VYRCH™

Experiential XR-Commerce

› Digital Commerce

Digital Commerce has been growing exponentially in recent years, but some still say that online will never deliver what offline is most known for...

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› Digital Commerce

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We don’t think so.
The web can be a place of incredible experiences nowadays, and there’s a new factor in play that will kick-off a true revolution in online shopping...

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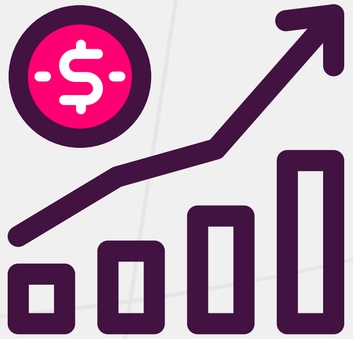
› Digital Commerce

Brands are already investing and earning Billions with AR and VR, but mostly on one-off projects. Imagine if we could multiply the means on which these great initiatives reached their target audiences?



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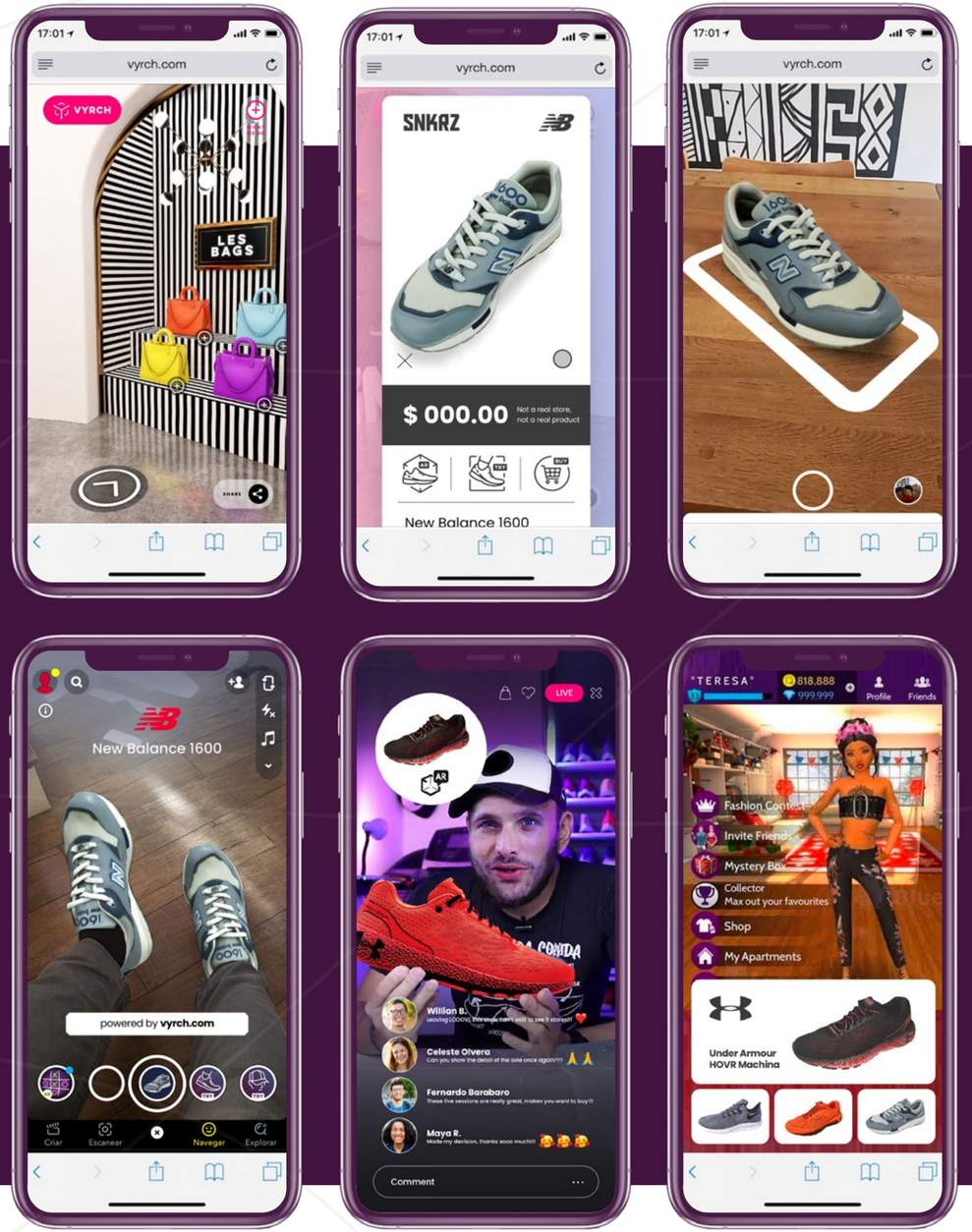
› Introducing

VYRCH™



One Cloud For All Immersive Experiences

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The Platform

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› The Platform

VYRCH is a software platform designed for brands and retailers...

