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R2U



**Innovation that Transforms
Business:**
Technological Solutions for Retail and
Industry"



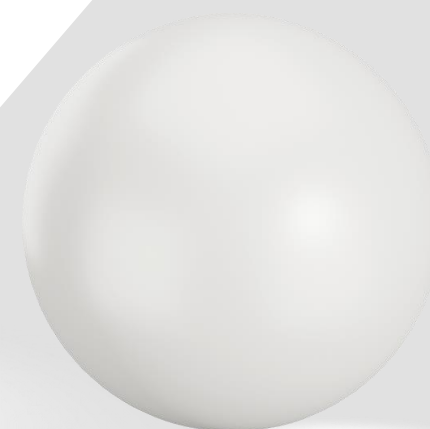
At R2U, we redefine innovation

We empower companies with cutting-edge 3D, augmented reality and artificial intelligence technologies. Our solutions transform digital presence and delight customers, creating unique and captivating experiences.





Solutions Cases





Digital Transformation with Augmented Reality

Revolutionize e-commerce with our Augmented Reality and 3D technology. Offer customers a detailed and interactive view of products, increasing confidence and purchase satisfaction.

FLEXFORM: IMPRESSIVE RESULTS

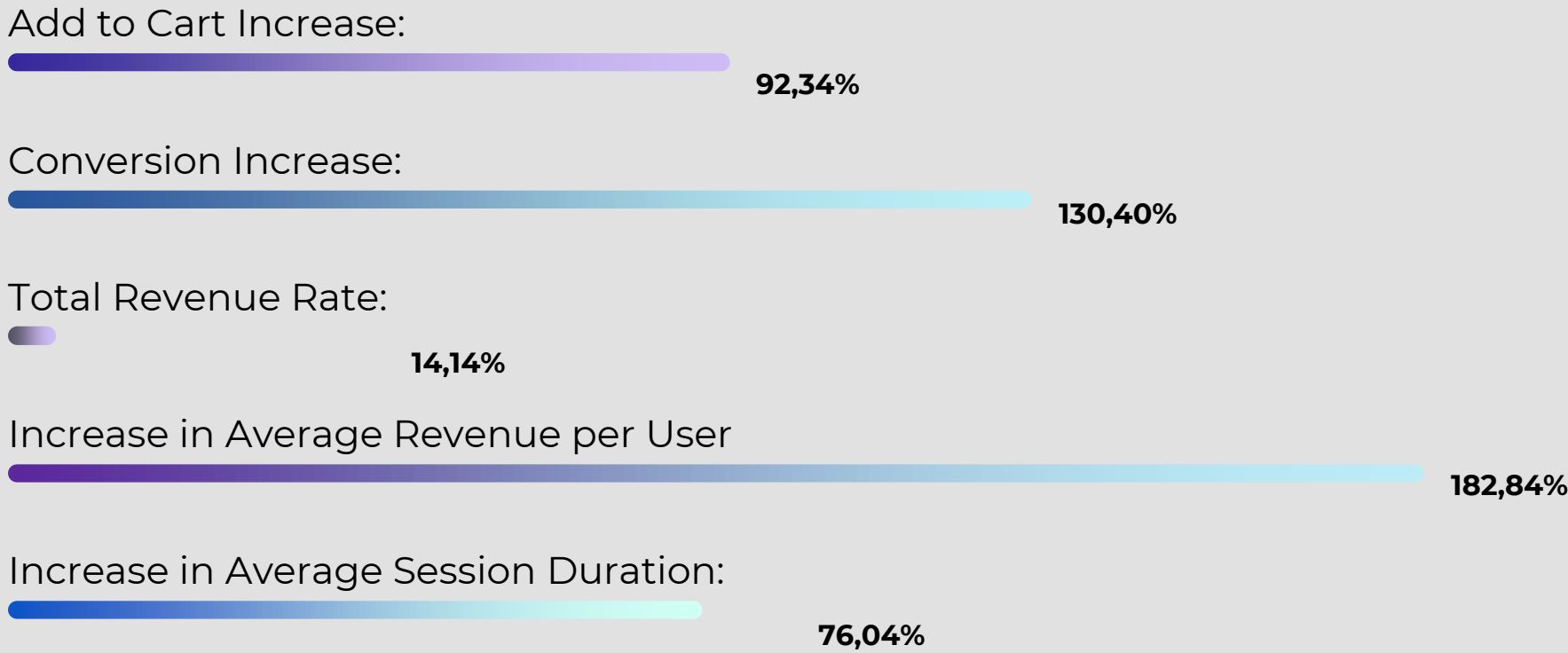
WITH R2U, FLEXFORM HAS EXPERIENCED SIGNIFICANT IMPROVEMENTS IN USER EXPERIENCE, IMPROVING CUSTOMER INTERACTION AND ENGAGEMENT. OUR TECHNOLOGY HAS TRANSFORMED THE SHOPPING EXPERIENCE, RESULTING IN MORE ENGAGED AND SATISFIED CUSTOMERS.



