WAY Experience
VR/AR/MR Custom Solutions

WAY EXPERIENCE

Your next partner for immersive projects and MR solutions

We are an innovative SME born in 2019, specialized in the creation of immersive experiences in Virtual Reality, Augmented Reality and Mixed Reality.

We operate on 2 key verticals

#1 Culture & Tourism Experience B2B2C model: we sell immersive experiences to tourists through Cultural Institutions and Tour Operators, taking advantage of a revenue sharing model to maximize growth and market reach

#2 Corporate Experience B2B Model: we provide personalized and high-value immersive solutions on a project basis

the time is NOW

For too long Virtual Reality has been seen as a gadget for a few. Today, in 2025, VR is no longer a hobby, but a **strategic response** to many market needs.

Immersive technologies are accelerating at an unprecedented rate. **Artificial Intelligence** is not just an addition, but an engine that is revolutionizing our ability to create **hyperrealistic and interactive worlds**, optimizing production time and costs.

We are the best
immersive storytellers

From Storyteller to Storyliving

From **NARRATING** to **LIVING**,
we transform the user into an active protagonist of the story.

Technology can disintermediate everything except talent

We have learned to develop human potential in an exponential way.
Developing Virtual Reality experiences in the **moment of maximum technological hype (AI)** is a privilege that allows us to achieve **high quality levels.**

MARCO PIZZONI
CEO, Co-Founder e Tech Visionary

PER FRANCESCO JELMONI
Co-Founder e Direttore Sales

MATTIA TRAPANI
Co-Founder e CTO

ARON FORTI
VR Supervisor & VFX TD

DAVIDE SCALISI
Project Manager

SONIA BALESTRI
3D Cloth Artist & Character Artist

MARTINA FORTE
Environment Artist & 2D Artist

FADIL PEZZOLLA
VR artist & Editor

MARCO BONVICINI
FX & Technical Artist

MIRKO TORRENTE
VR & 3D artist

LINDA FERRARI
VR & 3D artist

LUCA IANNARIELLO
Junior VR & 3D artist

MASSIMILIANO RIMOLDI
Junior VR & 3D artist

MARIA ALEXANDRU
Junior 3D artist

CLAUDIA LIGORIO
Administration office

PAOLO SEMPIO
Administration & operations

ELEONORA MANDELLI
Head of Creative & Production e storica dell'arte

VITTORIA FINETTI
Content Curator

EMANUELE CARLUCCI
PM tecnico

MANUEL MAZZINI
Business Developer

PATRIZIA BIDONE VALDISERRA
PM

FABRIZIO FERRERO
Head of Communication

GIORGIA MANDELLI
Brand Marketing Manager

MARTA FRASCHINI
Graphic Design & Art Director

Because the future is here: supporting market data

The Extended Reality (XR) market is growing strongly, demonstrating an increasingly marked business adoption.

78B

Market 2025
Billions of dollars of evaluation of the global VR/AR market in 2025

1.7T

Forecast 2034
Trillion dollars expected by 2034 with CAGR above 40%

71%

Use for Training
Of businesses already adopted AR/VR technologies for training

Source: Business Research Insights report on the AR/VR market

Our 4 pillars

STORYTELLING

We transform stories into worlds to explore and live

TRAINING

We make learning safer, more effective and engaging

ENTERTAINING

We create experiences that involve, excite and leave their mark

SELLING

We transform products into unforgettable shopping experiences

Storytelling

Storytelling

We transform stories into worlds to explore and live in the first person

Immersive storytelling takes storytelling to the next level, making the audience no longer a passive spectator, but the active protagonist of a story.

CASE HISTORY: Amazon Web Services

Immersive experience that shows how the AWS infrastructure supports global and local brands. Within AWS HOUSE, users discover through digital experiences the contribution of AWS to efficiency, sustainability and innovation. Thanks to an engaging and accessible technological tale.

In partnership with ATC - All Things Communicate

WHAT WE CAN DO

Digital Storytelling

Creation of complex narratives, for museums, cultural or corporate institutions, that allow you to explore historical worlds or abstract concepts in an interactive way.

Emotional Experiences

Projects designed to inspire empathy and awareness, telling stories of social impact or personal testimonies in a deep and touching way.

Virtual Tour Narrative

Paths that combine the virtual visit of a place with a historical or emotional story, enriching the discovery experience.

