

## AR VR Projects Customized for Nonprofit Organizations

**WE** whitexperience  
immersive harmony

CREATIVE AGENCY AR VR



# AR VR Projects Customized for Nonprofit Organizations

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**solidAR smile**  
immersive harmony



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## 1. About us

### **Research and Experimentation**

**White Experience AR VR** is a multidisciplinary creative studio strongly oriented towards creating innovative digital communication tools.

Programming, gaming, art, 2D 3D design, are the basis on which we develop our projects.

### **Vision**

We combine creativity with the experimentation of emerging technologies. We improve business performance by making them increasingly competitive.

### **Mission**

We offer our customers AR VR solutions with a high sensory stimulation.

Our mission is to simplify workflows, communicate and promote services or products, through AR VR experiences; we make the shopping experience stimulating.

### **Values**

We focus our attention on the needs of the customers, by always offering personalized solutions.

Our projects are constantly implemented with new technologies from communication.



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## 2. Technological Volunteering. AR VR project development

**White Experience AR VR** is a dynamic reality, with a small core of highly skilled, verticalized professional figures. We are committed to implementing projects for **Nonprofit Organizations** through corporate volunteering. We believe in the power of “**technological**” volunteering because it raises awareness in a stimulating, engaging and educational way.

We carry out our solidarity initiatives by creating **immersive AR VR multimedia contents** to support various causes:

- ✔ Social and social-health assistance
- ✔ Research, Education and Training
- ✔ Environment
- ✔ Art and Culture



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### 3. Case study. Our first AR VR project for Nonprofit Organizations.

We present an AR VR project created for the **Alex Tache Romania Foundation**.

#### Target

The Foundation is using fundraisers to finance the construction of a new home for 12 abandoned children.

NEST house - <https://fundatiaalexache.ro/>

This first project was supported by professionals in Communication, Marketing, Architecture & Design (Studio Piano: terra).  
The heart of the whole project is Alex Tache (coordinator).  
He has been fighting cancer for 15 years and now, his purpose is to offer a welcoming place to those in need.

**We will run a fundraising campaign on social networks, using only VR and AR content.**

**The AR VR campaign will allow donors to immerse themselves in the project in advance.**

## 4.The AR **SolidAR smile** app. Concept, characteristics, use.

We have created the AR application - **SolidAR smile** - customized for Nonprofit Organizations, based on AR technology.

**Android** <https://play.google.com/store/apps/details?id=com.WhiteExperience.solidARsmile>  
**iOS** <https://apps.apple.com/us/app/solidar-smile/id1602361512>

Art, technology and innovation come together to support **disadvantaged categories** and **social groups**, to **include people with disabilities**, to **inform** and **educate** about **sustainability** and **environment**.

The **SolidAR smile** app is an **AR viewer** with different functions, which are easily adapted for **different types of projects**.

The application offers the possibility to share engaging AR experiences on different platforms through the "**SHARE**" button.

The AR experience can be scale or rotated.

The augmented content can include a call to action through the "**DONATE NOW**" button that leads to the donation page.

More information <https://whitexperience.net/volunteering.html>



## 4. L'app AR **SolidAR smile**. Concept, caratteristiche, impiego.

The **SolidAR smile** app can be used as an **Immersive Communication tool, for promoting NGOs or Educating the public.**

### **Immersive communication tool**

The application is based on the use of "Image Targets", which includes the recognition and increase of printed media, product packaging for communication and marketing campaigns. The aim is to convince users to support the cause, by offering them an engaging AR experience.



#### **Target image:**

- Brochures, postcards, posters or other printed material;
- Packaging, personalized promotional items.



#### **Augmented content:**

- 3D elements, 3D video, Animations, Infographics, other multimedia elements

### **Promotion tool**

It is possible to **promote events** (augmented maps & locations)  
or increase **promotional items** (Custom T-Shirts, postcards, or other personalized items)

### **Didactic tool**

**SolidAR smile** can also be used to facilitate learning.

As a matter of fact, AR technology:

- improves learning retention;
- facilitates the understanding of complex and abstract concepts;
- leads to a higher involvement of the user.