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› The Platform

… to aggregate immersive digital content from multiple sources…

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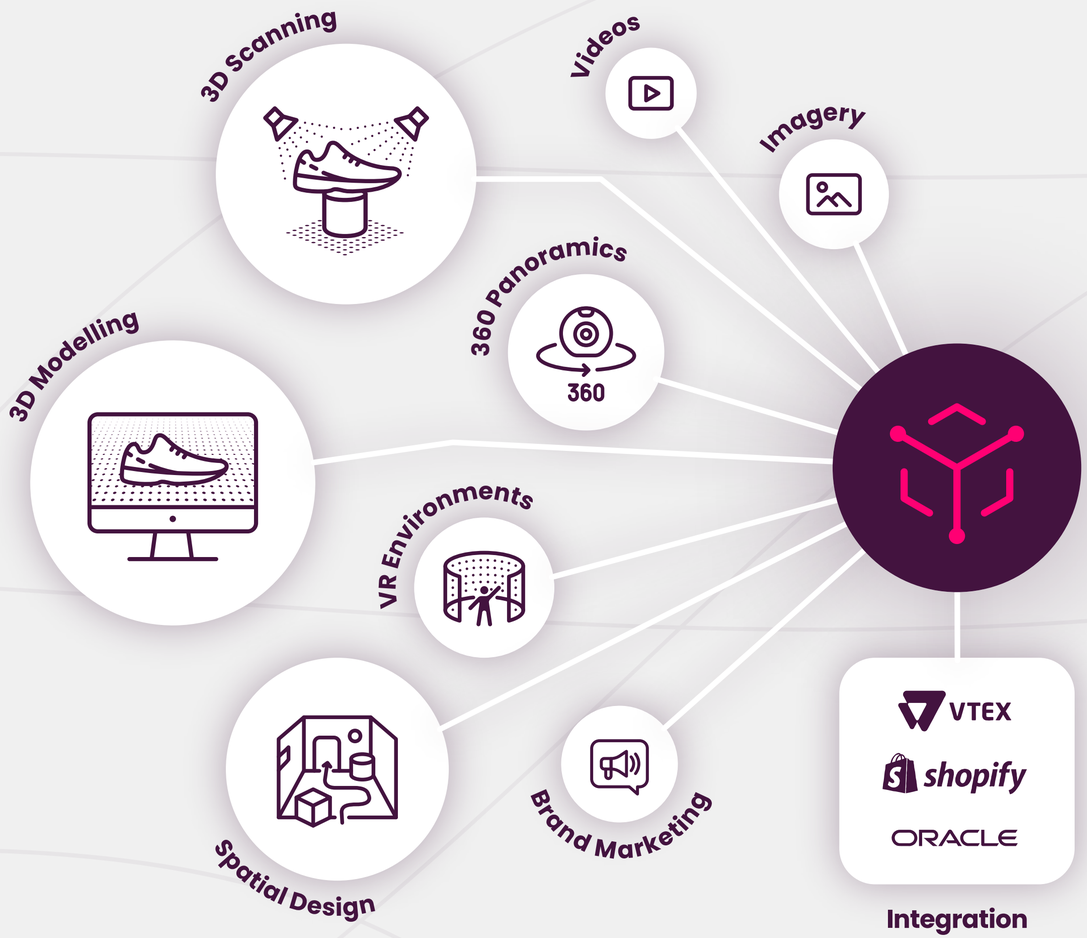
› The Platform

... seamlessly integrate with existing e-commerce inventories...



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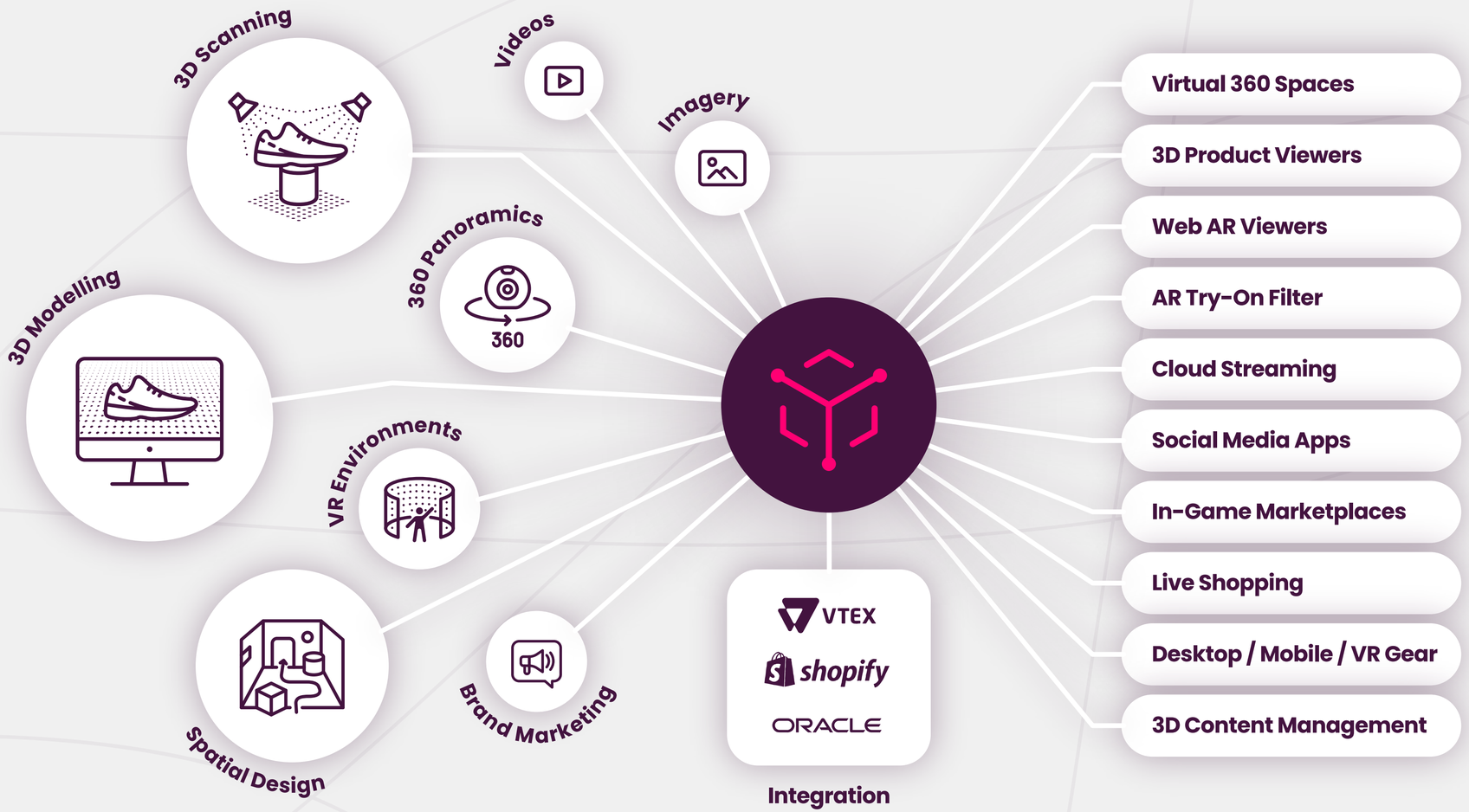
› The Platform

