



YDREAMS™



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Reality Computing

Most transactions occur close to home and office

Most interactions with digital content are done at short distance

Every object will be interactive

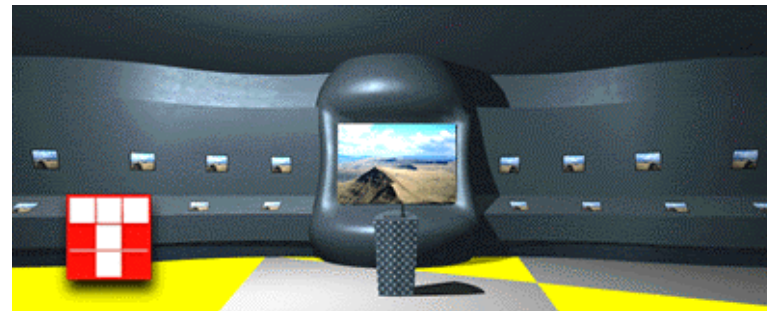


YDreams

YDreams intends to be the World Leader in Reality Computing

The company is a result of 20 years investment in the development of Portuguese science

YDreams is also a result of Portugal's spatial data infrastructure and Expo98 projects, developed in the 90's



Project Development

Vodafone Interactive Cube

One of the top three design projects
in Europe (Business Week, 2004)



Adidas Eyeball

Interactive campaign for World Cup 2006
(EuroBest Award, 2007)



Nokia N90 and N95 Interactive Urban Screens

Available in airports over 15 countries
(several Advertising Awards)



Making it happen

Product development

Interactive Furniture



interactive table



interactive display case



interactive bench



magic book



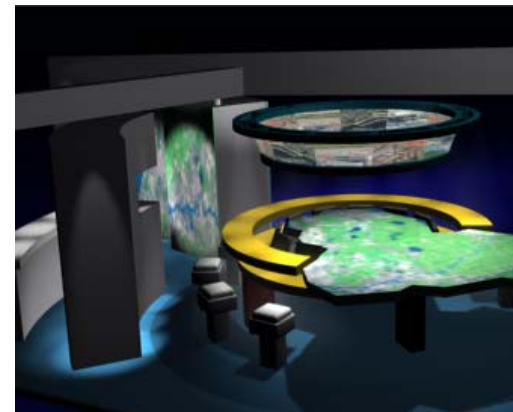
interactive frame

Making it happen

Research Laboratories

Research projects following the “Man in the Moon Approach”

Consortia with world class research groups and partner companies to make interactive any surface (plastic, paper, cloth, wood, glass)



Making it happen

Intellectual real estate

Systematic approach using YDreams Playbook (wiki based) for patents, copyrights, trademarks and other disclosures

Patents and trademarks are requested in Portugal and then expanded to markets of interest. Over 100 patents to be submitted in the 2006-09 period





Making it happen

The Process

University research in rich “information by osmosis” environments

Participation in “Man in the Moon” type projects both before and after the company was created

“Referral systems” led YDreams to international media and investors



Making it happen

The Process

Intellectual real estate development is decisive

Location and scale of the home market makes it difficult to create an “infrastructural company” without going through a “niche company” stage:

the cost of creating a sales structure is ten times that of developing products

branding products costs about 10 million Euros per market



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