Transforming Shopping Experiences

We are redefining e-commerce, helping our customers increase conversion, increase average ticket value and extend session time. In addition, the significant reduction in merchandise returns and reverse freight further highlights the effectiveness of our solutions.

Average Results of the 1st smt/24 customer base



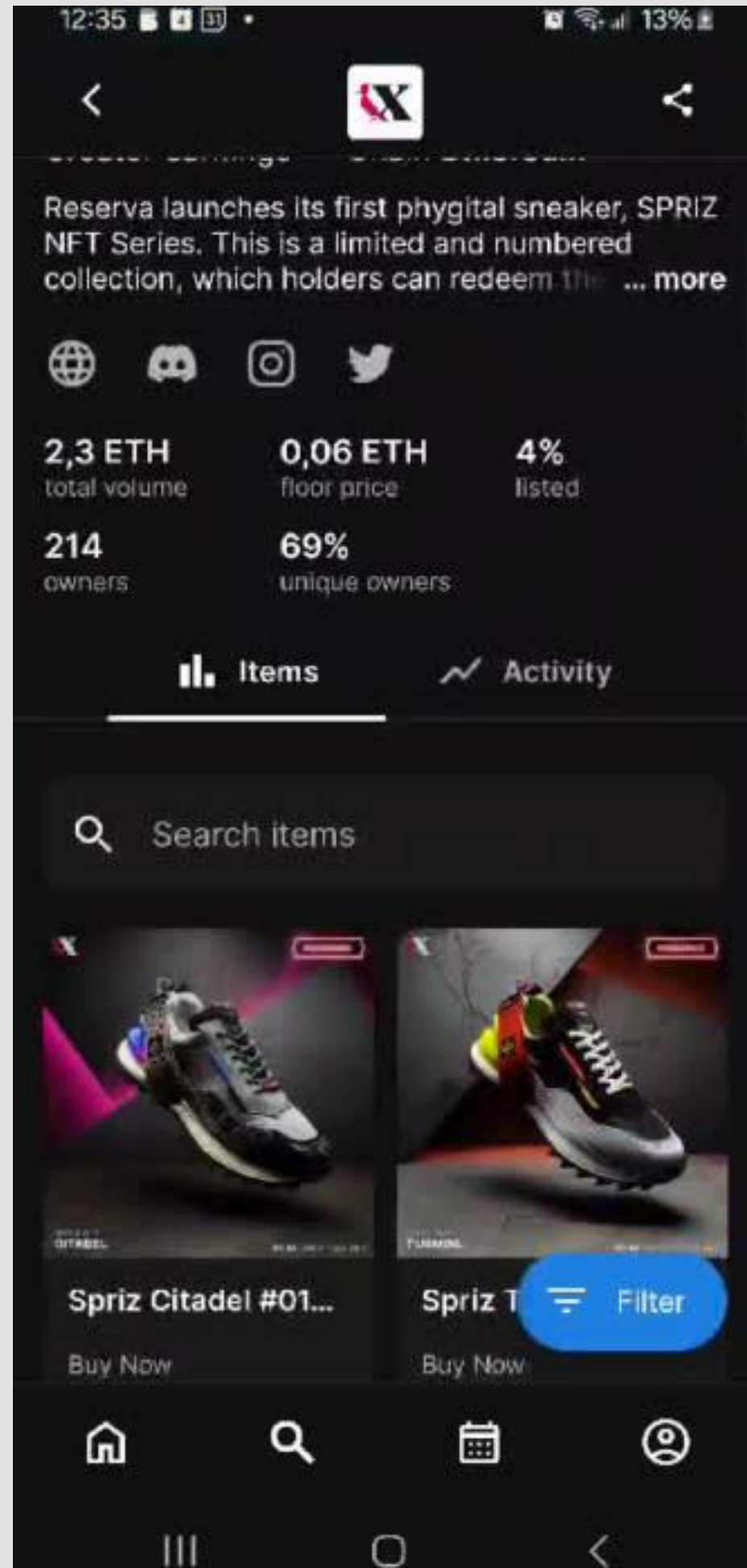


Immersive Experiences with 3D Landing Pages

Create visually impactful landing pages with our 3D technology. Provide an engaging and unique experience, capturing visitors' attention and increasing engagement.