… and distribute as AR/VR applications to the various channels within the digital commerce value chain, …



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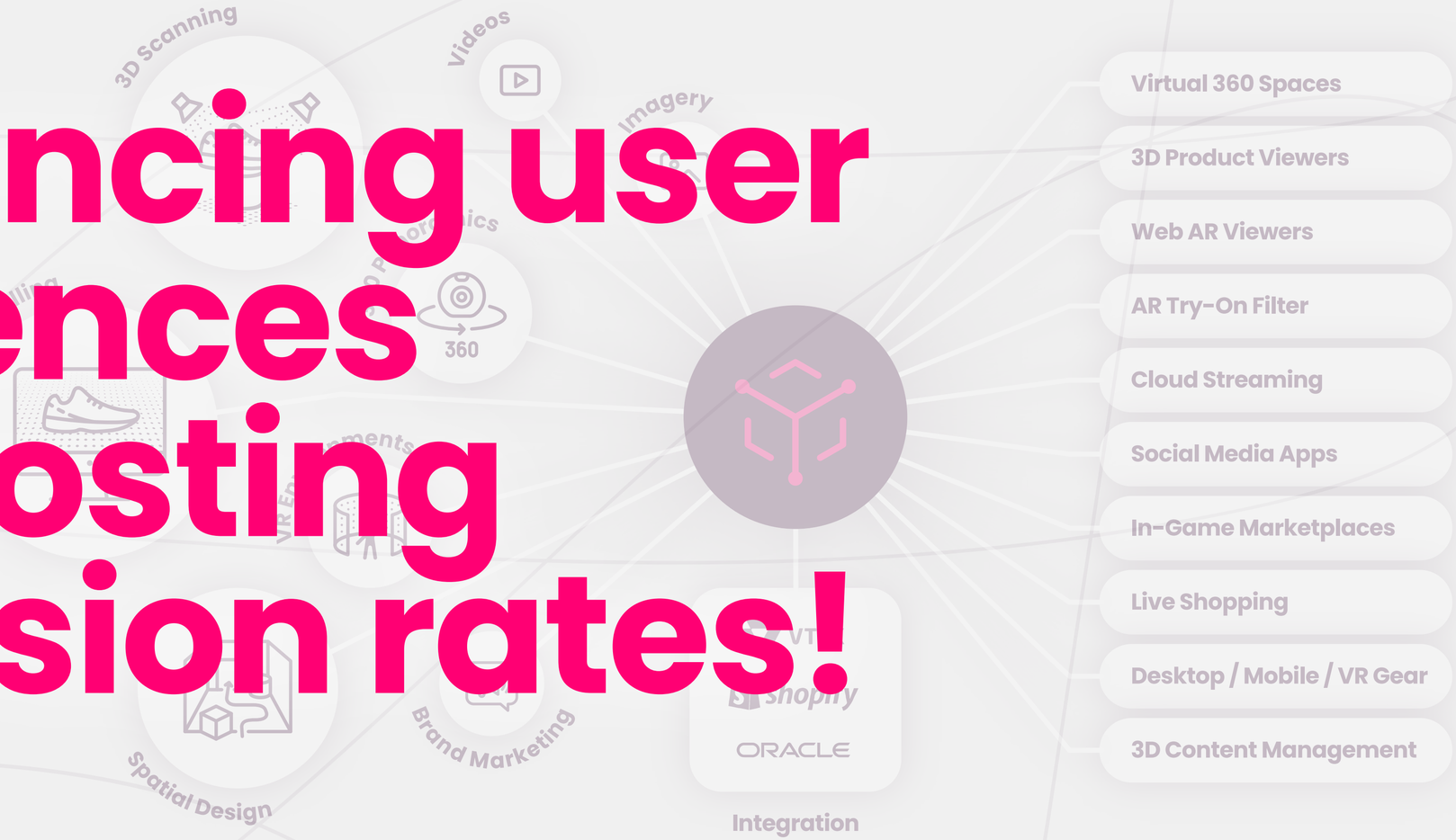
› The Platform

… enhancing user experiences and boosting conversion rates!