Storytelling

CASE HISTORY: Ance Belluno

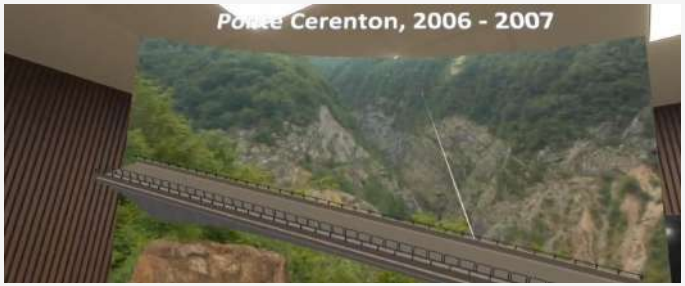
Journey through the Belluno Construction Sites – The Challenges Map

*An immersive **Mixed Reality** experience that allows you to explore f**ive major engineering projects in the Belluno area**.*

Discover stories of courage, innovation, and collective commitment by exploring digital models, data, and interactive narratives. Experience firsthand how technology and vision have transformed this region over the last 80 years.

5 major engineering works in the Belluno area:

- *Bridge over the Sonna River*
- *Cerenton Bridge*
- *Serrai di Sottoguda*
- *Piazza Roma*
- *Rio Gere Bridge*



Search
Guiding Star: the secrets of financial planning
Setting goals: Define your long-term and short-term financial goals.
Creating a budget: develop a plan for income and expenses, take into account mandatory payments and possible unforeseen expenses.
Investing: Choose suitable investment instruments such as stocks, bonds, real estate or bank deposits.
Savings planning: Determine the amount you want to save each month and create a strategy to accumulate it.
Debt Management: Develop a debt repayment plan, set priorities, and control your expenses.
Secrets of successful financial planning: step-by-step instructions
The main stages of business planning are the definition of goals, market analysis, strategy development, resource planning and control of results.
Business planning tools: SWOT analysis, PEST analysis, BCG matrix, Porter model and other methods for assessing opportunities and threats, as well as analyzing competitors and consumers.
Examples of successful business plans: Study examples of successful business projects to get an idea of how to properly plan and grow your business.
Proactively work
OPTION 1
Setting goals and priorities: Identify your long-term and short-term financial goals, as well as spending and investment priorities.
OPTION 2
Creating a budget: develop a plan for income and expenses, take into account mandatory payments and possible unforeseen expenses.
OPTION 3
Investing: Choose suitable investment instruments such as stocks, bonds, real estate or bank deposits and create a diversified portfolio.
Training

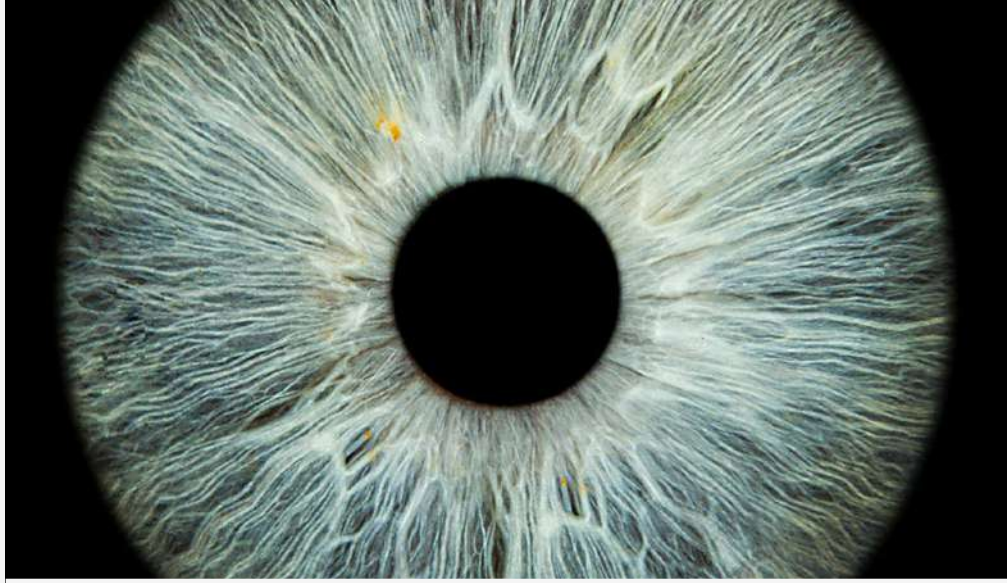
Training

We make learning more measurable, effective and engaging

VR revolutionizes training, allowing you to learn in realistic scenarios without the risks, costs or space and time limits of traditional training.

