TOUCAN
ADVERTISING

Known for their exceptionally large and vividly colored beaks, the Toucan bird is celebrated as one of the most beautiful birds in the world. Similarly, at Toucan, we use our creative tools to go the extra mile, crafting winning strategies and solutions for our clients. Just as the Toucan's colors are unique, so are the results we deliver tailored to each customer with meticulous attention to detail and an unwavering commitment to top-notch quality.

1 VIRTUAL REALITY & MIXED REALITY

Ever since Virtual Reality was first introduced it sparked the imagination of millions and we were waiting for the time when VR becomes available and affordable.

The time is now, and experience is truly magical. Once you try VR for the first time, you will understand that the future of digital is not on our screens, but in virtual and augmented realities. As we are constructors of these new worlds, possibilities are truly limitless.

As for VR equipment, we use all sorts of VR headsets like **Meta Quest 2 / Pro, HTC Focus 3, Pico 4, etc.**
As for Holographic glasses we are using **Microsoft Hololens, Nreal Light, etc.**

The idea is simple. Players had to learn about cable and internet packages SBB provides, enter our Virtual Reality showroom, and arrange brands in color-coded boxes.

The game is very social in nature, and players are playing side by side, and competing at the same time. The majority of audience consisted of children, who couldn't wait to get their hands on a first class VR headset. In order to make the game more interactive, we have used two HTC VIVE headsets, which allowed players to move in space, interact with Channel Logos, and develop their own play style.

SBB VR ACTIVATION

The use of virtual reality in throwing a ball into a hoop is so close to reality that it is an irresistible experience for all participants in the competition.

Easy to use controllers makes you feel like holding a ball in your hand and with a bit of effort you feel like a real basketball player!

VR BASKETBALL THROWING

2 AUGMENTED REALITY

Augmented reality works by tracking images and codes through camera. These pictures or codes are called image targets. The software detects and tracks their position in three-dimensional space and enables correct placement of objects on top of these targets. Targets are usually printed on paper, thus allowing pictures in magazines, books or brochures to come to life.

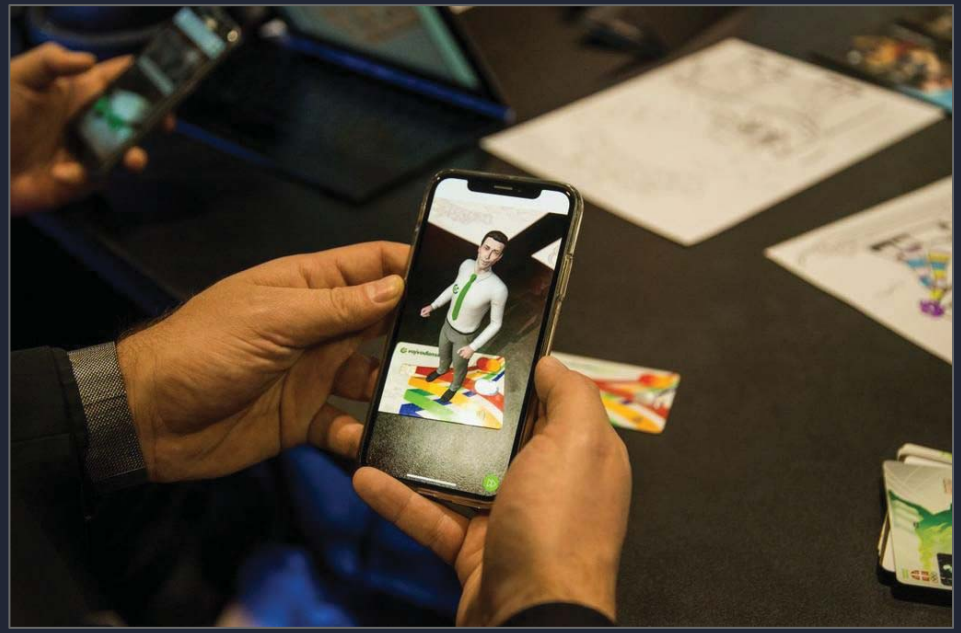
Modern mobile phones can render high-quality 3D objects on top of the camera image and tracking targets. These 3D objects can be interactive and deliver additional value to underlying printed content. Modelling, texturing and lighting are essential elements in bringing believable objects optimized for mobile rendering.