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Applications

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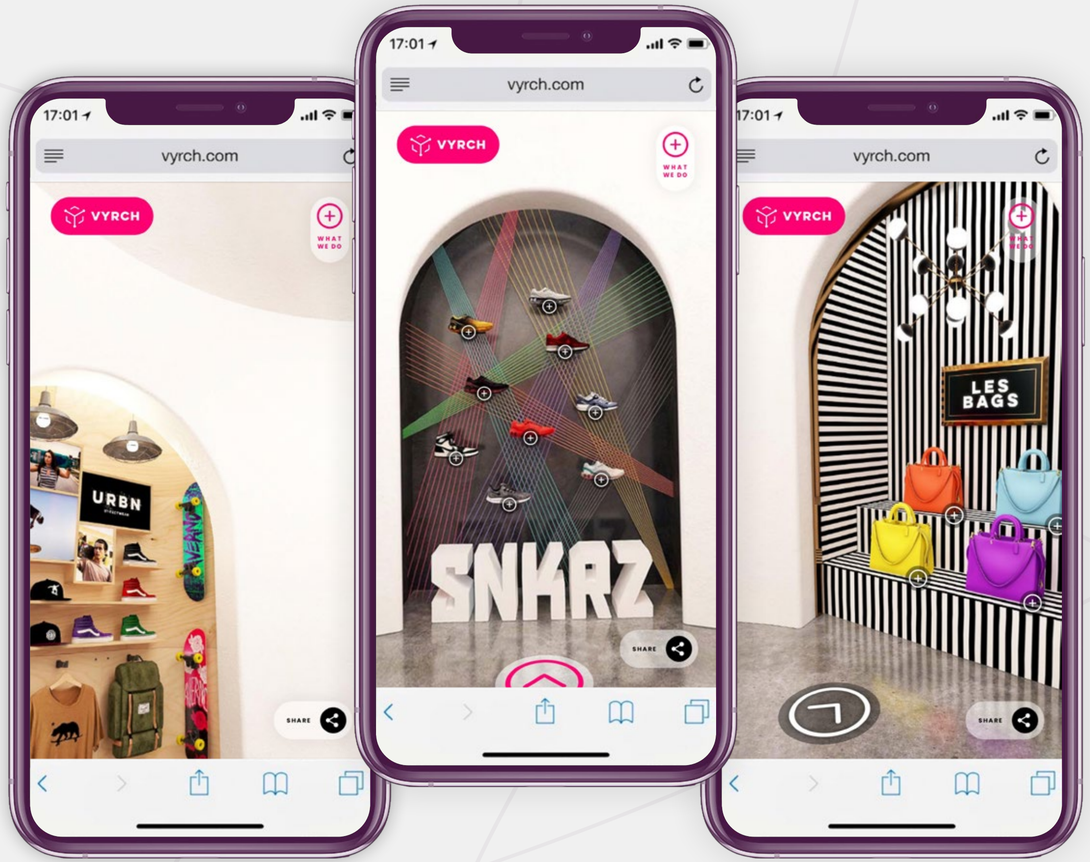
› Applications.

Virtual 360 Spaces

Digital retail stores, flagships, pop-ups or showrooms that are navigable in 360 degress via web browser in computers, mobile phones or VR-glasses, with inventory that is shoppable at any time during the journey. Environments can be direct translations of real-life places through 360-photography or 3D digital renditions of conceptual designs.



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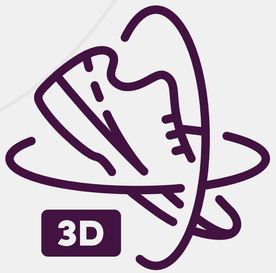
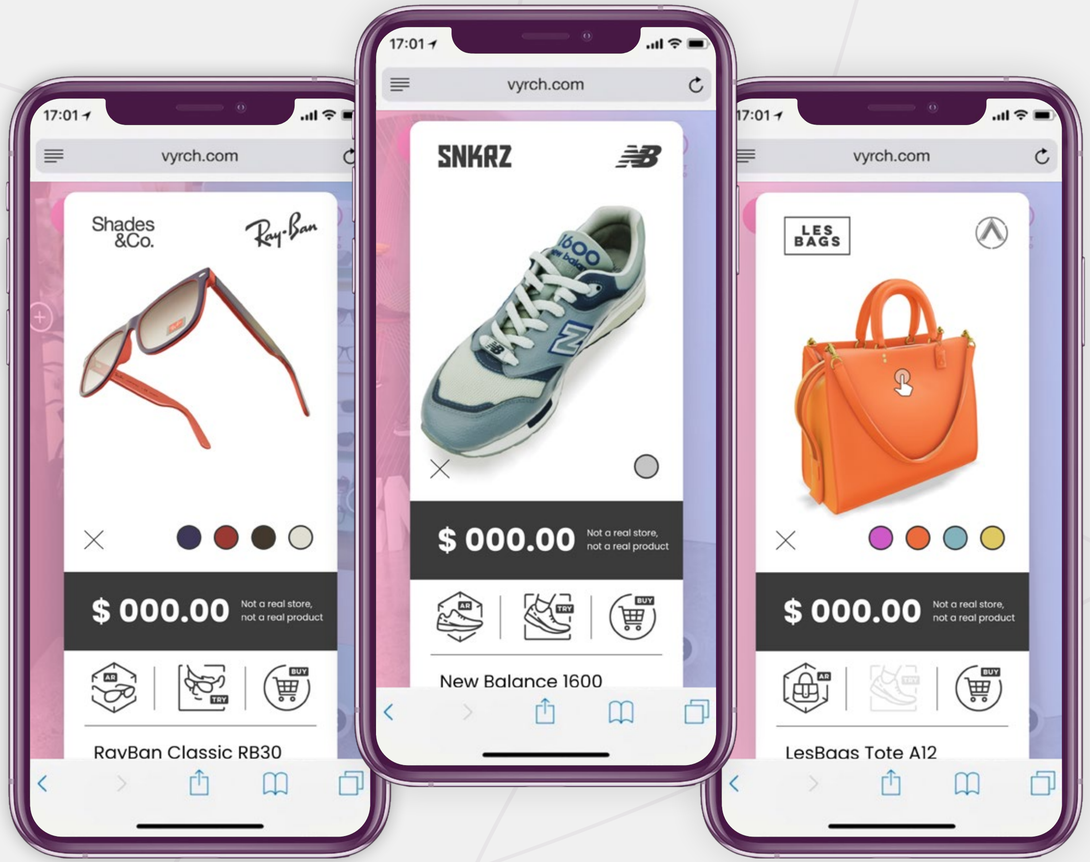
3D Product Viewers

