

Lumiere

by WILKINS AVENUE AR
IMMERSIVE EXPERIENCES

THE FUTURE OF
LOCATION-BASED ENTERTAINMENT
WITH SPATIAL COMPUTING (XR) + AI



WHO WE ARE

— OUR PROVEN EXPERTISE
IN MIXED REALITY
& SPATIAL COMPUTING

WE HAVE CREATED
MAJOR XR EXPERIENCES
FOR THE WORLD'S MOST ICONIC BRANDS

Our clients

L'ORÉAL

LANCÔME
PARIS

Cartier


HERMÈS
PARIS

CLARINS
PARIS

NISSAN

Unilever

MAYBELLINE
NEW YORK

 Coca-Cola
HBC

MAISON
BERGER
PARIS


TISSOT

Renault
Group

Our partners :

 Meta



Qualcomm



NIANTIC

WE HAVE A UNIQUE EXPERTISE IN XR

UNPARALLELED EXPERIENCES

“Masterful”

#1 on Apple Vision Pro

Our flagship experience “Out There” is **ranked number #1 by Apple** on the Apple Vision Pro App Store, before Disney’s “What If” experience.



view more projects : www.wilkins-avenue.com

👁️ Spatial Computing (XR) will transform how we connect, learn and experience.

The next media platform is here — XR will reshape industries just as smartphones did.



- **XR Glasses: The Successor to Smartphones** — Integrating AI, AR, and immersive experiences into daily life.
- Already in motion with **breakthrough devices** from **Meta, Apple, Snap,** and **Google/Samsung**. Early adopters are building the future platform.

Spatial Computing = Mixed Reality = XR

Spatial Computing (XR) : Massive Potential, But Limited Reach

High costs and limited in-home applications have kept XR out of reach for most consumers.



“It’s not a mass-market product (yet)”

—Tim Cook, on the Apple Vision Pro



We Need to Bridge the Gap
— thanks to Location-Based Experiences

XR needs an accessible, scalable new format to reach its potential

Current Location-Based Experiences need reinventing



Location-Based VR has a lot of challenges

- Isolation of users in VR experiences
- Over-interactive experiences (requires high levels of user involvement, closer to video games)
- High costs for room set-up and equipment -> not scalable



Traditional cinema struggles

- Younger generations seek more interactive and engaging forms of entertainment
- “3D” movies are not real-time 3D -> not as immersive

THE SOLUTION

—— “LUMIERE” : THE FUTURE OF
LOCATION-BASED ENTERTAINMENT

Powered by Spatial Computing (XR) + AI

— THE SOLUTION

LUMIERE

THE FUTURE OF
LOCATION-BASED ENTERTAINMENT



Strictly confidential

Lumiere is the world's first highly scalable, Spatial Computing (XR) Entertainment System

transforming any physical locations into an immersive, interactive adventure.



Thanks to a **lightweight system** featuring **Apple Vision Pro** and **Meta Quest 3** headsets in existing locations, users can experience **Spatial Computing (XR) anywhere**.
It is not VR, it is **Mixed Reality** : you can see things around you.

Lumiere

— IS



30 minutes immersive
Mixed Reality experiences



Use of AR headsets
Apple Vision Pro & Meta Quest 3
in existing cinemas & malls



AI-powered characters
for next-gen interactivity



Interactive storytelling & emotional
high-quality XR entertainment, while seated

WHY

Lumiere

IS UNIQUE & DIFFERENT FROM LBVR



Group or individual experience with interactivity

Fusion of Cinema & Real-Time AR



Lightweight system

Reduced costs using existing location infrastructure



Access to exciting, cutting-edge tech

For all those who can't afford an XR headset



Spectacular entertainment

Where users are not isolated from reality



Highly scalable

Content adapts to any room configuration

One System, **Interchangeable Experiences**



Library will feature our **own original IPs** first

Existing IPs (Disney, Netflix, etc.) will be added through partnerships

Content will be produced by our **own studio** first

We'll then open the platform to **external studios**

Also offering a
New Kind of 3D Advertising



Prior to the screening
viewers will experience products from our partners **like never before**

Made for Scalability :
Deployable Anywhere



Movie Theaters / Theaters



Shopping Malls / Retail Spaces



Auditoriums / Event Spaces

Hundreds of Thousands of Potential Locations!