Augmented Reality can also be used on big screens, either TVs or LED displays to overlap real-life camera images with virtual objects. Using sensors like Microsoft Kinect we can track body and face movement in front of the screen and apply 3D objects on top of this movement. A great example of this is our Magic Mirror solution.

For our client Imlek and in collaboration with Direct Media, we had the task of designing content that would be equally interesting to the youngest but also to their parents. And we achieved that with “Moja Kravica” mobile app, which you can download for free from Android or Apple Store.

The unique augmented reality coloring book which represents a completely new, exciting and super-entertaining experience, encourages children's creativity in an original way (however, the adults haven't remained unaffected).

3D COLORING BOOK



Meet Voban – Vojvođanska bank's virtual assistant. Voban has many functions. Just point the camera towards your Vojvođanska bank card, and he can give you extensive explanations of administrative procedures of your interest, he can speak in Serbian, English, and Hungarian.
One of the most interesting capabilities of Voban is the discount locator which uses geolocation. He can even take care of your meeting appointments with the bank. We used a variety of technologies while perfecting Voban, such as face tracking and motion tracking for recording Voban's movements. Also, we developed a mobile app for both iOS and Android. Vojvođanska bank promoted Voban Assistant to their colleagues and clients at a corporate event in Budapest, Hungary. Vojvođanska bank presented Voban Assistant using Microsoft Hololens, which gave the opportunity to interact with Voban in a completely different manner.

VOBAN ASSISTANT

3 KINECT TRACKING

Moving in front of the Kinect sensor is detected and triggers actions that control digital applications. The angle of the arms or legs, the position of the body in space can be directly linked with virtual player thus treating the body as a real-time movement controller.

As Kinect sensor sees depth image, we can have a full understanding of the surroundings. All so-called actors or bodies that are in front of the sensor are individually tracked. This allows us to overlap virtual objects over them on the color image, as we know the depth of each camera pixel.

Kinect technology detects human body and provides us with data of the virtual body skeleton that represents virtual bones. We can use that data to understand how the person is moving in front of the sensor and to know an angle and a position of every bone in 3D space. This can then be applied to controlling interactive applications that use body movement in managing actions.

For that experience we are using **Kinect Azure** and **Kinect One** .

Have you ever wondered what it would be like to bring your shop out your window and directly to your customers? Let's take it one step further and take a brand new, virtual fitting room directly to your window. We did exactly that.

As you approach the mirror-like surface – it lits up. You are presented with a whole collection available in store. But there is more! Our software will create a virtual avatar and allow you to try out clothes on spot, you can move around, dance around and change models and colors with a simple touch. Shopping is a social experience, you can share a photo with a friend at any time and ask for their advice.

SHOPYOU WINDOW

Interactive dancer is a platform that uses Microsoft Kinect as a basis for spectacular visual experience that dancers are producing while performing in front of a motion sensor, generating a variety of effects projected in real time.

INTERACTIVE DANCERS

An interactive KINECT ONE game is envisioned to be a part of a marketing campaign for the new Adidas TERREX line of hiking shoes.

The player needs to be positioned in front of the screen and by moving the hands and feet in order to climb as high as possible across the rocky mountainside.

The game is a fun way to enjoy shopping a bit more, and the monitored metrics are the height that the player has managed to reach and the time it took to reach it.

SPORT VISION CLIMBING

4 3D 360 SHOOTING

Using the 3D 360-degree technology, we are able to capture the real-life experience of the physical space.

With VR technology users are able to see complete real footage in hi-resolution (up to 11k mono and 10k stereo).

For that experience we are using hi-end 3D 360 cameras like **Insta360 Pro 2** and **Insta360 Titan**.

5.1. 3D 360 SHOOTING PROJECTS

National Museum of Serbia

EXIT Fest (2021 - 2022)

Al Dahra - Egypt, Romania, Serbia, USA, Morocco

Qualifications for World Athletics 2022 - Ryan Crouser new record

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