CASE HISTORY:
State University of Milan

Project of a VR app for learning the optics and neurophysiology of vision, with interactive models to explore visual defects and brain injuries. Includes two modules (vision physics and neurophysiology) and a final test that can be integrated with Moodle to monitor student progress.

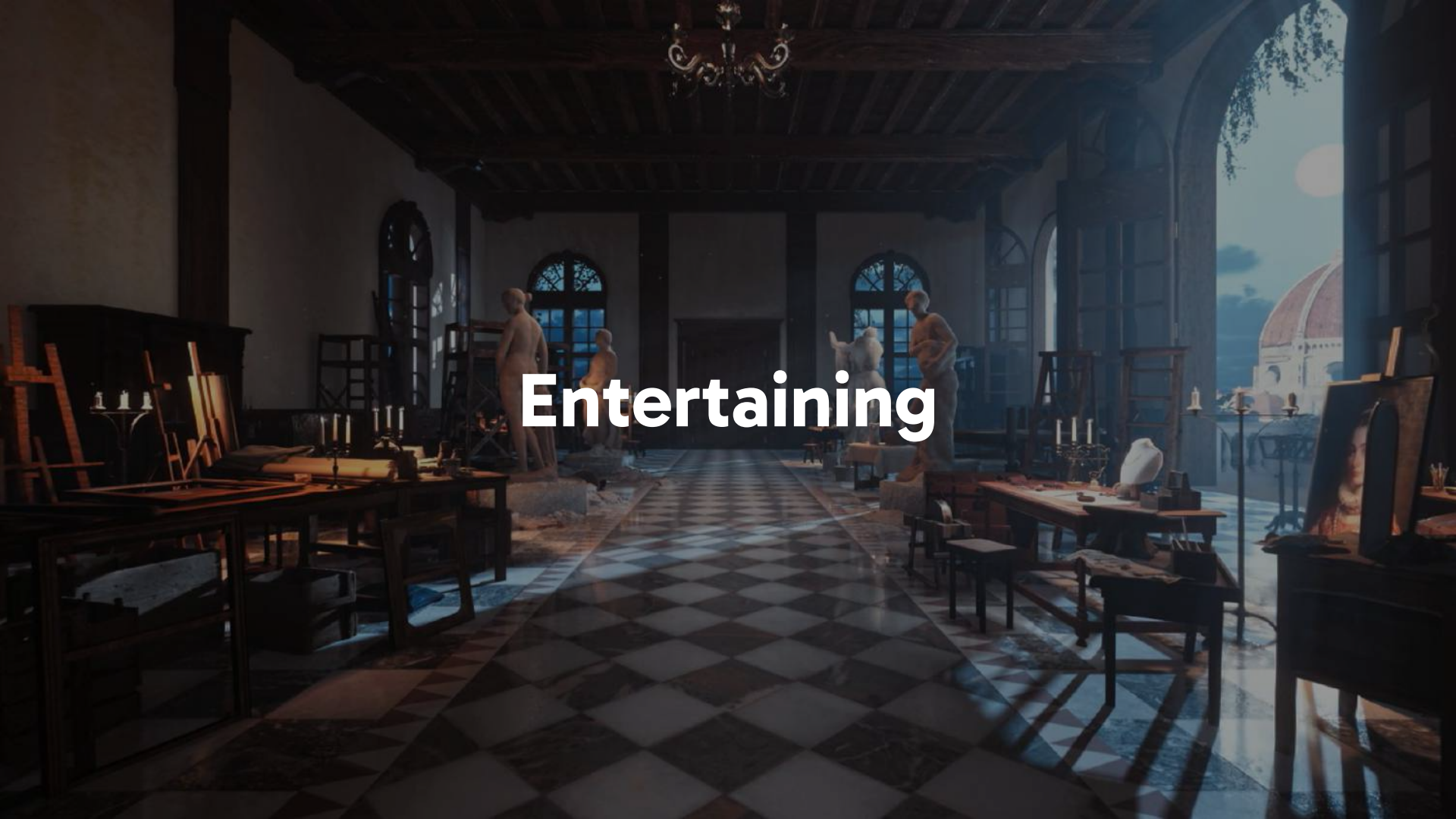


WHAT WE CAN DO

Safety Training
Simulations of high-risk scenarios that allow you to train staff in a totally safe environment.