Spriz: A full New Dimension

SprizNFT's 3D landing page exemplifies a beautiful and immersive experience. With detailed and interactive visualizations, visitors are transported to an engaging digital environment, resulting in increased engagement and conversion.



Innovation with NFTs and dApps

We offer innovative and secure solutions that transform the way you interact with the digital world.

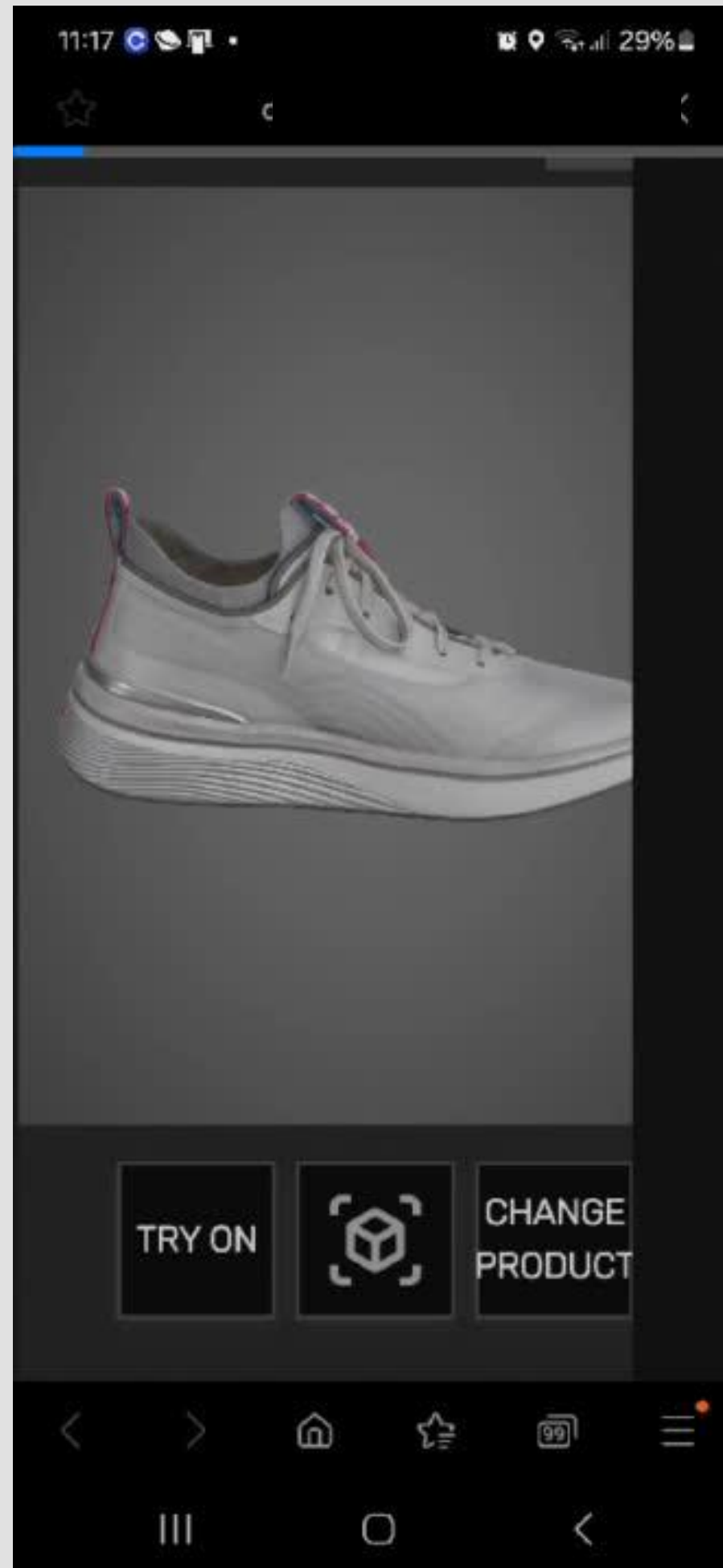
SPRIZ RESERVE:

PIONEERING IN NFTS

RESERVA SPRIZ, IN PARTNERSHIP WITH R2U, LAUNCHED AN EXCLUSIVE COLLECTION OF NFTS.

