TREZIVERSE

A One of Its kind Metaverse For
Architecture ,Engineering & Construction Industry

INDIA | UAE

THE **PROBLEM STATEMENT**

Designers & Architects		BPM & Suppliers		Leads to		Resulting in

Designers & Architects

Communicate design intent scaled-down in 2D

Most people don't visualize the form & space that way

+

BPM & Suppliers

Physical mock-up costs on construction sites

Can't showcase products in customer's design

=

Leads to

Lack of understanding of design among stakeholders

Inability to visualize products in the design

=

Resulting in

Time and cost overruns

Unhappy clients with unmatched expectations\

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TREZI**VERSE**

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Participate in teleport via avatars

One touch connectivity with **mobile**

Virtual meeting rooms

Collaborate on digital twins

Immersive design experience

Experience journey from drawing board to AR/VR/XR

Product discovery, comparison & selection

Marquee customers - designers, & real-estate developers

OUR **OFFERINGS**

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TaaS

SaaS

Build Platform

MARKET SIZE - **REVENUE**

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1 TaaS

2 SaaS

3 Build Platform

MS	$11T (CI) | $17.4B (TC)
AMS	$44B (CI) | $95M (TC)

MS	$18.91B
AMS	$1140B

Total Overall Opportunity >$45B

Key: MS - Market Size , AMS - Addressable Market Size, VR - Virtual Reality, AL - Assisted learning, CI - Construction Industry, TC - Team Collaboration

PARTNERSHIP & ALLIANCES

| Tech early-access, knowledge building | Hardware Fulfilment | Enterprise co-sell | For PSU procurement |
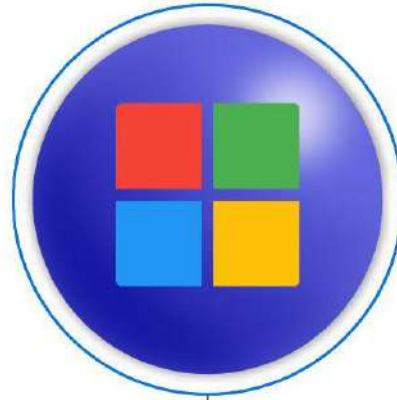
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AWARDS & **RECOGNITION**

- World's First Immersive Platform for Marketing Building Products

- India's First VR Product for the Building Industry

- Top Indian and global Architects and Building Product Manufacturers like Gensler, Schneider, Bluestar, Orient Bell, Venkataraman Associates using Trezi League of 10 at NASSCOM's Emerge Top 50 Companies in 2018 in India

- Immersive Product of the Year 2019 at NASSCOM Design4India Awards

- Meity NASSCOM Startup Women Entrepreneur Award 2020-21 in Emerging Technologies

- Only Immersive Tech Company in 12th Cohort of Microsoft Scaleup Program

- 3 Patents applied for, 7 trademarks registered. 2 new patents being applied for in the near future.

- Frost & Sullivan's Virtual Reality Provider Of The Year, Two Years In A Row

- 50 trailblazers of Indian Start Ups 2023 by Dun & Bradstreet

KEY CUSTOMERS **TaaS**

Real Estate Developers

OMAXE — Turning dreams into reality

Mahindra LIFESPACES

CENTRAL PARK® RESORTS

MAHIMA — Committed to Excellence

JUMEIRAH GOLF ESTATES

RAMKY ESTATES — Spaces for life

Godrej

BIRLA ESTATES

sikka

Piramal Realty

Shapoorji Pallonji

RISLAND

LODHA — BUILDING A BETTER LIFE

ALPHACORP

SPR — Building with purpose

mantri

ireo

OXIRICH GROUP

WINDLASS DEVELOPERS

Product Manufacturers

Schneider Electric

AIS — Asahi India Glass Ltd.

LUMINOUS

asianpaints

World of Stones® — LIVE WITH NATURE

WELSPUN

fanzart — DESIGNER FANS FOR DESIGNER HOMES

IPCs & Other Integrators

CBRE

BMR Advisors

bptp — culture}movement

DASNAC.