A dynamic visualization module that displays life-like 3D models of products in various formats. They can be embedded in existing e-commerce sites as an iFrame or presented within our own product page template, with additional data integrated directly from e-commerce online inventories, like photos, videos, copy and price/availability information.





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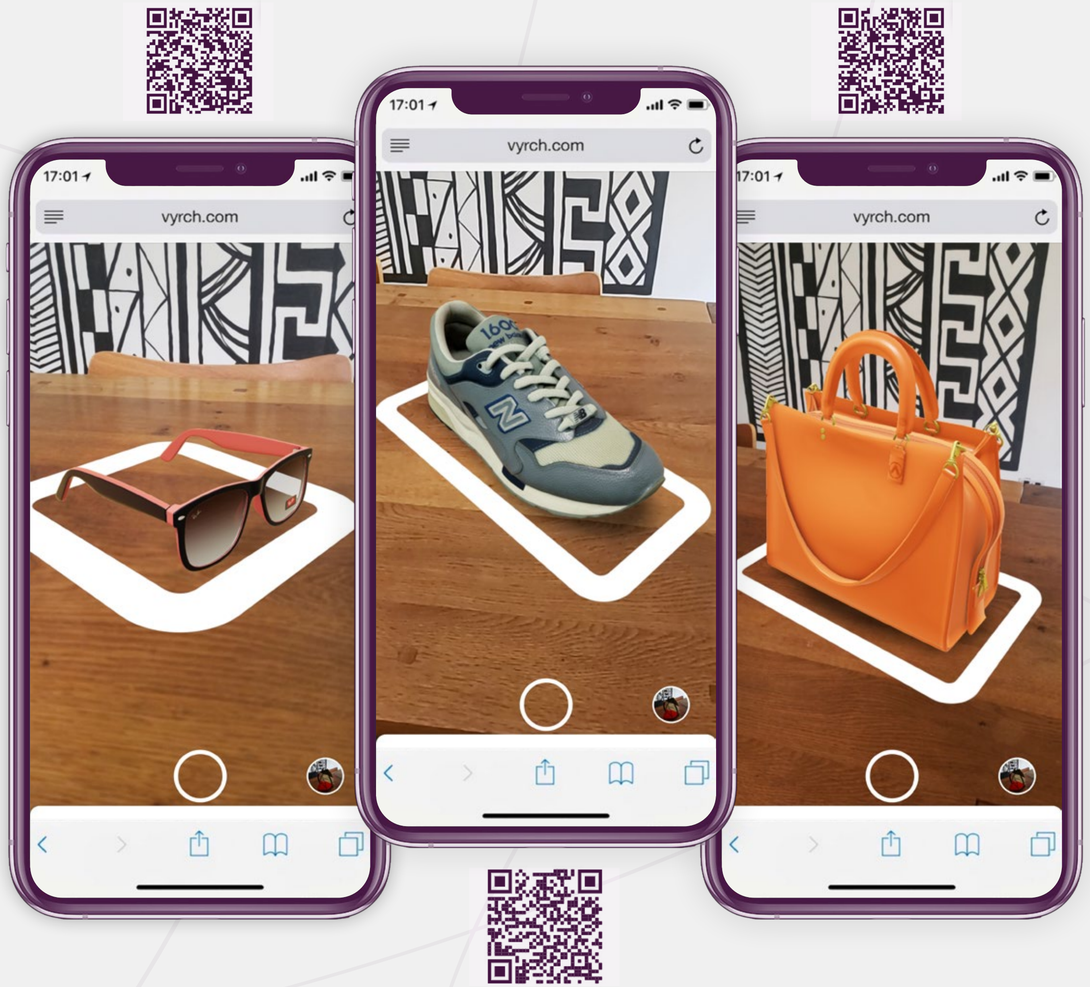
Web AR Viewers

From a button in our 3D Product Viewer or through a QR code, you can use you phone to see realistic 3D “digital twins” of products placed as a virtual overlay in the physical environment around you, all in less than 5 seconds. A great way to feel how a product goes with your things and personal style.