Immersive E-learning
Interactive training courses with adaptive modules based on AI.

Practical Simulations
Training in the use of complex machinery, reducing the costs of prototypes.


Entertaining

Entertaining

We create unique experiences that engage, excite and leave their mark

Immersive entertainment is the ideal tool to strengthen brand identity, retain audiences and generate memorable word of mouth

CASE HISTORY: MAECI Made in Italy

Project carried out for the Ministry of Foreign Affairs to promote the internationalization of Italian fashion through the review "Italian fashion days in the world" (2025). WAY created a 10 minutes immersive film in Virtual Reality, which presents to the international public the excellence and trends of Italian fashion.

WHAT WE CAN DO

Brand Activation

Interactive and gamified VR experiences for events, fairs and stores, which attract attention and create a strong emotional bond with the brand.

Experiential Points

Permanent installations in museums or public places that offer the visitor a unique and compelling entertainment experience.

360° Videos and Immersive Movies

360° Video content that transports the audience to the center of the action, perfect for celebrations, institutional and corporate storytelling.

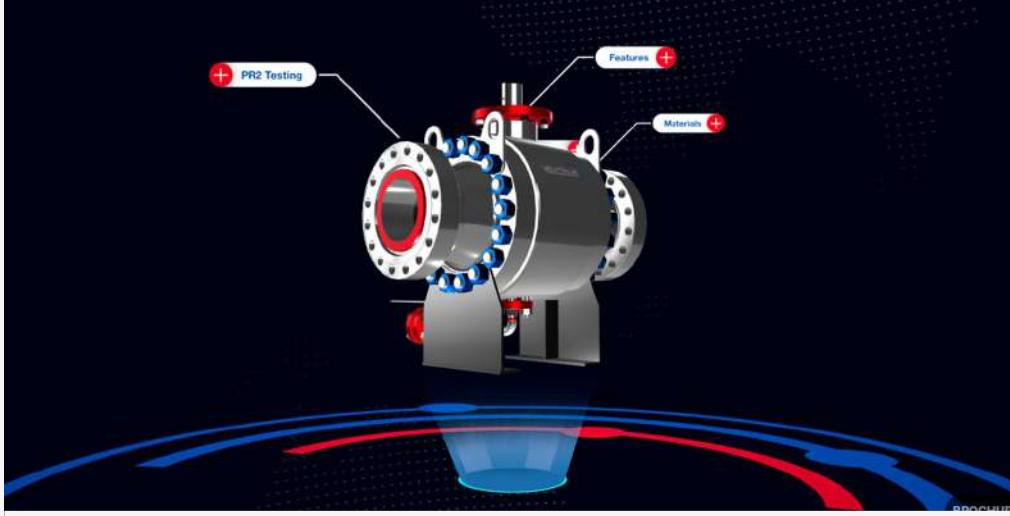
Selling

BROCHURE [AR]

Selling

We transform products into unforgettable shopping experiences

With VR, the customer not only looks at a catalog, but interacts with the product, explores it from every angle, personalizes it and lives it as if it were already his.



CASE HISTORY: Valvitalia Group

Interactive VR experience dedicated to the Subsea Swing Check Valve 42'', designed for learning and for an immersive product presentation. With a 6-degree freedom viewer, the user explores and manipulates the valve model. Subsequently, he observes how it works in a suggestive underwater scenario.