GAURS — ur own world

magicbricks.com

CUSHMAN & WAKEFIELD

EA — EXPRESS AVENUE — express yourself!

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OUR KEY **CUSTOMERS**

Architects/ Designers/ IPC

CBRE

ADRIANSE GROUP

CUSHMAN & WAKEFIELD

UltraTech CEMENT

Gensler

HKS

PAPER SPACE

RSP

SANJAY PURI ARCHITECTS

Flad

STUDIO LASANI

VESTIAN

TAKENAKA

Venkataramanan Associates

Enterprises & Developers

belgravia group

cherry HILL

Godrej

JUMEIRAH GOLF ESTATES

RAHEJA UNIVERSAL

Shapoorji Pallonji

TECH mahindra

Product Manufacturers

BLUE STAR

dur lum

orientbell tiles

SAINT-GOBAIN

Schneider Electric

Steelcase

WELSPUN FLOORING

Infrastructure

ADITYA BIRLA UltraTech

DELHI METRO

GMR

L&T

MEGAWIDE

ncrtc national capital region transport corporation

Academy

AIII

AMITY UNIVERSITY

CHITKARA UNIVERSITY

IVS SCHOOL OF DESIGN

Pearl Academy

Sushant school of art and architecture

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TaaS **TREZI as a SERVICE**

TaaS is a range of customized professional solutions using cutting edge technologies like Metaverse, AI, VR, AR, MR, Voice based collaboration and others, which we offer to our clients. Our services are backed by a team of 3D Visual Artists and Developers who can help you to optimize your model geometry and create fabulous experiences.

Benefits & Impact

- Bespoke Solution for your specific use case

- Photorealistic Metaverse Experience

- Multi-user Environment with Customized Solutions

- Increases Efficient Communication, cost saving and time saving

TaaS **SHOWREEL**

TaaS **APPLICATION SCENARIOS**
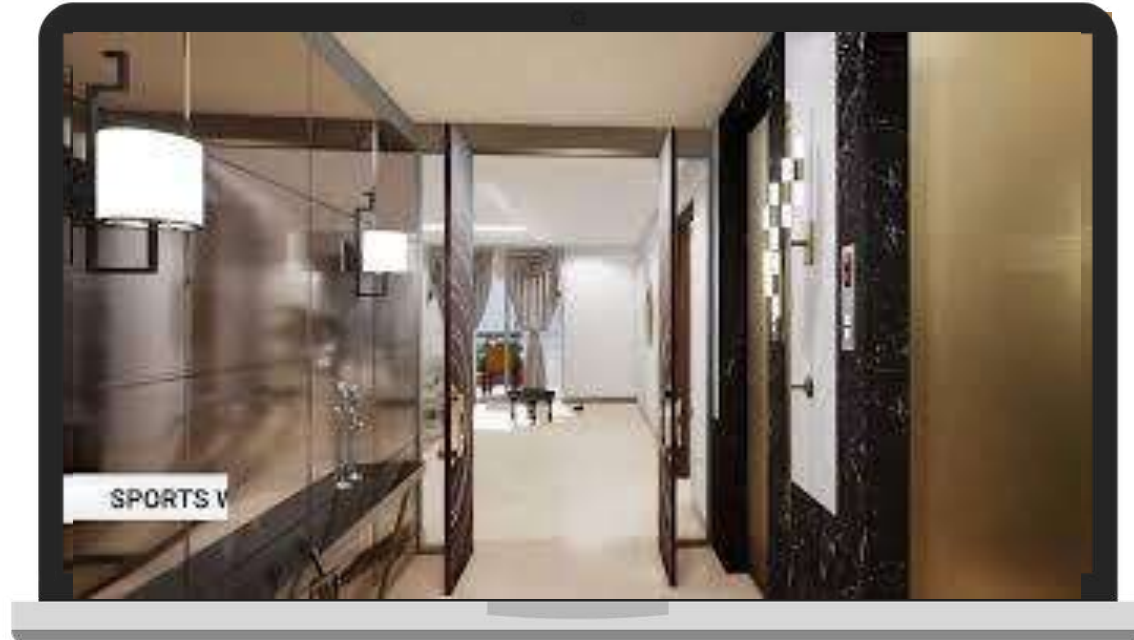
Luxury Real Estate Customers

Trezi's AR/VR products and services to support design, marketing, sales, with high-quality, experiential, extensive, project-wide VR environments via Treziverse with project value-proposition across entire project area covering :

- Home automation, sensor based services and functions, etc.

