



AUGMENTED REALITY APP

SHOWCASES A WORLD

OF OPPORTUNITIES



Over six months, Expo Milano 2015 will welcome over 20 million visitors to its 1.1 million square meters exhibition area. Of the 140 participating countries, the United Arab Emirates' Future Business Zone will showcase the best of their technology through the use of FalconEye - a highly interactive and memorable app utilising the power of augmented reality (AR).

Deployed across both iOS and Android, the tablet-based AR app enables delegates to freely explore the Future Business Zone. Large-scale augmented reality videos engage delegates' senses with rich multimedia videos demonstrating the collaboration and investment opportunities with the best UAE companies.

The FalconEye app not only utilises a technology that is proven to hold delegates' attention and increase dwell time, but one that also reflects one of the world's most ambitious and forward-thinking emerging markets.

FalconEye UAE App