CUSTOMERS CAN VIEW, PURCHASE AND COLLECT UNIQUE DIGITAL ITEMS. THIS INITIATIVE HAS INCREASED ENGAGEMENT AND POSITIONED RESERVA AS A LEADER IN INNOVATION IN THE DIGITAL FASHION MARKET.





Interactive Experiences with Try-On / AR

Virtually try on products before you buy. Our Augmented Reality Try-On technology delivers an immersive, lifelike experience right on your device.





Advanced Customization with 3D Customizer and AR

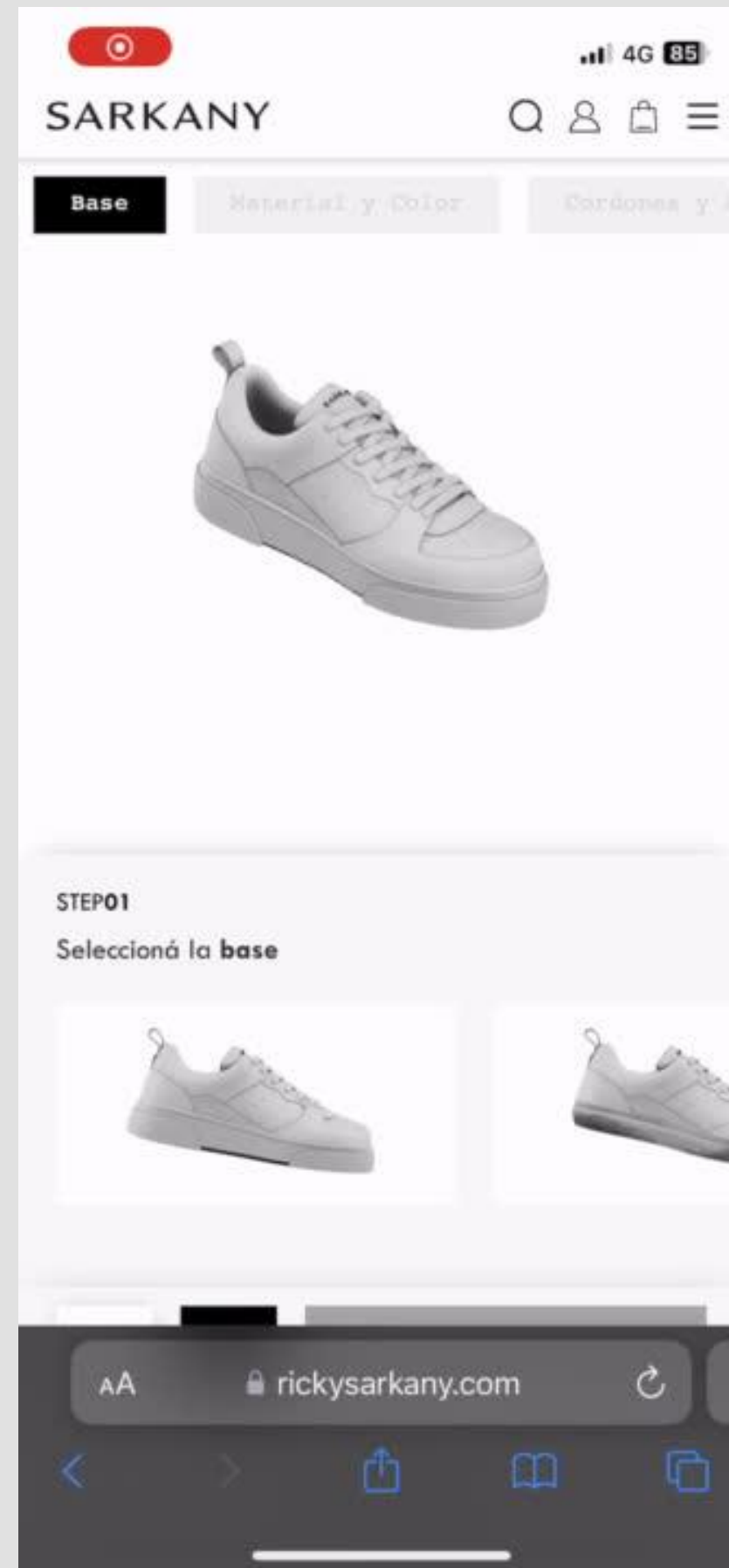
Give your customers the freedom to create. In a market that is increasingly focused on hyper-personalization in retail, our 3D Customizer allows you to personalize products with 4K textures and a wide variety of materials. We provide a realistic and immersive experience. Configure products to your liking, visualize every detail in high definition and create a lasting emotional connection with your customers.