- Meta-human assisted ultra luxury walkthroughs and experiences

- Interactivity and outputs for both customers and entire design & execution team

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TaaS **APPLICATION SCENARIOS**

Infrastructure Ops & Maintenance

How AR/VR benefit the following :

- Facility maintenance across all utilities and services

- Location of each utility point, evacuation paths, fire-assembly areas, with the possibility to overlay metadata e.g. door widths, fire-rating, etc.

- Shortest path video walkthroughs to exits and service points

- Familiarisation for visitors / staff via 360 panos of key areas e.g. fire assembly points, etc.

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TaaS **APPLICATION SCENARIOS**

L&D Programs in HSSE Drills

Using synthesised and 'as-built' virtual environments for :

- Understanding access to hazardous locations & processes

- Video walkthroughs from entry to hazardous locations showing what points will be encountered, refuge/shelter areas, hoist/hold/rest points.

- VR content for training on hazardous tasks

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Exhibition & Virtual Showroom

Trezi empowers exhibitors to seamlessly showcase their products, services, videos, and promotional content

With Trezi, exhibitors can transform their products into interactive 3D models

Our platform enables attendees to connect through chat, video calls, and virtual meetups, fostering meaningful interactions just like at physical events

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TaaS **APPLICATION SCENARIOS**

AI based Voice Assistant

- Personalisation of applications with meta-humans of real humans.

- These meta-humans are integrated with the voice based AI to answer different questions being asked.

- The module can be integrated in various applications to enhance customer support and related experiences. This module enables both audio and textual responses.

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TaaS **APPLICATION SCENARIOS**

Virtual Aisles/ Shopping Exp.

- For remote shopping experiences; this can be used for retail shopping largely.

- With Trezi, customised applications can be developed for expanding the physical retail shopping experience to go virtual.

- This enables convenience to customers with a highly immersive customer experience.

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- SmartVizX Showreel_v3.1: https://www.youtube.com/watch?v=feTjrqeriN4
  - https://www.youtube.com/watch?v=-kuv19_B4Ms
- Metaverse:
  - https://www.youtube.com/watch?v=tnkQoFoqFGo (Citadel)
  - https://youtu.be/Pro3sNZukw0 (Voice Assistant & virtual Shopping Exp.)
- Virtual experience of product/automation:
  - For Polo Elevators: https://youtu.be/7Z6LpdGYCjw
  - For Asian Paints: https://www.youtube.com/watch?v=Y4K-EEYuNz4&feature=youtu.be
  - For Welspun: https://youtu.be/Jb-BpznyxQ4
- Functionality and features:
  - https://www.youtube.com/watch?v=YoVmrJrXqDw (Apartment with foldable furniture)
  - https://www.youtube.com/watch?v=4l1izB5bpeA (Cabinet)
  - https://youtu.be/fgAhQOlCFdc (Smarthome automation, Schneider)

- Mobile based:
  - Viviz: http://bit.ly/2xinMgG (Express Exclusive)
  - Viz 360: http://bit.ly/2wDNcbf (Apartment 360)
- For shoot based solutions:
  - https://www.brookfieldindiareit.in/candor-techspace-sector-21-gurugram-virtual-tour/ (Office space)
  - http://bit.ly/2xinlxs (Manufacturing unit)
- Training Solutions:
  - https://www.youtube.com/watch?v=bHjjjS_e804 (Butt welding)
  - https://www.youtube.com/watch?v=B_lIcHa6Fzs (Crane maintenance)
  - https://www.youtube.com/watch?v=zLUvzhJIPEE&t=3s (Factory familiarization)
  - https://www.youtube.com/watch?v=rUK1cCtc8DM (FMCG-Product training)

Customer **Case Study**

The **National Capital Region Transport Corporation (NCRTC),** a Joint Venture company of the Government of India and states of Haryana, Rajasthan, Uttar Pradesh and Delhi, is mandated for implementing the **Regional Rapid Transit System (RRTS)** project across the National Capital Region (NCR), ensuring a balanced and sustainable urban development through better connectivity and access.