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### 4. Case study. Our first AR VR project for Nonprofit Organizations.

#### 4.1. AR project

We created **target images** that augment the external architectural design and the interior of a set up room. The target images were shared on social networks. Users were invited to download them to increase the content.

(Marker next page or download [https://whitexperience.net/marker\\_NEST%20House.pdf](https://whitexperience.net/marker_NEST%20House.pdf))

The images can be augmented using our AR - **SolidAR smile** app.

It is possible to increase the content, share images with the augmented project and donate through the **DONATE NOW** button - which opens the donation page of the Alex Tache Foundation.

Facebook <https://www.facebook.com/781694555264940/posts/4167363830031312/>

More info <https://whitexperience.net/volunteering.html>





# NEST House

## DISCOVER THE HOUSE PROJECT

Alex Tache Foundation

[fundatiaalexache.ro](http://fundatiaalexache.ro)



Architecture and Interior Design

Pianoterra Design Srl

PIANO:TERRA

Augmented Reality Project

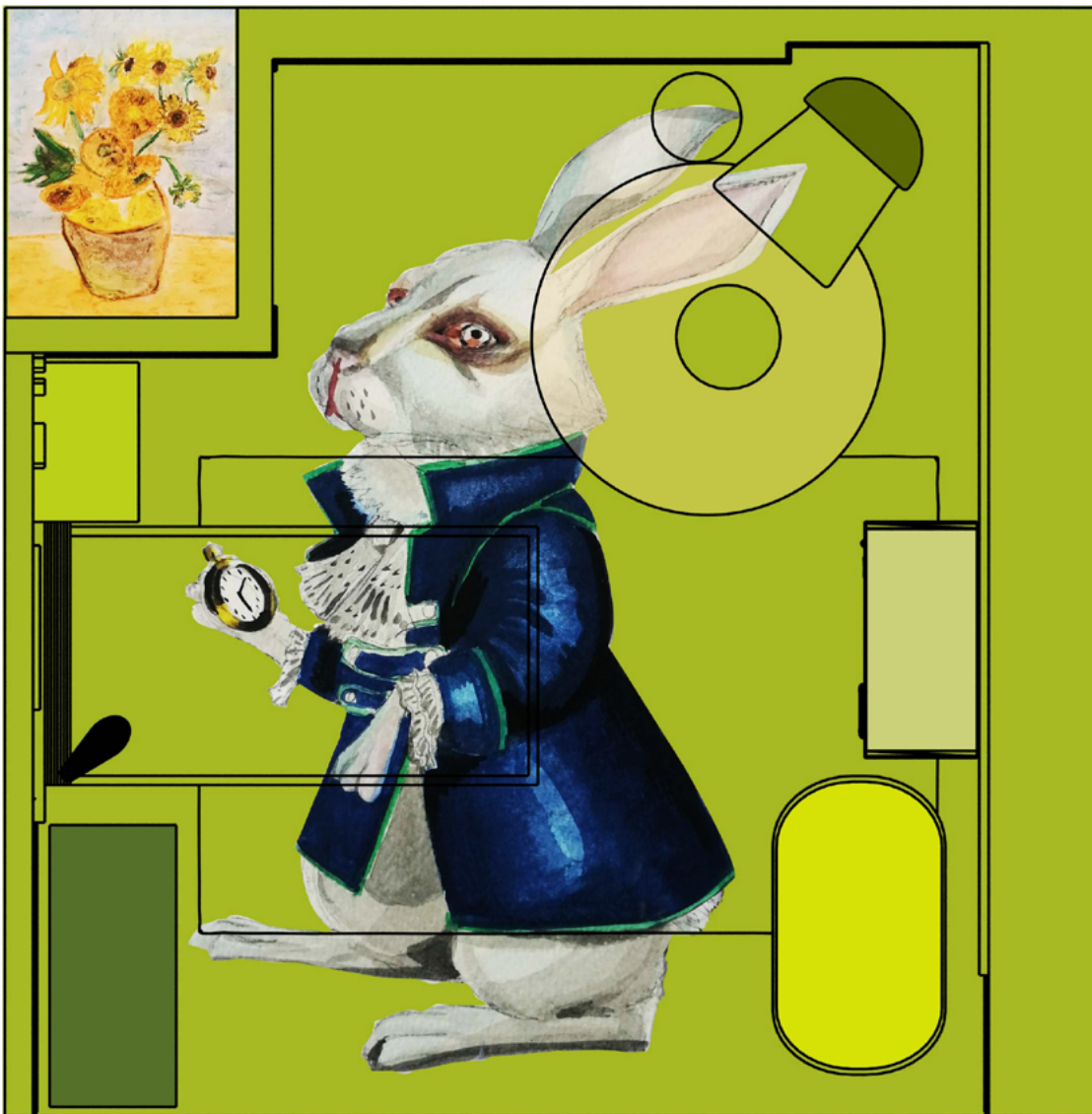
by

[whitexperience.net](http://whitexperience.net)



1. Download AR **SolidAR smile** app on **Google Play** or **App Store**;
2. Open the application and frame this image;
3. You can zoom or rotate the 3D model as you wish;
4. You can donate by clicking the **Donate now** button. You will be directed to Alex Tache Foundation's website.  
To set the final brick for this beautiful project we need you to give what and how much you feel is best.





# NEST House

## DISCOVER THE HOUSE PROJECT

Alex Tache Foundation  
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Architecture and Interior Design  
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## 4. Case study. Our first AR VR project for Nonprofit Organizations.

### 4.1. AR project

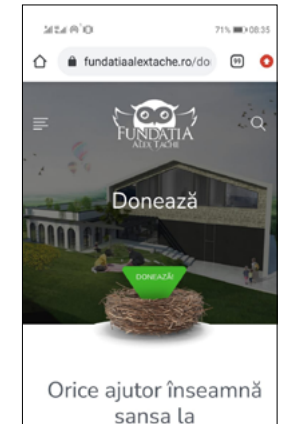
3D AR models can be  
scale or rotated



screenshot & share



donate now







## 4. Case study. Our first AR VR project for Nonprofit Organizations.

### 4.2. VR project

We made a VR video that shows the house work in progress. Meanwhile in the background, the story of the project is narrated, inviting users to participate with a donation.