WHAT WE CAN DO

Virtual Lounge

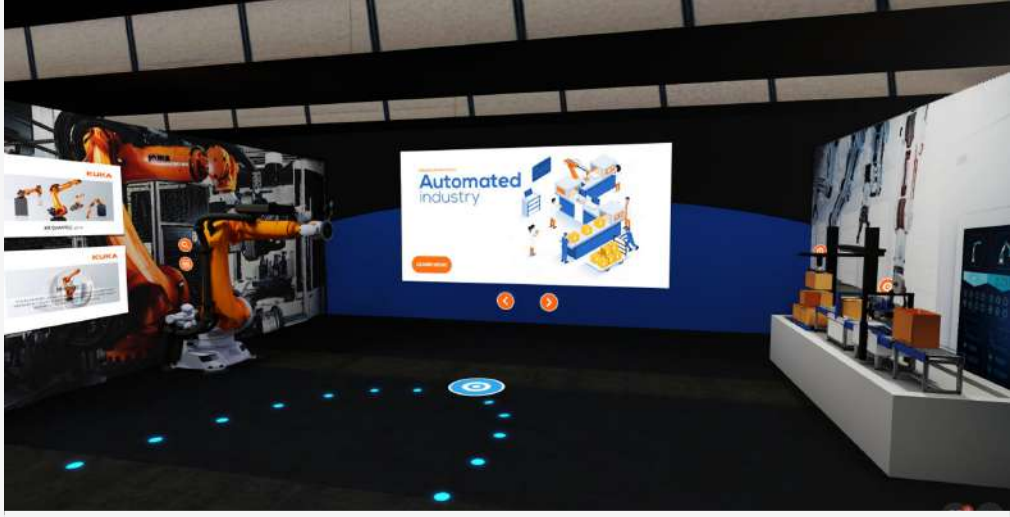
Virtual environments that offer users an immersive and personalized product/service experience and shopping experience, accessible from anywhere.

Digital Twin & Product Explorer

Virtual replicas of products or machinery that allow complex objects, such as cars, houses, boats or industrial components, to live interactively.

Virtual Tours Immersive

experiences to discover museums, archaeological sites, tourist destinations and places of educational interest, perfect for school learning and cultural promotion.



Entertaining
and Training

Hospitals and Medical Centers of Excellence

We apply the principles of neuroscience and psychology, mainly through the mechanism of **perceptual distraction** and the **reduction of pain perception**.

This approach fits perfectly into two of our pillars: **Entertaining** and **Training**.

- **Entertaining:** The main goal is to create an experience that engages and distracts young patients, making them escape from the stressful reality of the hospital. It is an experience that excites and offers tangible relief, leaving a positive sign. In this sense, entertainment is a powerful therapeutic tool.

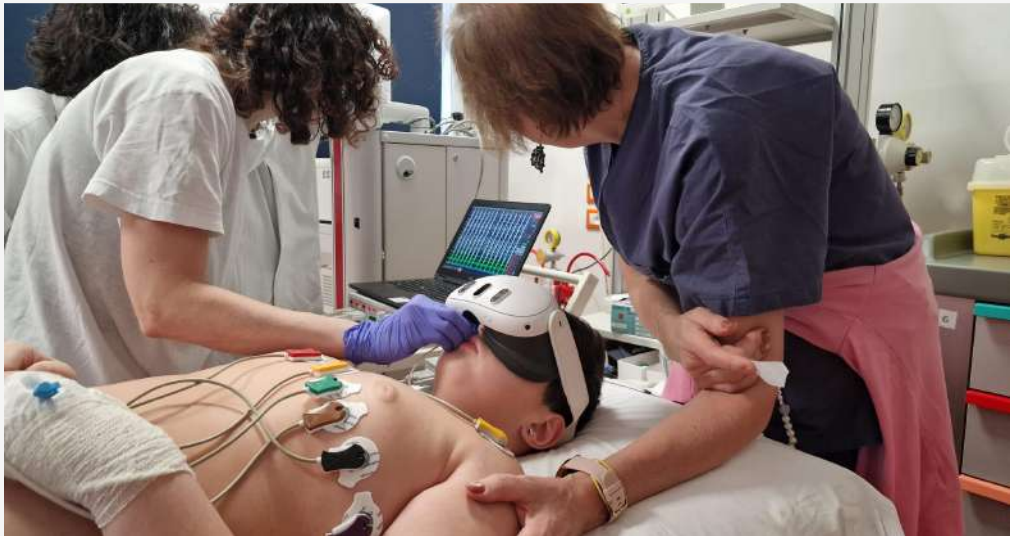
- **Training:** Although the primary goal is not learning in the traditional sense, the experience helps to "train" the patient's reaction. VR teaches the brain to manage stress and anxiety more effectively, making therapy less traumatic.

