



**Interactive 3D Virtual Platform
for Corporate Communications**

Corporate Overview

Dantex Group is a successful digital communications company serving the needs of leading global businesses.

Clients include an impressive roster of global companies such as Siemens, **Fujitsu, Microsoft, Deloitte, Novartis, DHL, and AXA**, and serve the needs of virtually every industry, regardless of a company's size, sector, or corporate activity.

It enables these companies to communicate more effectively to both their internal (training, onboarding, etc.) and external (sales, marketing, etc.) stakeholders with visually compelling messaging that better conceptually describes their products, services, and solutions.

Leveraging AI and the Corporate Metaverse (the Corporate one focused on ROI on Business), **Dantex Group** has been able to not only enhance its sophisticated visualization communication platform but also increase the speed to market of its solutions. This has allowed **Dantex Group** to better serve the needs of its clients, whose communication needs are constantly evolving, while containing our costs by reducing development cycles of our historic "bespoke" graphic representations. This allows us to deliver our solutions with greater efficiency *and* profitability.

Global Expansion Strategy

The Americas is our main market (the US, Canada, and Latin America) representing 65% of the worldwide market of corporations that can improve their communications processes with interactive 3D virtual communications technologies and expertise. The remaining market of 30% in Europe is managed by our current European operations in, which includes its technology development hub. The remaining 5% in APAC is currently being managed remotely.

While the Pandemic challenged and, in some cases, shuttered companies, **Dantex Group** took the "pause" to invest in its knowledge base and unique expertise by further refining and developing its technology platform. A key component of its strategic product development was its assess how the Corporate Metaverse and AI could enhance its functionality, profitability, and client satisfaction.

The success of that investment of time and knowledge enabled **Dantex Group** to attract many of its current significant global companies. These companies use the **Dantex Group** platform to visually express business concepts, processes, and solutions that enable those companies to gain increased market share and customer adoption. Additionally, internal employees benefit from the more effective use of visually compelling messaging in their internal messaging.

The Dantex Group Technology Platform

Dantex Group has developed an innovative technology platform composed of two modules: a powerful interactive 3D front-end and a robust data-rich back-end.

The objective of this technology is to provide an immersive 3D communication platform for all stakeholders, both external (marketing, sales, etc.) and internal (training, onboarding, etc.) communications. The business applications for Dantex Group's technology are almost limitless and, in the hands of its clients who envision and develop their own client-facing solutions, are evolving and increasing on an almost daily basis.

The platform is multi-language, multi-channel, and agnostic to its delivery medium (web, laptop, tablet, smartphone, etc.) It is browser-based and, therefore, does not require any plug-ins or programs to be installed on the user's device.

Nor, as is common with most "social" interactive media solutions (such as gaming and social media applications, which have been the nascent and predominant uses of the emerging interactive 3D technology), does it rely on devices such as Virtual Reality (VR) headsets or Augmented Reality (AR) glasses.

Put succinctly, the **Dantex Group** technology can – and should - be experienced in a Corporate Boardroom.

Front-End Interface

Dantex Group's Front-End Interface enables interactive and three-dimensional formats (videos, photos, catalogs, etc.) to be structured in such a way that information can be accessed on the fly and through real-time and unanticipated requests. AI is being used by **Dantex Group** to enhance further and improve its interactivity capabilities. This enables the technology platform to replicate the dynamism of human interaction.

The objective of delivering this technology into the hands of its clients is to elevate the relationship of companies with their clients and employees, and other key stakeholders to enhance the effectiveness of their communications.

It offers the ability to transform the delivery of describing something into a more nuanced and dimensional delivery of storytelling, which is not simply more emotionally engaging but scientifically has been shown to drive and maximize audience retention.

Using traditional communication tools, the effectiveness and delivery of the message can fluctuate dramatically depending on the skillsets of the presenter and the receptiveness of the receiver. These traditional tools, in their fundamental design, severely limit the impact of the message; increasingly so when the content is more complex.

Through **Dantex Group's** platform, this communication is greatly enhanced by allowing content to be delivered in a three-dimensional environment where the human brain can relate to it in the real world.

