Connecting Consumer with Brands in Physical, Digital and

Metaysesseorid













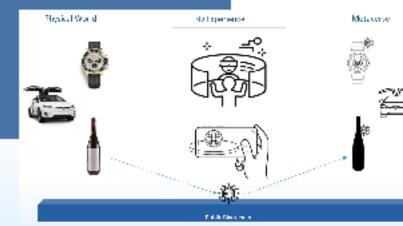
Fiducia | Al Web 3.0 Platform

Case Study: Dynamic QR Codes for any

|rcdsistings are engaging with products in physical, digital and metaverse based on demographics. It is inevitable for the brands to express themselves across the multiverse to capture and retain customers. Fiducia | Al SaaS solutions helps to create trusted storytelling and digital experiences for brands across the multiverse.

Features included but not limited to

- Trusted Storytelling through configuration.
- Coupons solution
- Personalization
- Direct To Customers integrations.
- Product Security
- Augmented Reality Experiences
- Virtual Reality Experiences
- Metaverse
- NFT's
- Analytics



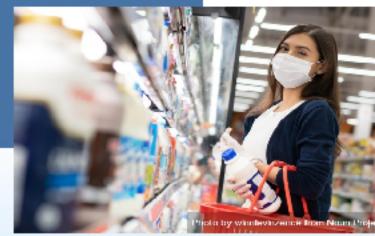


Connecting Customers with Brands in Physical World.

Brand Transparency is not optional and Brand can't express everything to customer on package label. Include Fiducia | Al QRCode/ Digital Door and invite and engage customers.

The following capabilities are covered as part of Physical world interactions

- Trusted Storytelling through video and web content.
- Coupons solution
- Personalization
- Direct To Customers integrations.
- Product Security
- Feedback
- Add to cart
- Analytics / Measurements





Connecting Consumers with Brands in Digital World

Digitally engaging content and gamification always increase the customer engagement.

Augmented Reality and Virtual Reality experiences are very engaging and Brands can create engaging experiences with Gen X, Millennials and Gen Z's. There is always potential to increase DTC due to increased Customer engagement with brands via engaging digital experiences and storytelling.
Following are some of XR capabilities that can connect with the product.

- Augmented Reality
- Virtual Reality
- Gamification





Connecting Consumers with Brands in Digital World

Millennials and Gen Z's are starting to engage and explore Metaverse. Fiducia | Al helps the brands to expand the presence across the multiverse with NFT's as utility. NFT's can be minted from Fiducia | Al platform.

Fiducia | Al helps brands to teleport into metaverse and help create engaging web 3.0 experiences including setting up their first brand presence and office in Metaverse.







Connecting consumers with brands through trusted storytelling in Physical, Digital and Metaverse.

Why do we need this?

- Brand Transparency is not optional anymore
- Brand can't express everything to the customer on the package label
- Most often customers would like to learn more about the product when they are holding the product in the hand. There is a lot of friction
- Customer are willing to pay more to buy products that are sustainable

VALUE TO THE CUSTOMER

Who?

CMO and Brand Marketing teams are keen on brand elevation and customer loyalty through transparency and digital engaging experiences.

Why?

Gen X, Millennials and Gen Z's expect easy access to connect with the brand for relevant information.

What?

Fiducia | Al uses QR as Digital Door/ Trigger for the brands to engage with the customers to be digitally expressive, telling the stories using Augmented Reality, Mrtual Reality and Blockchain.

How?

Low cost SaaS offering on Public Cloud that can be assessed to create digitally expressive stories (augmented reality and virtual reality) and connect it to QR Codes that can be printed on the packaged products, shelf talkers, digital and printed material.

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Easy deploy Reality and



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Brand Prote

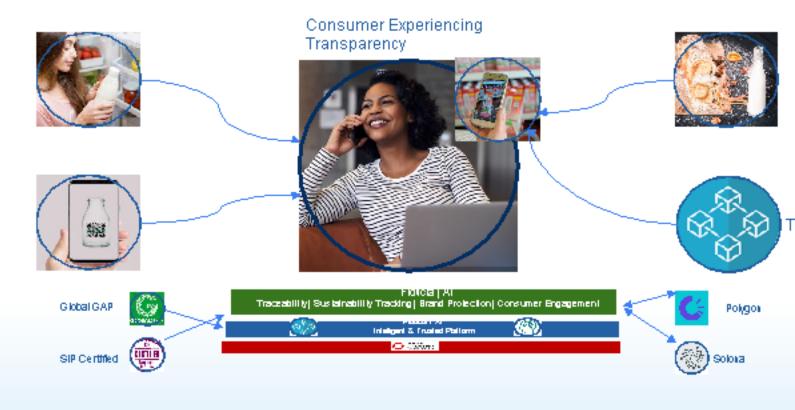


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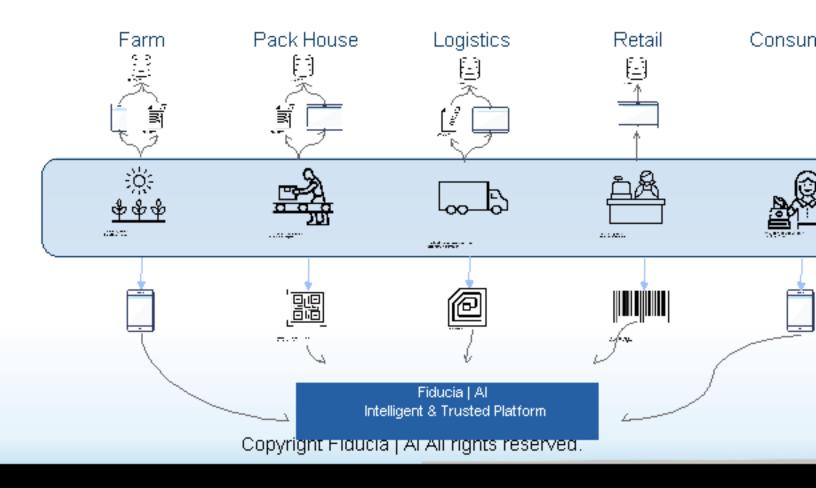
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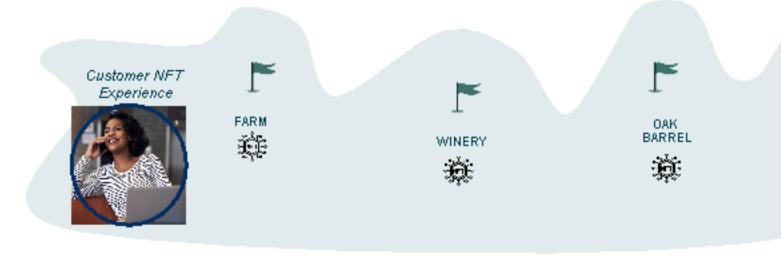




CPG Provenance & Traceability on Public Blockchain



Phygital



Physical World Wine Making





. Genesis Plaza 1.-1

> NFTs showca<mark>se in</mark> Metaverse for customer interactions



Case Study: Dynamic QR Codes for any Industry

Add Content

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Case Study: Traceability for Dairy Industry

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Case Study: ARAVR for Wine Industry

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Add Content



Case Study: NFT for Jewellery

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Case Study: Dynamic QR Codes for any Industry

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Connecting Brands with Consumers in Physical, Digital and Metaverse