CASE HISTORY: Buzzi Hospital Milan

*A **Virtual Reality** (VR) project carried out for the Buzzi Hospital in Milan to help kids and young adults (8-17 years old) relax during the **Electrophysiological Study (SEF)**, a crucial exam for the diagnosis of arrhythmia.*

*Thanks to VR, patients live an immersive **45-minute** environmental adventure, joining a team in search of treasures to save planet Earth. An immersive story that reduces stress and anxiety, offering an extremely relevant mental distraction.*

WAY is developing a platform for all hospital departments with projects dedicated to various types of examinations and patient ages.



The power of Augmented Reality

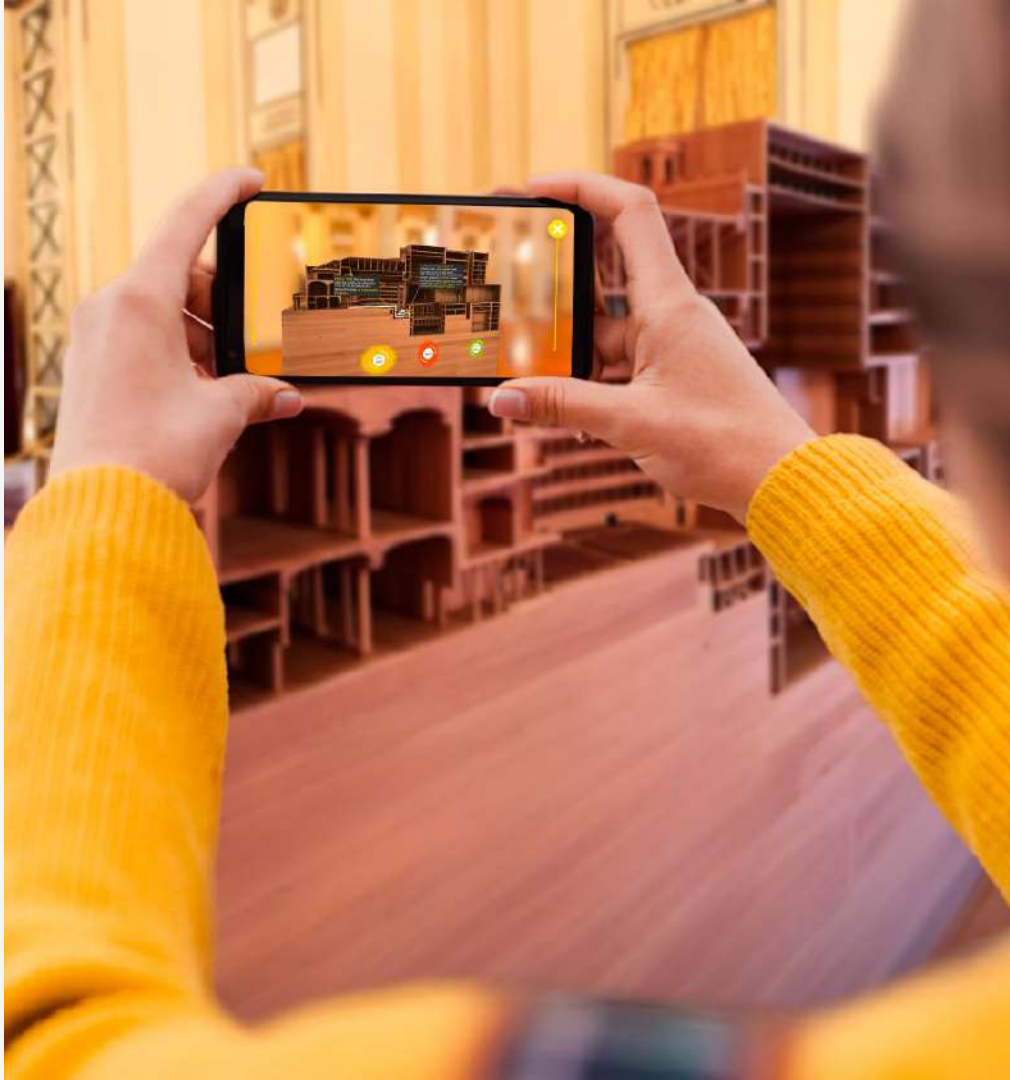
Augmented Reality (AR): improves the existing, does not replace it

Complementary to VR:
AR brings digital information to the real world, making it ideal for on-site training, assistance and marketing.