The video was distributed on the platforms:

**facebook** <https://fb.watch/adTc3uDHuR/>

**youtube** <https://www.youtube.com/watch?v=BrPnUGUbyl8>





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### 5. Impact & benefits. Community. Human experience.

#### Impact and benefits

The **SolidAR smile** app allows Associations and Nonprofit Organizations to:

1. Implement **AR and VR - new technologies** in their communication, marketing and training plan.  
**Communication & Gamification.**
2. **Amplify the message** by publishing immersive content offline and online on social media. With augmented reality, the barriers between online and offline media no longer exist;
3. **Keep high the attention of former donors** and **acquire new donors** by presenting more immersive content, easier to understand;
4. **Expand the community** through the sharing of augmented content;
5. **Facilitate the donation** through direct link from the AR experience to the donation page.

#### Community

Through the AR **SolidAR smile app**, and with the participation of other organizations, people or entire communities, it will be possible to help many Associations and Nonprofit Organizations.



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### 5. Impact & benefits. Community. Human experience.

#### **Human experience**

Human resources are the greatest value of a company. Corporate volunteering is good for others, but also for ourselves. It keeps us cohesive, satisfied, helps us to share our skills for the good of the community, pushes the boundaries of creativity, of experimentation and helps us face challenges that seem impossible.

"Not all of us can do great things. But we can do small things with great love."

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#### **ADV WEXPERIENCE SRL**

Adress: Bulevardul Dunarea no 8, Bloc C3,  
scara 1, et. 2, ap. 8 City: Galati, Country: Romania

**Phone** +40 729 067 060

**e-mail** [info@whitexperience.net](mailto:info@whitexperience.net)

**website** [whitexperience.net](http://whitexperience.net)