Havaianas: Innovative Personalization

Havaianas, in partnership with R2U to celebrate its 60th anniversary, implemented the 3D Customizer to allow customers to personalize their sandals. With 4K textures and a wide range of materials, customers can create unique designs, elevating the shopping experience and strengthening the connection with the brand. This innovation has brought a new level of engagement and satisfaction to Havaianas consumers, standing out in the market for offering exclusive and personalized products.





Sarkany:

Unique Sneakers, Unmistakable Style

Sarkany, a renowned Argentine footwear brand, has transformed customization with R2U's 3D Customizer. Customers can now create unique sneakers by choosing from 3 types of soles, various linings, laces and many other details. This innovation has not only allowed Sarkany to stand out in the market, but also offered customers a unique and personalized shopping experience, meeting the growing demand for individuality and style.





Kameleon Bags: unlimited customization

With R2U's 3D and AR Customizer, Kameleon Bags has transformed the shopping experience. Customers can now create unique designs and view customized products with 4K textures and diverse materials. Innovation that connects emotion and sustainability.

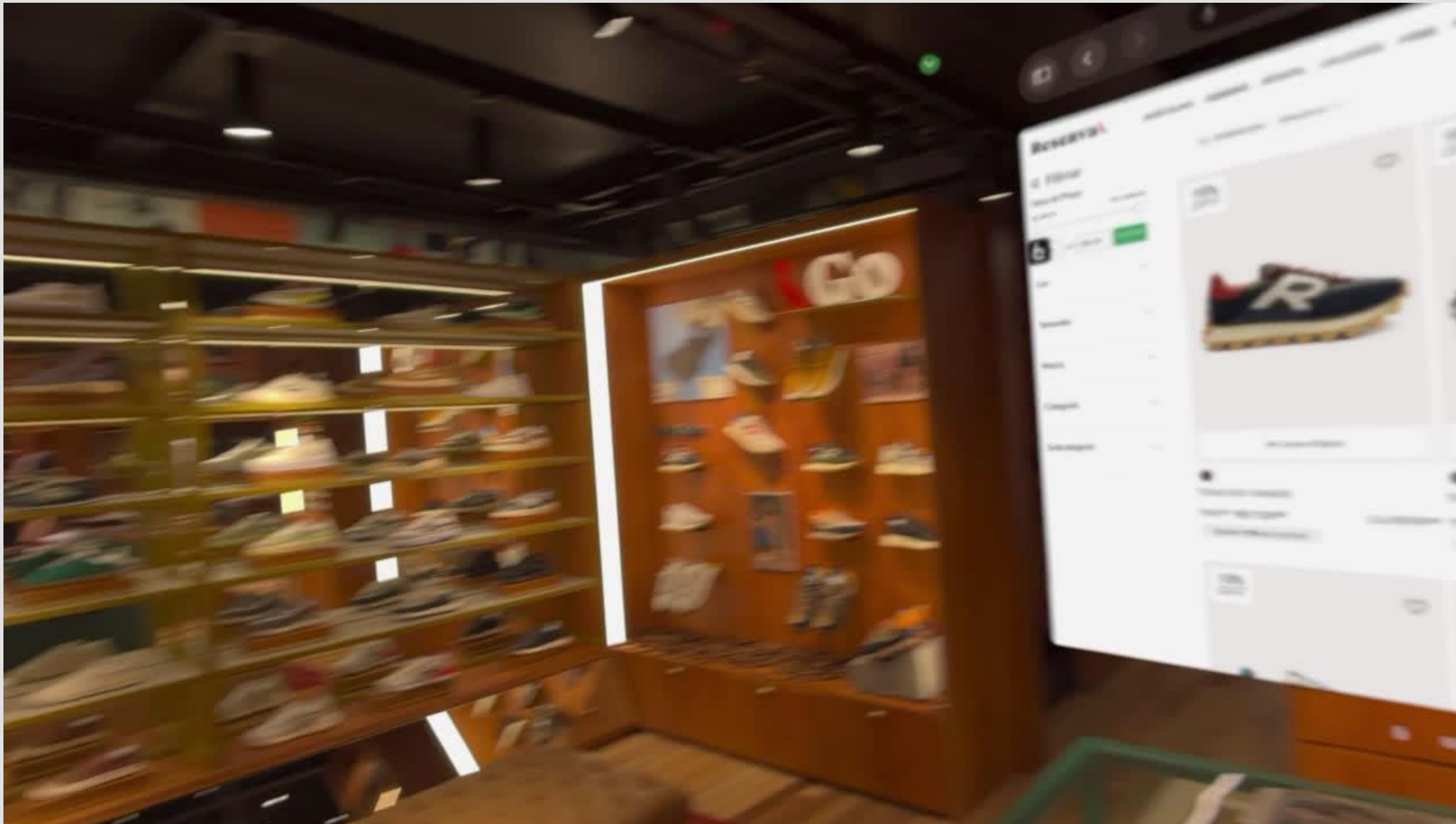


Docol:

Omnichannel Faucet Customization

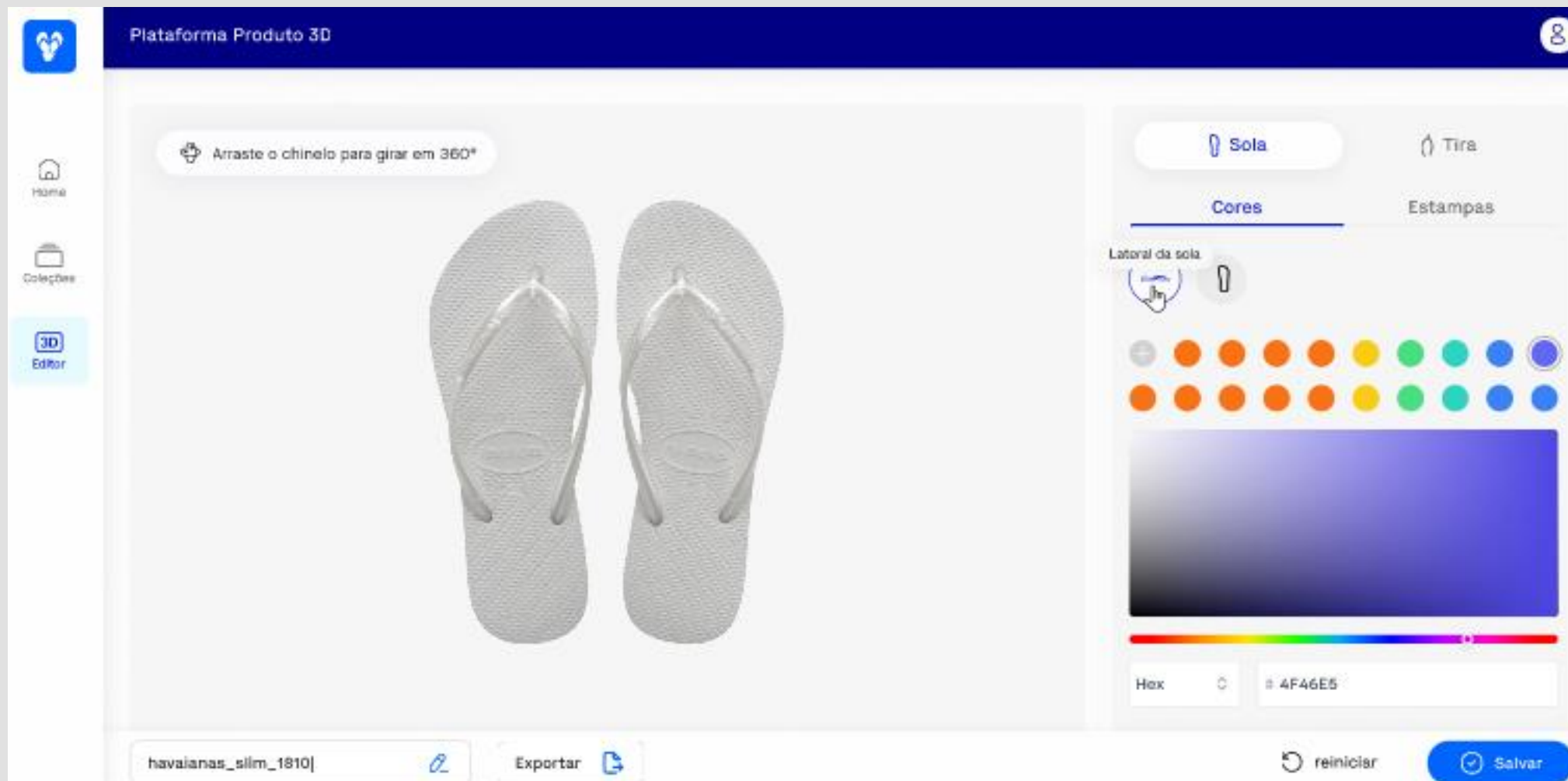
Docol, a leader in kitchen and bathroom solutions, has transformed the shopping experience in its retailers' physical stores with R2U's 3D Customizer. We have developed a solution that allows customers to visualize and customize faucets in augmented reality. This solves the challenge of display space and offers an interactive and immersive experience, where each variation can be explored in detail.





