



*Driving Foot Traffic for
Real-World Establishments*

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Who & Why

Brands and Business with Real-World Establishments

are experiencing increased competition
against new web-based services

←
Our Customers

Vulnerable Industries:



Restaurants



Hospitality



Retail



Sports



Entertainment

The Solution: Zuzor Experiential Technology



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Zuzor Experiential Technology Benefits

Brand Reinforcement

- Incorporate brand messaging into visitor experiences
- Drive social media posts

Revenue Generation

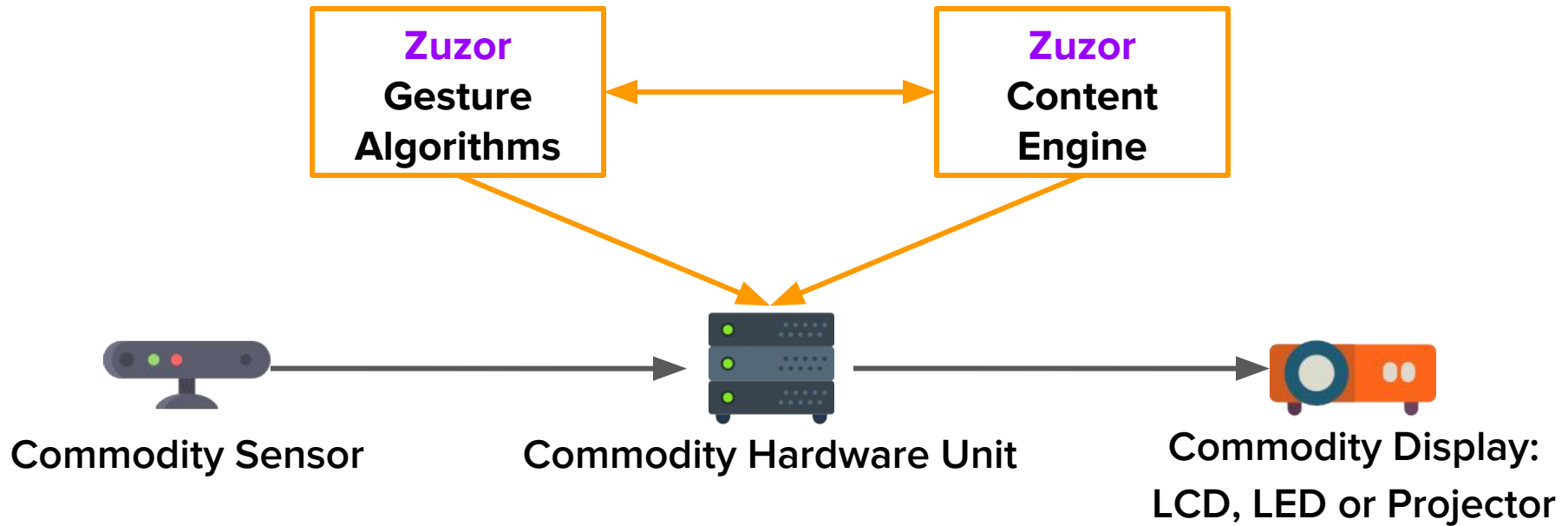
- Promote products & services
- Upsell & Cross-sell
- Advertising

Turn a Visit into an Experience

- Enrich personal engagement
- Enhance visitor experience
- Increase visit frequency
- Increase visit duration

How It Works

Zuzor proprietary technology interprets movement and gestures from the sensors and interprets that into dynamic audiovisual content

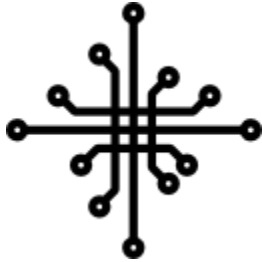


**A Plug & Play
Solution**



**No Wearables
Required**

Patents Pending



Patent 1

Enables lay persons to create sophisticated content by selecting templates, themes, moods, palettes and other attributes. No programming required.



Patent 2

Enables the content generation system to be controlled by remote agents without interfering with the content currently being displayed. Also collects analytical data to track quantity, duration and demographics of visitors.



Patent 3

Enables the system to understand the semantic intent of various gestures and incorporate that intent into the live content.

Trade Secrets

We maintain significant creative IP as trade secrets based on our unique backgrounds and know how.

Zuzor's Market Validation

Customers

- Nightclubs
 - Live Award Shows
 - Hotels
 - Music Festivals
 - Museums
 - Corporate Events
- Generated \$20K in direct sales

Brands

Brands we're in various stages of proposal and collaboration with

Dealer Program via AV Resellers

Our channel partners include AV integrators, rental providers and creative agencies. They provide local subject matter expertise, installation and support capabilities.



Competition

	Zuzor	Float4	XiteLabs	Notch
Positioning	Easy to design, install and update content	One-time Custom Solution	One-time Custom Solution	Real-Time Authoring Tool
Channel	AV Integrators	Direct to Hospitality	Direct to NightLife	Direct to Live Show Programmers
Content Creation	Hours	Weeks	Weeks	Days
Analytics	✓	✗	✗	✗
Installation	Reseller \$	Vendor \$\$\$	Vendor \$\$\$	End-User \$\$
Purchase Price	\$	\$\$\$\$	\$\$\$\$	\$\$

Channel Centric Go To Market Strategy

Zuzor

AV Integrators

- Local Presence
- Vertical Expertise
- Industry Connectivity

Hotels

Nightclubs

Retail

Casinos

Entertainment Venues

Restaurants

Museums

Sports Venues

Transportation Centers

AV Rental Providers

- Trade Show Expertise
- Venue Relationships
- Flexible Local Labor

Events

Trade Shows

Sales Meetings

Road Shows

Experiential Marketing

Pop-Ups

Currently partnering with **EPSON**

Leadership



Tammuz Dubnov - Founder/CEO Graduated UC Berkeley at 18 yrs old with honors in mathematics, computer science, and dance. Award winning dancer and aerialist.



Jeff Greenberg - COO Founded a multi-million \$ AV software company. Industry speaker and writer, professor of entrepreneurship at UC Irvine.



Jordan Fiksenbaum 30 years of experience in live entertainment, including 7 years as VP of Marketing, Sales & PR for Cirque Du Soleil.



Shlomo Dubnov - Founder Professor of CS and music at UC San Diego and world expert in entertainment technology.

Developers



Brian Carlson



Rodrigo Torres



Gaspar Calvi



Marcelo Lanoel



Krishna Devan

Marketing



Alex Reyes



Mahalla Fagan

Advisors



Alex Cohen As the COO of Steren electronics, Mr. Cohen brings in the knowledge of navigating the digital signage market in Latin America.



Brian Dyches As an authority on global retail design, marketing, and customer experience elements, Mr. Dyches is introducing Zuzor technology to the retail design world.



Philip Johnson With over 30 years of operational and entrepreneurial experience, Mr. Johnson is guiding in working with Asia as he lives in Beijing.



J.D. Salbego With 17 years of experience in strategic partnerships at Fortune 100 & 500 Companies in entertainment, and technology, Mr. Salbego aids in marketing.



Guri Stark As ex-CEO of CorTechs Labs and CloudShare, Mr. Stark brings more than 35 years of experience in all aspects of running a corporation



Jack Maizel As a principal at LLJ Ventures and LM Capital Group, Mr. Maizel brings years of experience in investor relations and capital raising.



Michael Kinkelaar As a partner at Procopio law firm, Mr. Kinkelaar aids in all legal affairs and corporate structuring.

Thank you!

Schedule a time
to visit our lab
at UCSanDiego!

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See more examples of the lab [HERE](#)

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