds are represented as forms of energy shaping each other with flowing particles as guests bond together in the experience.

# IMMERSIVE 2

Elaborated for *The Next Project*, this immersive design illustrates a variation of a room where guests' emotions are represented as energy forms.





# RETAIL

Retail experiences can be tailored to the emotional feedback of the customers through personalisation and store sections where light and visuals on screens, while branded, are curated to different emotional profiles.

# EXHIBITIONS

Conscience revolutionizes exhibitions by creating emotionally-responsive, personalized experiences. Harnessing visitors' emotional states, it adapts content in real-time and fosters interactive exhibits. Multi-user capabilities enable shared exploration, while emotional analytics provide invaluable insights for organizers to optimize engagement and post-exhibition connections.



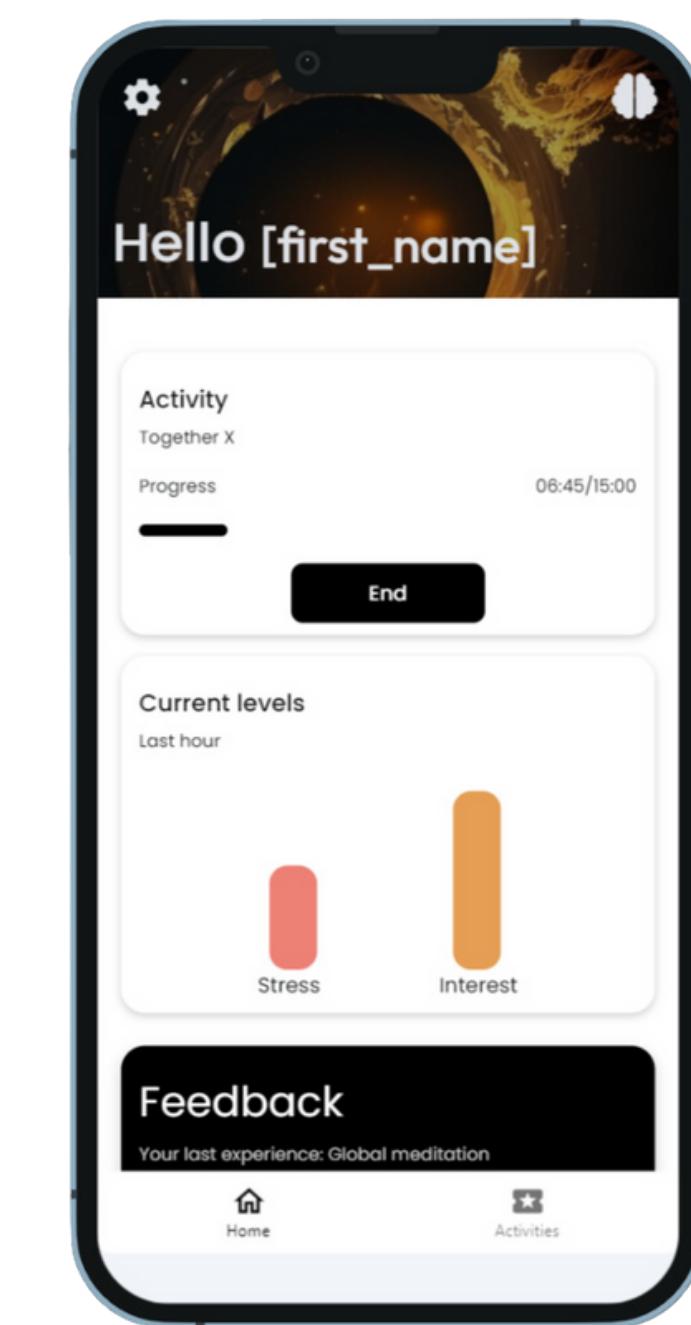
# CULINARY



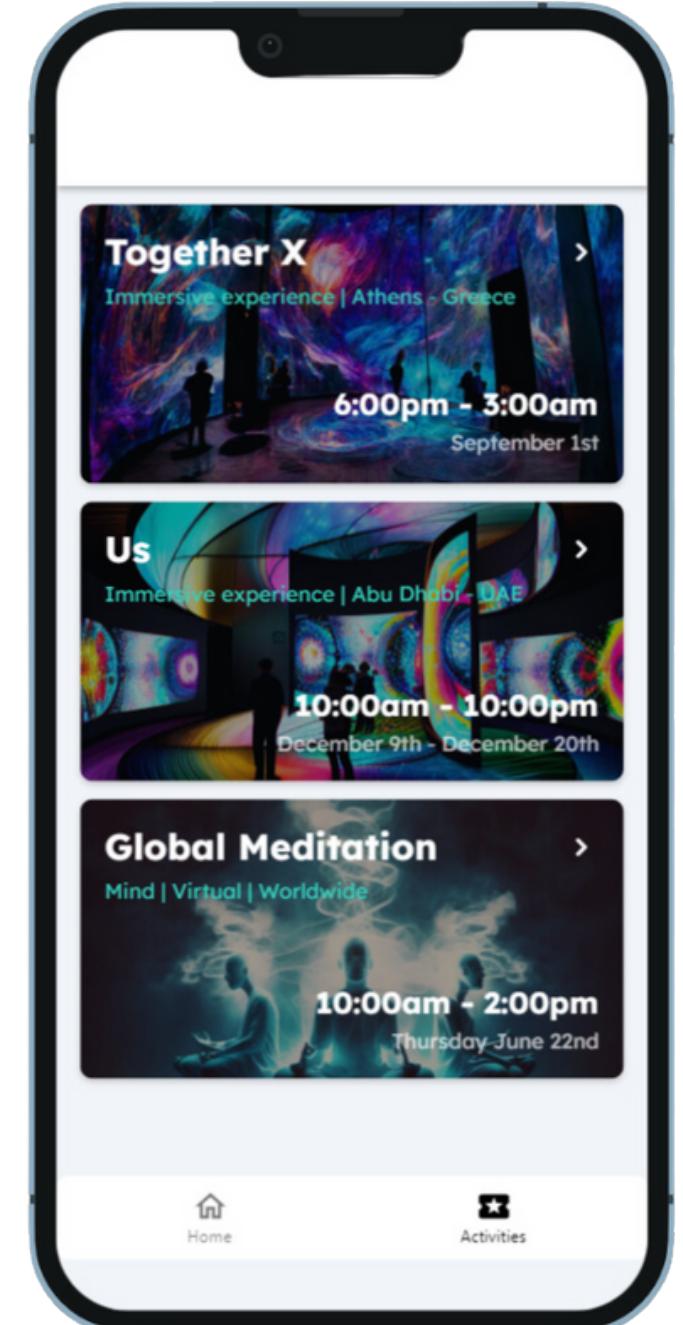
Conscience transforms culinary experiences by leveraging nostalgia, excitement, and engagement to create personalized dining adventures. Harnessing diners' emotional states and preferences, it tailors menus and restaurant ambiance for maximum emotional impact.

Dive into the future of gastronomy, where emotion-driven data turns every meal into a uniquely captivating and memorable experience.

# AND SOME OF THE APPLICATION INTERFACE



Home view



Activity list view

**Revolutionizing user experiences through neuroscience and technology, while prioritizing privacy and security. Let's shape the future of customer experiences together.**

Thank you.