Transforming Stores with Vision Pro

Revolutionize the shopping experience with Vision Pro. Transform Reserva stores into experience hubs by combining the Infinite Showcase and 3D Customizer to create an immersive and interactive environment.



Rapid Innovation with 3D Prototyping

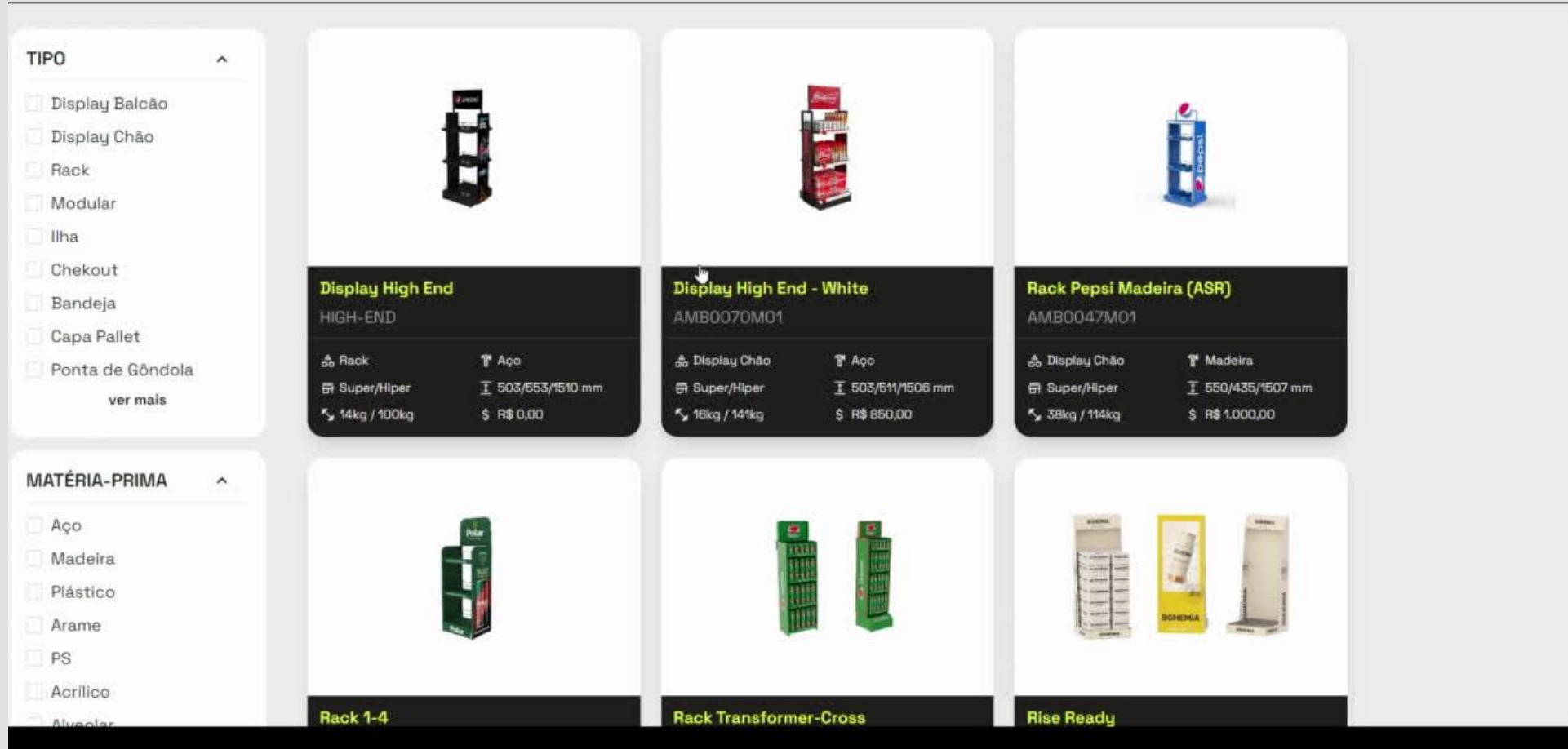
Facilitate and accelerate your creation process with our 3D Prototyping. Our technology not only makes development more agile, but also more sustainable. Design, adjust and visualize your products in real time, minimizing waste and optimizing resources.