Experiences for everyone :

Two types of Locations



Premium Locations

with Apple Vision Pro headsets
20% of our Partner Locations



Standard Locations

with Meta Quest 3 / 3S headsets
80% of our Partner Locations

Our Scalable LBXR System

Easy and adaptable to any room.

1

Custom Charging Stands



Stands with **charging docks** attached to seats for secure positioning

Custom Adapters:
For users wearing glasses



2

Local Network Connection

- Connecting headsets together for a shared experience
- 20 — 50 devices connected simultaneously
(hundreds in the future)



3

Operator Control Interface

iPad Backend Application Features :

- Control Launch of the AR experience for everyone
- Real-time display of device connection status
- Real-time recalibration of the experience per device
- Real-time visualization per device
- Sharing room configuration with headsets

4

AR Content Positioning

- Use of image tracking on screen to position 3D content
- 3D content adapts to any screen and any room configuration



OUR BUSINESS MODEL

WILKINS AVENUE AR
LUMIERE

Scalable Solution

WILKINS AVENUE AR
STUDIO

Standalone Projects

Franchises



- Set-up fees
- License fees

From venues



Ticket sales

Revenue share



New "3D ad"
format

From brands



Branded
experiences

From brands

Own Flagship
Locations
(operated by us)



Ticket sales

GO-TO MARKET STRATEGY

LUMIERE 's Scalable Expansion Model

1



Flagship Launch in Los Angeles

- Rent a prime venue (e.g., Santa Monica).
- Operated by us for proof of concept.
- **Innovative Marketing:** Use influencers, create shareable moments, and integrate social media campaigns to drive buzz and engagement.

2



Prove the Concept

- Gather feedback, refine the experience, and prove profitability.
- Attract future franchise partners.

3



Scale Through Franchising

- Scale globally through franchises in high-traffic areas.

BARRIERS TO ENTRY

OUR COMPETITIVE EDGE



1/ Proprietary Technology:

- ✓ Exclusive tech infrastructure and software.

2/ Track Record & Proven Expertise:

- ✓ **Leader** in Apple Vision Pro projects globally.

3/ Strategic Partnerships:

- ✓ Strong connections with industry giants (Meta, Apple)
- ✓ **Trusted by world leading brands** including Lancôme, Cartier, Hermès, Clarins & L'Oréal.

5/ Advanced AR Storytelling:

- ✓ Years of refined **techniques in Mixed Reality Storytelling.**

WE ARE RAISING 500K€

JOIN THE
SEED ROUND

- Finalize development of overall system
- Finalize production of first experience
- Open first location (Los Angeles)

Early-investor Advantage :

Priority and Discount in upcoming round

+ 350K€ non-dilutive funding eligible

Our team

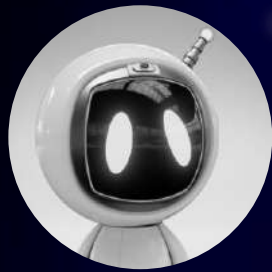
+ **Yann De Couessin**
(Location-Based Tech PM)
FUTUROSCOPE, FLYVIEW, KOEZIO



CEO

**Thibault
Mathieu**

Ex-WEBEDIA
Ex-DISNEY
5 years in California
UCLA graduate



CTO

**David
Camus**

Ex-XXII GROUP
Ex-BACKLIGHT STUDIO
Arts & Métiers PARISTECH
Laval graduate



3D Director

**Thomas
Berkane**

Ex-ILLUMINATION
MACGUFF
Creator of the animated
film "MINIONS"



Lead Dev

**Loïs
Monet**

Ex-RENAULT GROUP
Multi-platform AR
expertise
Computer Science



Lead Designer

**David
Msika**

Ex-2K GAMES
VISUAL CONCEPTS
Lead Designer :
Metal Gear Solid,
God of War, NBA 2K



WE KNOW LOCATION-BASED EXPERIENCES

Our team has successfully created major Location-Based Mixed Reality & VR experiences, including :

Cartier

Flagship Store (Hainan, China)

LANCÔME
PARIS

Flagship Store (Champs Élysées, Paris, France)

Jouez
Partagez
KOEZIO
— Recommandez

Entertainment Park (France)

flyview

Indoor VR (Paris, France)

futuroscope *Entertainment Park (France)*

We know what works, and we've learned what doesn't work.



Ready to shape
the future of Entertainment?

JOIN THE REVOLUTION

WILKINS AVENUE AR
IMMERSIVE EXPERIENCES

Contact us

www.wilkins-avenue.com

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Strictly confidential