The irony of this written section is that viewing a short clip of one of **Dantex Group's** client implementations would have powerfully demonstrated in a moment what has taken five paragraphs to describe!

Back-End Dashboard

Dantex Group's Back-End Dashboard is where AI and Metaverse are being leveraged to enhance further what we believe is already a unique solution that sets us apart from our competitors.

One of the fundamental design features embedded in the solution is to maximize ROI through the replication of the master project into unlimited simultaneous versions in different languages or for different functional needs.

Examples might include attracting, retaining, and training employees, as well as the traditional external communication processes, mainly those related to the sales and marketing of products, services, and complex solutions.

Additionally, the client can, in a very simple and automated way, modify all elements of their interactive 3D application, including content such as imagery, verbiage, visitor path, corporate logos, and videos.

Specifically, the platform is built with the following framework:

- Duplication

To reuse a previous project, the user can duplicate the original project, taking advantage of its structure and contents.

- Edition

This field allows editing of all the fields of a project. The user can modify the title (name) of the project, logo, colors, and personalization fields. It enables the user to determine which will be used to color the header, the hotspots, and the attached resources. The user is also able to upload, hyperlink, or modify documents, images, links, and videos in limitless configurations that are tied to specific audience needs.

- Metadata

This section enables the user to incorporate the code of the visit tracking system, such as Google Analytics.

- Language selection page

In the “Language selection page” section, we enable and customize the primary language for that specific language.

- Countdown page

In this section, we can enable and customize a first countdown page for the project. (What does this mean?)

- Personalized home page

In this section, we can enable a home page before accessing the project navigation.

We are currently working on enhancements to our product in our European development lab in Barcelona using the following AI benefits:

- Concept art generation: transforming a Storyboard from 2D to 3D.
- Decreasing the time of the modeling process while increasing its efficiency.
- Simplifying complex tasks, saving time, money, and tedious work for highly skilled workers.
- Enhancing creativity by the ability to generate new design ideas or functionality.
- Reducing the need for manual intervention.
- Avoid or minimize human errors in QA.
- Provide the best 3D model texture suggestions.
- Scale 3D modeling services for increased delivery timeframes for clients, especially major clients with many simultaneous projects in development.
- Automate the 3D modeling process, thus considerably lowering the production cost.
- Automate quoting and estimation process.
- Automate quality assurance procedures.

The Market Dynamics Served By Dantex Group

Much like twenty-five years ago and the beginnings of the Internet in 1989, we are dealing with a significant game-changing environment and technological advances that are going to change how business is conducted – *again*.

Generative AI, the Corporate Metaverse, Social Media, Cybersecurity - there is a lot to unpack. **Dantex Group** actually touches all of these innovations by deploying its technology to enhance the understanding, communication, and capabilities of our target client: corporate clients.

Specifically:

- AI and the Metaverse are tools that will accelerate and improve **Dantex Group's** technological lead in the market.
- The marketing/corporate use of Social Media will only be enhanced by the capabilities of interactive 3D communications that are delivered through **Dantex Group's** platform.
- Cybersecurity is probably one of the best examples of an industry that can be helped by **Dantex Group's** platform because of the complexity and mission-critical nature of the information it treats and how important it is to accurately reflect that within the company from the risk analysts to the technical team and all the way up to the Board Room.
- The Metaverse is an overhyped word that has, in many ways, come to be incorrectly defined as a "gaming environment." But, in fact, it is an important platform that hosts the corporate world as well and will enable it to communicate better and serve its clients.

The Corporate Metaverse concerns itself entirely with harnessing technology to better communicate to *real* participants in a *real* world with *real* business challenges, ideas, product solutions, and services that are hard to convert into words or grasp through the two-dimensional static representations offered by solutions such as PowerPoint presentations. By contrast, these are quickly conveyed through Dantex Group's 3D virtual visualization platform.

Lexus, Microsoft, Pfizer, Heineken, Randstad, Alstom, Siemens, ABB and many others across almost all major industries have used the platform to increase revenues and accelerate client adoption as well as improve internal communication processes such as training and onboarding.

Please, find a video description of the platform as well as some interactive use cases at the following link: <https://www.dantexgroup.com/>