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AR Try-On Filters

Also from within our 3D Product Viewer, a click of a button or a scan of a QR code can allow you to instantly try on products like shoes, sunglasses, hats or makeup in augmented reality, using social platforms like SnapChat, Instagram and TikTok to also share with your community. Greater confidence when deciding on a purchase and fewer product returns as a result.

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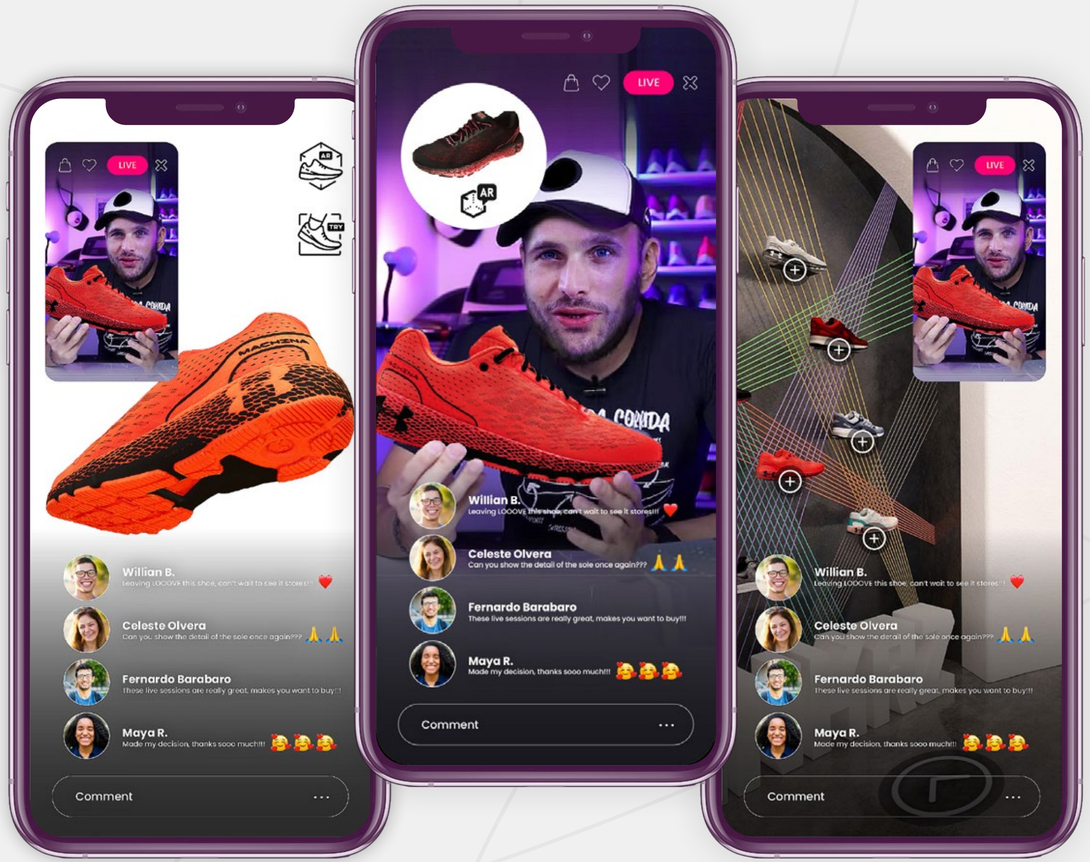
Live Shopping

Some say that Live Shopping is the future of e-commerce, with digital influencers leveraging their reputation and followers to promote and sell products during live streaming sessions. With VYRCH you can have audiences interact with your immersive contents as such events happen, or even bring the live sessions to happen inside your own Virtual 360 Spaces.



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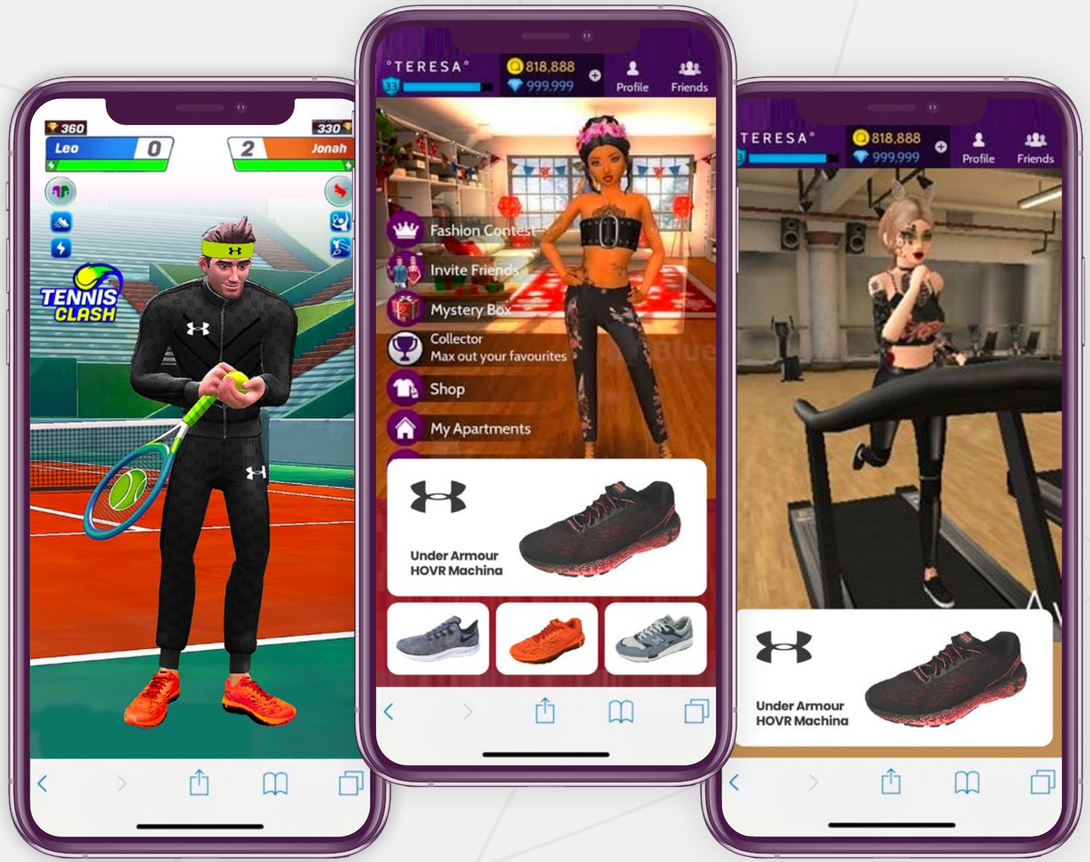
In-Game Marketplaces

