

TEMNIKOVA[®] MEDIA
INTELLIGENCE
LAB.

TEMNIKOVA[®] Media Intelligence Lab. —
is a laboratory of TEMNIKOVA[®] label specializing on the
development of high-tech entertainment and marketing
solutions.

We offer a full range of works from software development
to project implementation including AR-filters and games, VR,
NFC-technologies, etc.

Short summary:

Augmented reality (AR)

Augmented reality is a technology that allows to integrate three-dimensional virtual objects into the real world.

Advantages

- Create independent digital animations for your marketing needs: the user only needs a smartphone connected to the Internet, a high-resolution screen and a viewfinder.
- Unlimited by the rules of third-party sites creative

According to Statista, the AR- and VR-market will reach \$72.8 billion in 2024

We develop and promote

AR-filters

A tool for the Stories format that interacts with the image using AR-technology.

Benefits

- Organic promotion of social networks in order to increase subscribers.
- Interact with your product with no need to install additional applications
- Vitality through the spread of UGC

AR-games

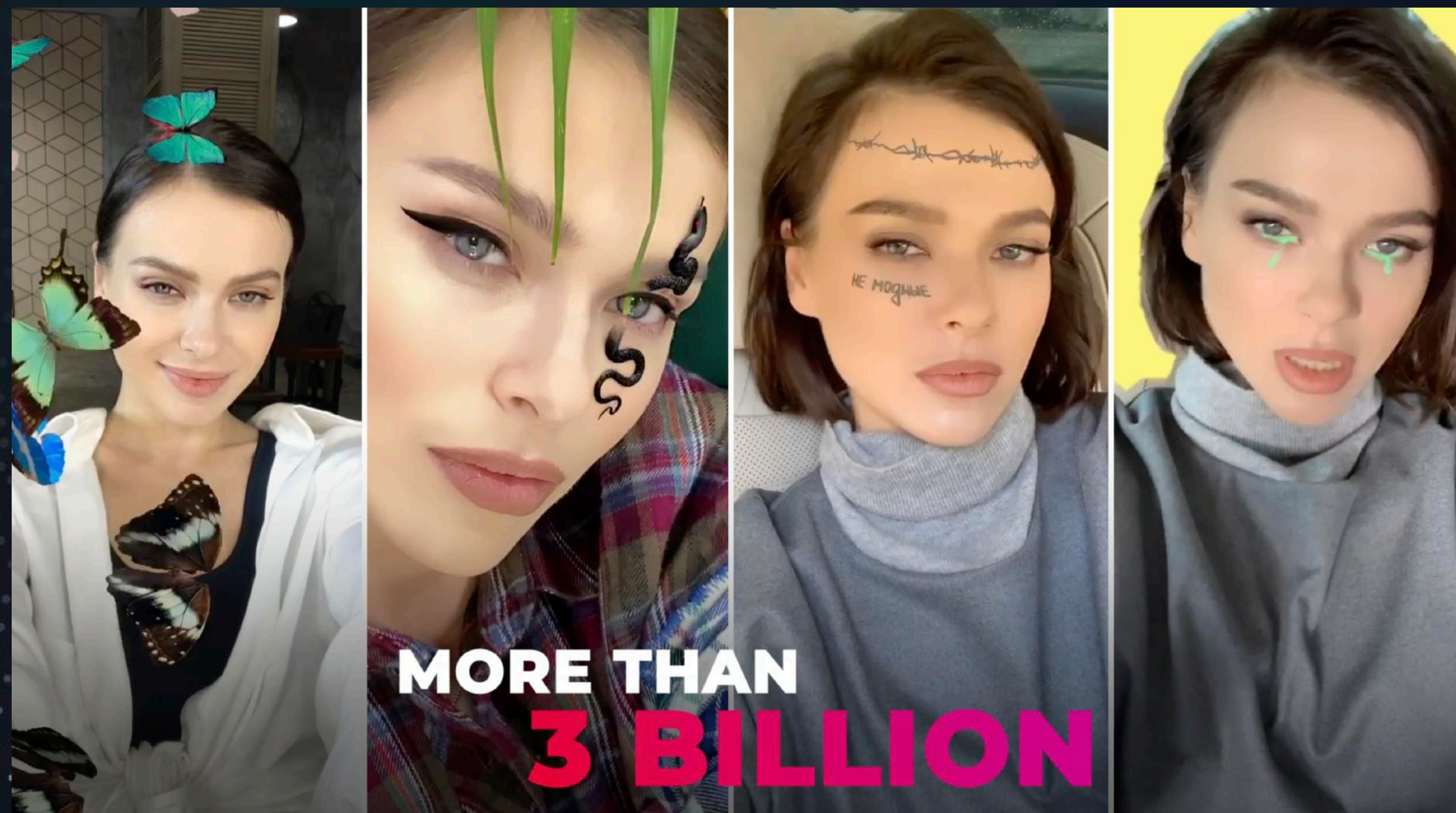
AR-filters in Stories with interactive game mechanics.

Benefits

- Emotional marketing
- Interactive mechanics that increase audience engagement
- A way to attract the attention of the modern Y-generation (those who are passionate about digital technologies from a young age)
- Gamification to simplify communication and increase the contact duration

Examples of application areas
















Augmented reality allows to demonstrate a product and company's positioning, focus on brand values, create a spectacular interactive experience with a fun effect or a game with a real competition. Unlimited creativity and effective marketing of the new generation.











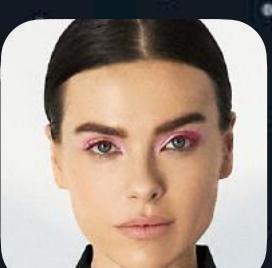
Watch the video

Our cases - more than 3,500,000,000 uses

FILTERS

- | | | | | | |
|---|----------------|---|--------------------|---|---------------|
|  | Russian Tattoo |  | Beauty Cutie |  | Flowers boost |
|  | Butterfly |  | Птичка |  | Emoji Love |
|  | Beauty Master |  | Glammy |  | Santa |
|  | Partymaker |  | Soft Love Criminal |  | XMAS |
|  | Diamond Boom |  | Save the Planet |  | Stress |

GAMES

- | | | | |
|---|---------------------|---|--------------------|
|  | Yummy World AR Game |  | Happy New Year |
|  | Impulses AR Game |  | Snowballs AR Game |
|  | Donkey King AR Game |  | Ice Runner AR Game |
|  | Heroes AR Game |  | Megacity AR Game |
|  | Face Snake Baby | | |

Our advantages

EXPERTISE

We became one of the first companies who get access to beta-testing of the new AR-technology on Facebook & Instagram.

EFFICIENCY

3.5 billion launches of our AR-products,
great audience recognition

CREATIVITY

We don't just develop a filter, but come up with creative concepts for your goals and objectives

PROMO

We give fast promotion of the filter pre-installing it on the audience of Elena Temnikova (more than 5 million subscribers)