Challenges	Solutions	Results
Demonstrating the design of complex railway stations is always a challenge due to gaps in design communication and consumes a lot of time and effort.	NCRTC Team uses the Trezi platform to present large & complex railway station design models with the help of Trezi platform.	The large complex models are **easier to understand now** and with the help of location tags, the **presentation time has become way more efficient.**
3D Renders and walkthroughs take a few hours to generate and **do not give users the freedom to walk inside the design model** anywhere they want.	**During design development, NCRTC personnel** and from the Ministry of Transport or Ministry of Housing and Urban Affairs, **use immersive VR** prior to construction, for optimising feedback and reducing errors during execution.	During official visits, VR has played a major role in helping non-technical brains understand the 3D space and has made the **2-3 minute's design presentation more fruitful and satisfactory.**
Managing large spaces is **difficult when it comes to teaching and familiarisation for learning, development and operations management**, given their complexity and high operational, financial and social impacts of risks and accidents.	NCRTC team has created a 25 seater VR lab using **the Trezi platform** for their **learning, development and operations management,** which shall use customised VR content built over time and across different training modules**.**	The VR lab provides a future-ready learning & development centre for technical personnel especially to improve understanding of crucial functions, difficult to reach areas and **prevent accidents, ensure business continuity and increase customer experience.**

Customer **Case Study**

World Of Stones is a notable, celebrated exporter and supplier of quality Indian natural stone and stone crafts. Founded in 1999, **World Of Stones** has attained new heights in a very short span. In their endeavour to take Indian stone products to every nook and corner of the globe, World of Stones is innovating with technology in creating world class experience for its customers.

Challenges	**Solutions**	**Results**
The designs are highly customized and detailed. **Complexity of products and monolithic/large size of designs add to the challenge in communicating and explaining the product to the customers.** It is also very difficult to carry the samples around. **Difficulty in visualizing** the products or designs in the customer's own residence or design. Technology intervention using latest tools to provide a near-real but virtual, distributed experience to high-end customers	Adopted **customized VR metaverse solution** along with Trezi Showcase. The solution includes a high-end, large residential villa with expansive wall and floor surfaces where these products could be seen & **experienced as digital twins.** Embedded lighting options within the environment, enhanced their product visuals and experience the effect of lighting/change under different lighting conditions With Trezi Showcase, the products are also available in AR, to be visualized in the real spaces.	Customisation resulted in a **personalized experience for WoS**, and differentiated their product experience wrt their competitors. The solution enabled a **virtual showroom experience** for their customers, to be taken anywhere and everywhere. **High reusability** of the solution across different locations and POS', e.g. exhibitions enabled them to show their catalogs in entirety to their audience.

TREZI as a Service **PROJECTS**

Exteriors, Max Estate
CBRE

Interiors, Polo Elevators

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TREZI as a Service **PROJECTS**

Training & Devlopment
Welding Module

Metaverse, Mahindra Lifespaces
Tech Mahindra

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CUSTOMER TESTIMONIAL

"Trezi has revolutionized our project experience. Its immersive features coupled with practical considerations are unparalleled. This tool seamlessly engages stakeholders, is user-friendly, and cost-effective. Trezi strikes the perfect balance between rendering quality and real-world application. It's not just a visualization tool; it's a crucial part of our project success"

Rishabh Gautam

AGM/ S&T | NCRTC

CUSTOMER TESTIMONIAL

"The VR effort was very well received by our client. The time generally taken for the client to understand the design was cut by 50% due to the immersive nature of the VR solution."

Smita Gupta

Former India Head | Gensler
Esteemed Building Industry Leader

Gensler

THANK YOU

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