Intelligent Automation with AI

Harness the power of Artificial Intelligence to transform your business. We develop customized solutions that use AI to automate processes, analyze data, and deliver innovative experiences to your customers.



Excellence in Consulting and Outsourcing

Our team of experts acts as a consultancy, creating innovative solutions for our partners' challenges and opportunities. In addition, we deliver high-quality development in record time, ensuring exceptional results.

Rise Retail: Agility and Efficiency

Rise Retail faced the challenge of developing customized store displays quickly and at low cost. R2U created a customizer that transformed the sales process, offering an efficient and cost-effective solution.

BENEFITS:

SALES TEAM: MORE ENGAGING AND ACCURATE PRESENTATIONS.

CREATIVE TEAM: QUICK TWEAKS AND INSTANT PREVIEWS.

VALIDATION: FAST AND EFFICIENT APPROVAL OF DESIGNS.



Innovation in digital store

Integrate cutting-edge technology to create dynamic, customizable digital storefronts, elevating customer engagement and driving sales.

Some Clients

**Reserva**

**ALPARGATAS**

**Electrolux**

**Whirlpool**

**LEROY MERLIN**

**GE Healthcare**

Portobello

Flexform

**COELHO DA FONSECA**

**Multiplan**

**TECNISA**

**B.blend**
by BRASTEMP

POINTER

**Senac**

MOBLY

ARAMIS

**SEQUOIA**

BRETON

**Persono**

**ABRAMUS**
cadabra

DIMLUX

ELEGANCY DESIGN

**HENN**

BELGO
GeoTech

**KLÜBER**
LUBRICATION

**VTEX DAY**

**RD SUMMIT**

**abramus**

Innovation in Every Detail...

Easy and Democratic Integration

Our single SDK makes integration fast and painless, regardless of the service. Integration with customer applications is also a breeze. Streamline processes and deliver a seamless experience with our cutting-edge technology.

Omnichannel Services

Our solutions are designed to work across all your sales and communication channels. We elevate the customer experience at every touchpoint, ensuring consistent and engaging interaction, whether online or offline.

Benefits of developing a partnership with [R2U](#)

Partnering with R2U means transforming the way you do business. Our innovative, integrated solutions will bring you unmatched quality, exceptional agility, and limitless creativity. With our cutting-edge technology, you will be able to deliver unique and engaging experiences to your customers, stand out in the market and take customer satisfaction to new heights. Together, we will redefine the future of retail and manufacturing.



Conclusion

At R2U, **we transform businesses** with technological innovation. Our Augmented Reality, 3D Customization and Artificial Intelligence **enhance the customer experience and optimize processes.**

Success stories such as Reserva Spriz, Havaianas, Sarkany and Docol prove our impact. Together, we can **take your company to new levels of innovation and satisfaction.**

R2U - Shaping the future of retail and industry with technology and creativity.





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