With people spending more and more time in social gaming networks, in-game marketplaces have become a new and powerful stream of revenue for brands. Virtual goods are items that users and players can wear as avatars, or simply own in the metaverse, and VYRCH is the tool to make all your digital assets readily available to this growing audience.



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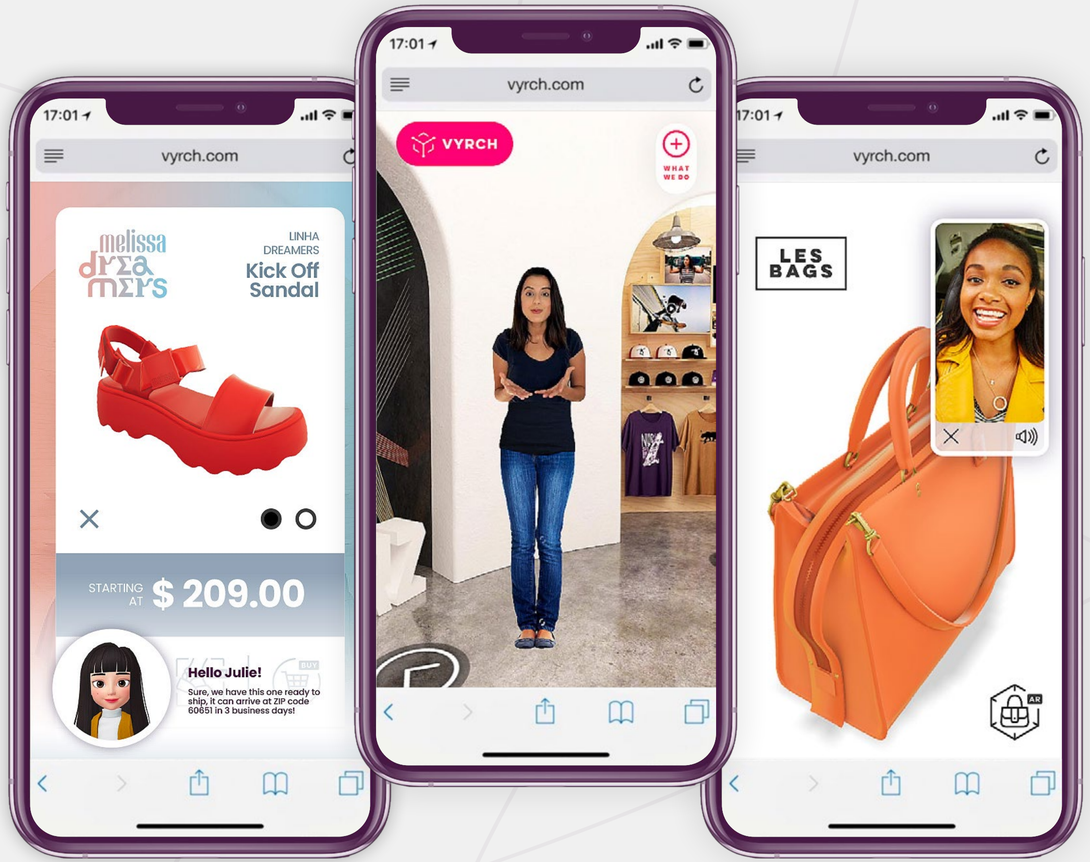
Virtual Assistants

With VYRCH, your customers can have virtual assistants by their side at all times during their journey, be that a live person recorded on video and inserted along the 360 scenes, animated avatars powered by AI and chatbots or even a one-on-one video chat in real-time with a brand consultant, giving personalized shopping tips and suggestions on the go.