Assistance and Maintenance (Industry):
Real-time instructions superimposed on the machines for error reduction.

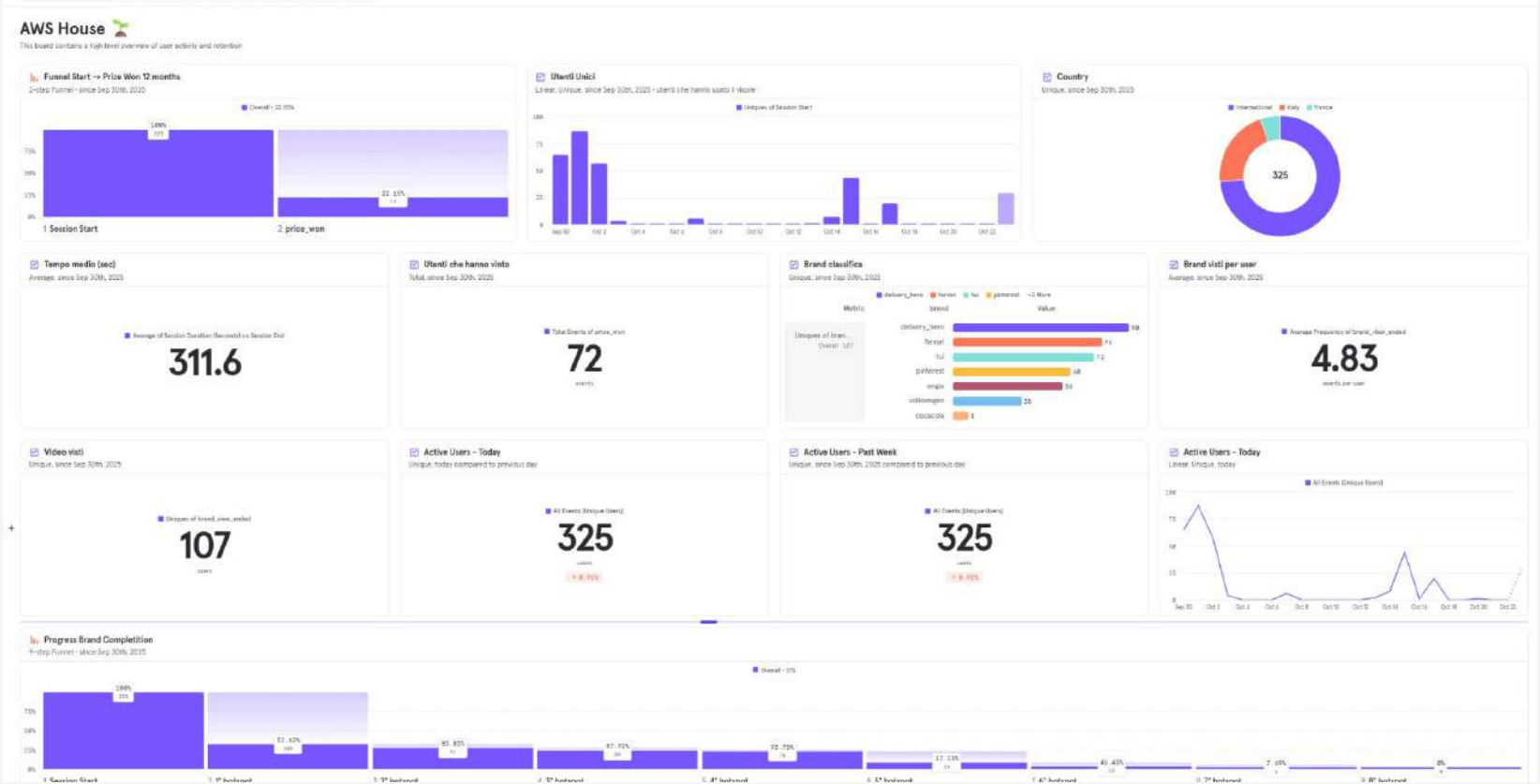
Product display (Retail/Luxury):
Virtual placement of 3D objects (e.g. luxury products, furniture, yachts) in the customer's space.

Cultural Enhancement (Heritage):
3D historical reconstructions and interactive guides on monuments and museums, such as our AR App dedicated to the Teatro alla Scala in Milan.



