

SKYBOY

OVERLAP REALITY



SKYBOY

A digital marketing solution based on immersive mobile-first experiences dedicated to the Luxury & Cultural industries.



PLAY

VALUE PROPOSITION

#1 AUGMENTED & VIRTUAL REALITY IN CINEMATOGRAPHIC QUALITY!

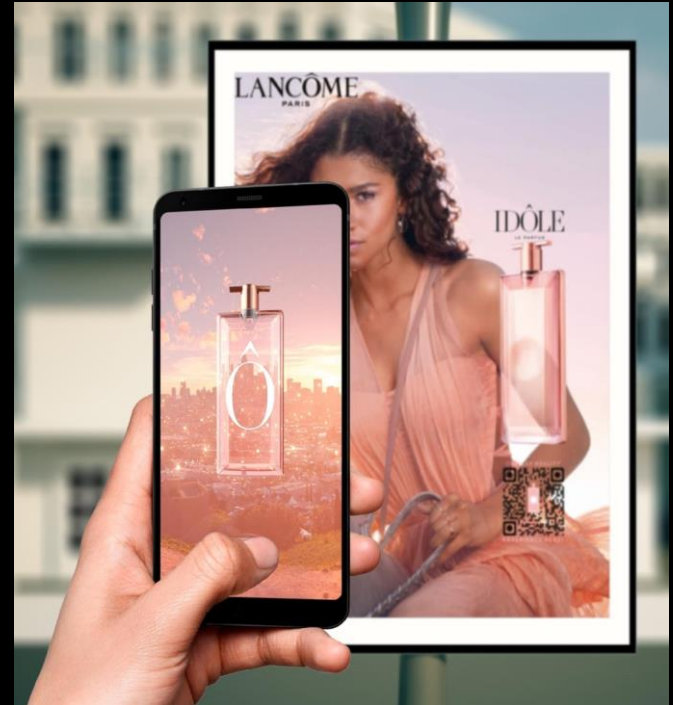
- ⇒ Patented technology : Overlap Reality
- ⇒ SkyBoy team know-how
- ⇒ Premium contents which captivate users

#2 ONLINE / OFFLINE ACTIVATIONS

- ⇒ Web based experiences (QR Code or URL link)
- ⇒ Omnichannel to maximize the audience reach

#3 VALUE CREATION

- ⇒ Integration of call-to-actions to engage and transform
- ⇒ Real-time data collection to measure your campaigns
- ⇒ Segment audience & retarget it



PLAY

SKYBOY
OVERLAP REALITY

OUR PRODUCTS



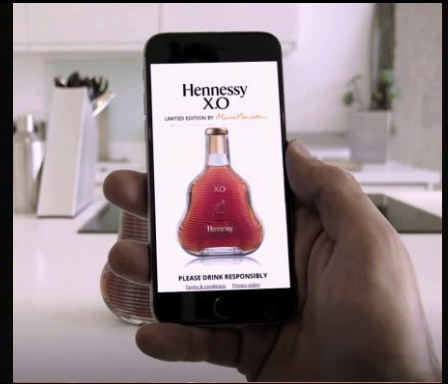
**IMMERSIVE
VIRTUAL SHOP**



**RE-ENCHANTED
RETAIL**



**PRODUCT/VIRTUAL
LAUNCH / EVENT**



**AUGMENTED
PACKAGING**

360° SERVICE

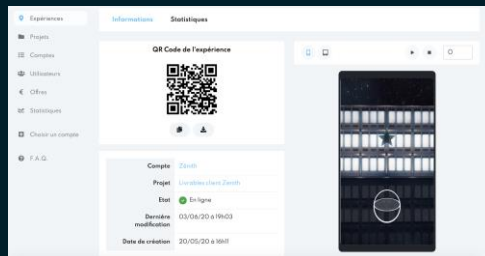
To create and administrate **Overlap Reality®** experiences

SKYBOY STUDIO



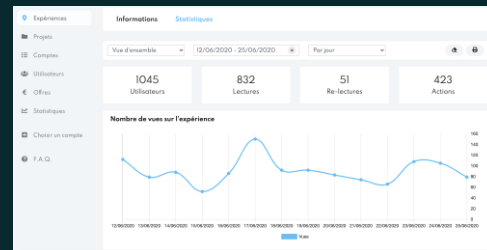
A professional team of 360° video production

SKYBOY CREATOR



The platform to create, manage and administrate **Overlap Reality®** campaigns

SKYBOY MARKETING PLATFORM



A data analysis and business intelligence solution

THEY TRUST IN SKYBOY

LVMH
MOËT HENNESSY, LOUIS VUITTON

CHAMPAGNE
PERRIER-JOUËT

OPÉRA
NATIONAL
DE PARIS

PARIS
Vive le sport
des Olympiques de 2024

Maison fondée en
1765
Hennessy
COGNAC

Christian
Louboutin

**MONNAIE
DE PARIS**

CENTRE DES
MONUMENTS NATIONAUX

ZENITH
THE FUTURE OF SWISS WATCHMAKING SINCE 1865

**L'ORÉAL
PARIS**

Disney

futuroscope

Cartier

Dior

HISTORIAL
de la
Grande Guerre
Péronne - Thiepval | Somme

DALÍ
PARIS

SKYBOY

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