



# IT PEOPLE

INNOVATION



# Who are we?

We are a Portuguese company dedicated to innovating and consulting in the development of technological solutions. IT People is one of the pioneers in the market of Augmented Reality, having launched the Next Reality platform, which is comprehended by app solutions that offer services of image recognition, content management, statistics and image or real object referencing through the technologies of Augmented Reality and Virtual Reality.

Founded in  
2008



IT is our sector  
and we are 80  
people and  
growing



Our service are  
Outsourcing,  
Development  
Projects &  
Innovation



We're Augmented  
Reality pioneers  
and our work is  
available in 14  
countries



Our registered  
trademarks are  
NextReality® and  
MovieShirt®



# Business Areas



## PROJECTS

Design and implementation  
of technological solutions  
(Turn-Key Projects)



## INNOVATION

Augmented Reality  
Research and Development  
Internet of Things  
Big Data



## OUTSOURCING

Assessment of Requirements  
Recruitment and Selection  
Process Follow-up

# Our products and services

## OUTSOURCING

Our teams have very qualified individuals – but more than qualified, they work around technology, investigate, turn, break and repair technology everyday. Based on the cornerstones of Innovation, Creativity and Honesty, our teamwork delivers solid results.

[www.itpeople.pt](http://www.itpeople.pt)



# Our products and services

## NEXT REALITY

The fastest solution to distribute Augmented Reality experiences. If you want to test the impact of Augmented Reality on your business, try out the Next Reality app!

[www.nextreality.com](http://www.nextreality.com)



# Our products and services

## ARchitect

Have you ever visited a home that doesn't exist yet?

With ARchitect that's exactly what we propose to do: to visit the inside and outside of a house, explore the yards and poolside of your future home, all of this before it has even been built.

[www.architect.nextreality.com](http://www.architect.nextreality.com)



# Our products and services

## 4D Paper

Have you ever imagined how a product would look in a certain space, but you're not really sure?

Now you don't need to image, 4D Paper guarantees that anyone can see your products in any space, using a smartphone or tablet.

[www.4dpaper.nextreality.com](http://www.4dpaper.nextreality.com)



# Our products and services

## VisitAR

With VisitAR, all monuments or museum exhibits can come to life and even talk to the visitors. And each visitor can gain superpowers such as X Ray vision, travelling through time and change the space of the museum or monument into a whole treasure hunting experience – you only need a mobile device and lots of creativity!

[www.visitar.nextreality.com](http://www.visitar.nextreality.com)





# Our products and services

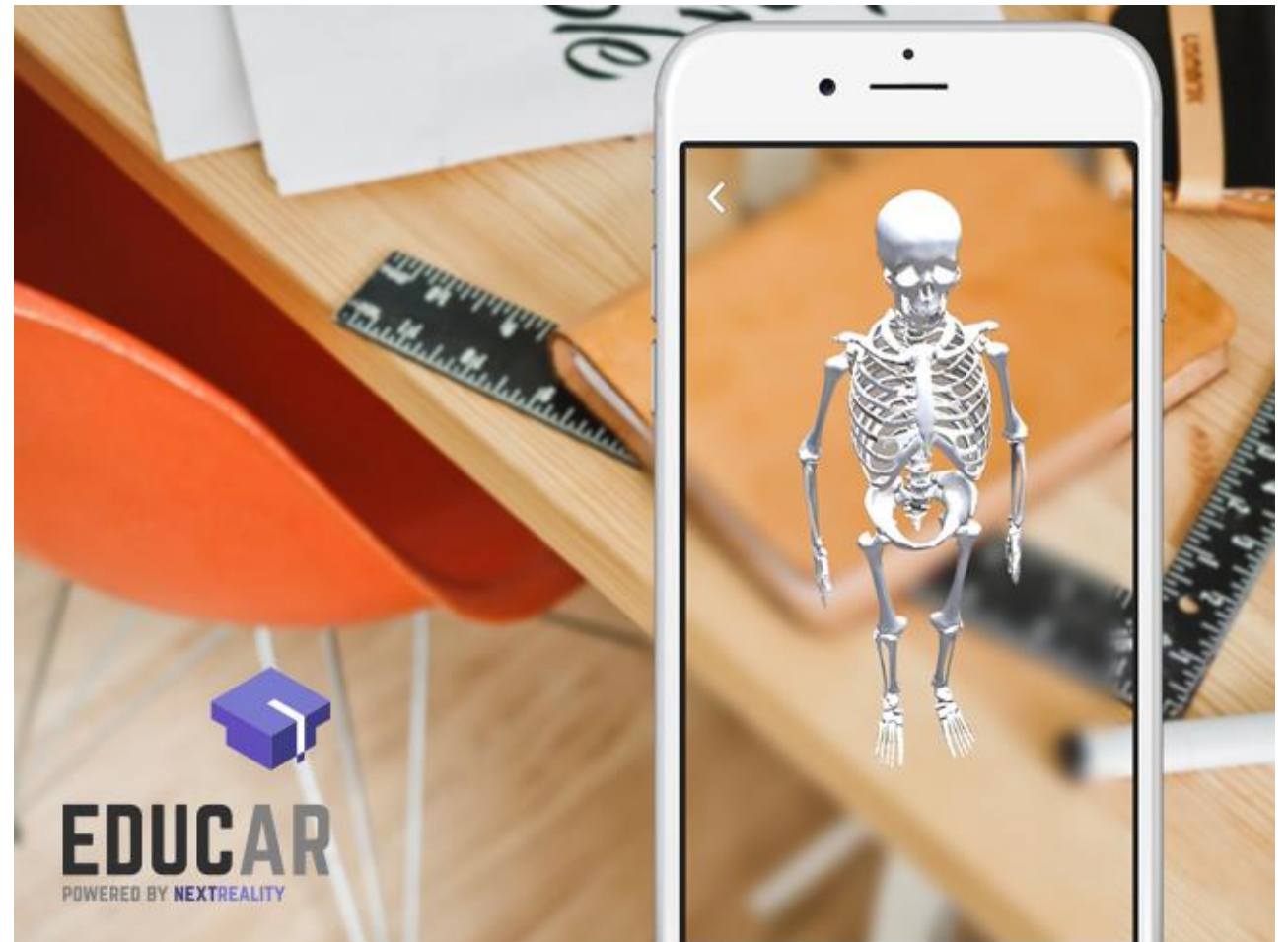
## *EducAR – Coming soon...*

The possible application for Augmented Reality are limitless.

We are developing a product for the areas of education and learning – EducAR.

We hope to present it to the market soon...!

[www.educar.nextreality.com](http://www.educar.nextreality.com)



# Technologies



Microsoft  
**ASP.net**



# References