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How it Works

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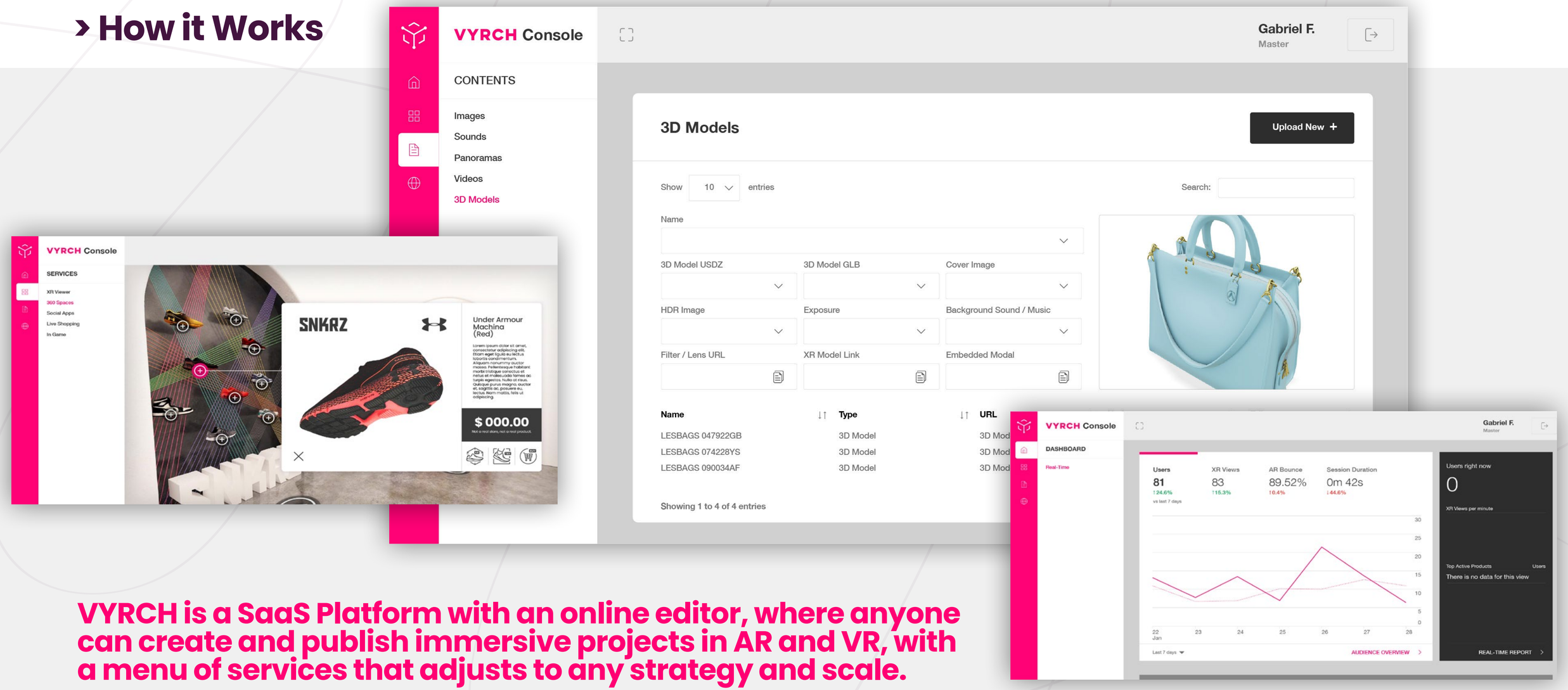
› How it Works



VYRCH is a SaaS Platform with an online editor, where anyone can create and publish immersive projects in AR and VR, with a menu of services that adjusts to any strategy and scale.

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> Pricing

VYRCH operates on a 'per-view' basis, with monthly packages variable by the estimated volume of visualizations of 3D immersive contents.

Entry	Basic	Advanced	Professional	Enterprise
Storage Up to 50 Products (or 500MB)	Storage Up to 120 Products (or 1.2GB)	Storage Up to 250 Products (or 2.5GB)	Storage Up to 500 Products (or 5GB)	Storage Up to 1,250 Products (or 12.5GB)
Views / Month 1 - 5,000	Views / Month 5,001 - 12,000	Views / Month 12,001 - 25,000	Views / Month 25,001 - 50,000	Views / Month 50,001 - 125,000
Price / View Special	Price / View $ 0.031	Price / View $ 0.030	Price / View Ask	Price / View Ask
Price / Month $ 38	Price / Month $ 372	Price / Month $ 750	Price / Month Ask	Price / Month Ask

*> Additional Price/View after maximum views/month is reached: **$ 0.035***
> Set-Up Fees vary depending of package of services acquired.

*Prices in **US Dollars***

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› Market Scenario

Some Industry Numbers

94%
General increase in conversion rates
Source: shopify

40%
Fewer Product Returns and Exchanges
Source: shopify

45%
Increase on average ticket purchases
Source: macy's

250%
Increase in conversions for higher-priced items
Source: shopify

70%
Increased conversion in 360 store environments
Source: STYLUS

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› About Us

mondoDX™

VYRCH is a product of MondoDX, a technology and digital design lab that was born with the mission to promote digital culture as a vector for transformation and improvement in the realities of people and businesses. As our technical core, our expertise is in Augmented Reality, Virtual Reality and everything in between, and as our strategic vision and business model, we act as a Corporate Venture Lab, or a consultancy firm that works alongside our corporate clients in conceiving, developing and implementing digital solutions and products that accelerate their digital transformation journeys in segments like manufacturing, maintenance, retail, marketing, R&D and others.

MondoDX is a proud Brazilian company, born and based in São Paulo.

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