Analysis is Power

Data-Driven XR: Total Traceability and Business Intelligence.



Analysis is Power

Data-Driven XR: Total Traceability and Business Intelligence.

The Advantage: Every interaction in our Immersive experiences (VR/AR/MR) is a traceable and statistical data.

Continuous Monitoring: Every action, every day, contributes to enriching the information heritage.

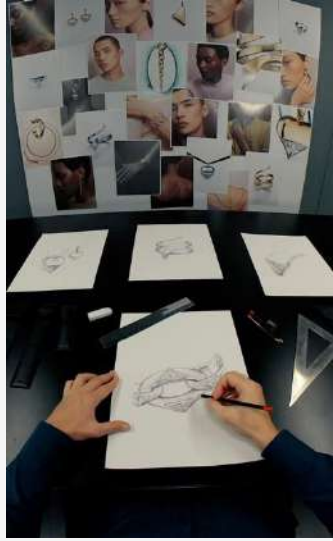
Evidence and Insight: We transform performance into concrete data, providing valuable indications for business optimization, training or user experience.

Transversal Target: Whether it's a Pediatric Hospital, a Global Brand, a University or a Luxury manufacturer, the control of metrics guarantees the maximum ROI from the investment in XR.

360° Video and Immersive Movies

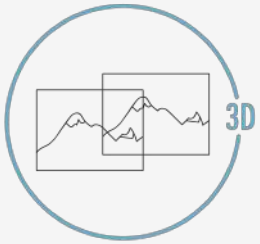
Our productive chain is complete. We have integrated into our production processes: **IMPERSIVE**, the best company producing 360° stereoscopic and dynamic video content. The result? **Full-body experiences that position the user at the center of the product.** Ideal for the world of fashion, sports, contemporary art, for sporting events or spectacular narratives.

IMPERSIVE

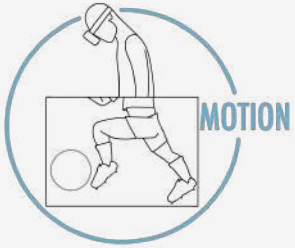


VR technology and language

The **user**, when wearing the visor, comes into possession of a body that actively participates in the action, **thus feeling an integral part of the experience**. The structure of the body also helps to reduce the effects of motion sickness and disorientation in the 360° environment.



We create stereoscopic experiences: the closer objects are, the more they appear three-dimensional, thus ensuring a **realistic perception of depth**.



We produce "moving content" that accompanies the user to **discover the surrounding space**, allowing him to walk, run, but also ride a bicycle or drive a car.

In the international panorama, the stereoscopic content in presence is at 180°: Impersive technology combines all these aspects with a 360° environment, **making the experience consistent and complete**.

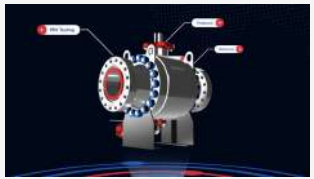
IMPERSIVE

Areas of expertise - Sectors

Health

Edutainment

Retail



Industry

Fashion & Design

Heritage

Communication/ADV

Public sector

Training

Sport Entertainment

Our skills are at the service of those who, like us, aim for excellence.

- ✓ **Innovative companies and Big Brands:** Realities that have the courage to explore new frontiers, ready to create together projects that become industry standards.
- ✓ **Hospitals and Medical Centers of Excellence:** Institutions that invest in innovation for patient well-being, where VR/XR can make a difference in care and therapeutic entertainment.
- ✓ **Integrated Communication Agencies and Media Centers:** Strategic partners to co-create immersive experiences that redefine storytelling.
- ✓ **Consulting Company and Innovation Hub:** Partners who guide their clients towards the future, identifying the potential of VR/XR as a transformation tool.
- ✓ **Universities, Research Centers and Foundations:** Partners who are committed to Innovation and Knowledge. High-profile projects for unique and unconventional initiatives, which adopt a long-term vision.

We are working with different partners

Sociale Impact

We use VR and MR technologies to support cultural and scientific projects with the aim of broadening the target, in particular creating attractive experiences for the younger audience.

Giordano Dell'Amore Social Venture Foundation, from July 2023, supports us in growth and **social impact**. Since 2024 it has entered the **GDA Impact capital of Fondazione Cariplo**.

WAY
EXPERIENCE