

Ecocarrier Digital Service Offering Presentation

Ecocarrier[™]

www.ecocarrier.com

W5GO

www.w5go.com

PPIXELLS[™]

www.ppixels.com

MRESENCE

www.mresence.com

PizzAR[™]

www.pizzar.com

ARVR[™]

www.arvr00.com

Social Edification[™]

www.socialedification.com

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Please click on "Play Icons"  to access our various video presentations



OVERVIEW

Ecocarrier provides Augmented Reality (AR), Virtual Reality (VR) and Mixed Reality (MR)-enabled cloud-based managed services, apps and games. We're promoting:

- **"Social Edification"** www.socialedification.com. These are social projects to raise the digital consciousness of the general population starting with the very young and to influence the making of a kinder, more equitable and more enlightened society.
- **"PizzAR Digital Platform"** www.pizzar.com. A digital platform for advertisement/promotion that provides Mobile Digital Enhancement to traditional print media.
- **"MRESENCE"** www.mresence.com. An Enablement Platform for online interactions between geographically dispersed parties. A better way to do Collaboration, TeleMedicine, Distance Learning, TeleMeetUp, etc.

The core business of Ecocarrier Inc. has been for 15 years wholesale carrier voice service provision and managed services for retail telecom service providers. Ecocarrier Inc. carries daily 1 million+ minutes to some 25 countries largely in Africa and the Middle East.

Ecocarrier Digital is a Division of Ecocarrier Inc. in the digital service business.

ECOCARRIER FOR SOCIAL EDIFICATION

Ecocarrier for Social Edification addresses Corporate Social Responsibility (CSR) and many of the 17 UN SDGs (Sustainable Development Goals). The primary goals of Ecocarrier's Social Edification Projects are:

- **Raise the digital consciousness of the general population starting by the very young.**
- **Helping to build or influence the making of a society that is kinder, more equitable and more enlightened.**

- **W5Go™** apps and games address Quality Education, Gender Equality, Peace Justice and Strong Institutions.
- **PPIXELLS™** addresses Quality Education, Good Health & Well Being, and Gender Equality.
- **MRESENCE™** addresses Good Health & Well Being, Decent Work & Economic Growth, Industry, Innovation & Infrastructure, Sustainable Cities & Communities, Climate Change, Life on Land and Life Under Water.
- **PizzAR™** addresses Poverty, Climate Change, Decent Work & Economic Growth, and also Clean Water & Sanitation and a Paperless Form of advertising and promotion campaigns.



WHAT IS W5GO?

W5Go™ is a Social Project by Ecocarrier Inc. where we develop AR-enabled, Interactive, Fun Learning Educational Apps and Games for preschoolers and kindergarten children.

All our apps are compatible with iOS and Android devices (smartphones and tablets) and helping Kids to learn something valuable through an effective use of Technology, and only with minimal supervision of their Parents & Teachers.

WHAT ARE THE ADVANTAGES & BENEFITS OF USING W5GO?

For young children

- Provide to the very young (3-7 years) fun, entertaining, informative apps and games to play and to learn.
- Raise the digital consciousness of the children.
- Provide young children with good answers of explanation with facts and figures to help them better perceive the environment around them and feed their questioning minds.
- Introduce children to tangible things, experiential situations and abstract notions with the application of computer animation graphics and AR/VR/MR productions.
- A way of learning English words and expressions by natural absorption or osmosis for pre-schoolers and kindergarten children.

Typically, a child will learn some 20 new words when they play a W5GO app episode.
With the 100 episodes of W5GO, a child will learn up to two thousand words
and many expressions in English.

For parents/guardians

- W5GO Apps pose questions with **What, Who, When, Where** and **Why** and provide the answers.
- Urge the child to think outside the box and dig deeper by asking questions with "**Why Not**" and "**What If.**"
- W5GO apps are efficient methods to help the child learn and ideal for busy working parents and guardians.
- W5GO apps and games are purposes designed as a good assignment of activity for the child to occupy their time whenever there is an opportunity to do so, instead of having the child sit in front of a TV or doing nothing.

For teachers

- The teaching to and learning by the child are made much more effective and efficient, interesting and real with the use of Augmented Reality Techniques.
- The teacher who can use some help of a teaching aid – simply run W5GO on a Smartphone or a Tablet that is enabled with the use of an adapter such as Airtame on a large display for the whole class.

Corporate Social Responsibility (CSR)

A way of creating better outcomes for children and youth

Corporate need to invest in the next generation to promote a better quality of life, community support and technological advancements.

W5GO provides corporate with the opportunity to impact the lives of children and youth by sponsoring new episodes and games.

Please address all communication on W5GO Project to Carl KS Teo at carl@ecocarrier.com.
To learn more, click on "[W5GO](#)" or visit www.w5go.com



W5GO™ now consists of 16 apps/episodes and games available for free downloads in both iOS and Android versions.



Key Features

- Possibility to create and/or adapt episodes and games in their contents to meet specific needs/requirements
- All episodes are on themes that are enduringly relevant in all time in terms of facts and values
- Upgrades are being released for existing episodes and games from time to time
- W5GO can play in multiple devices



ABOUT PIZZAR

PizzAR is a high efficacy and super cost efficient digital medium for advertisement and promotion campaigns. It features AR/VR/MR Production, location-aware function, view data capture and big data analytics in a comprehensive cloud-based managed service provision.

” PizzAR provides Mobile Digital Enhancement to Traditional Printed Advertisement.



THE ESSENTIAL COMPONENTS OF PIZZAR

- **PizzAR Cloud-based Server**
- **PizzAR App**
- **Project** – it is a distinct advertisement or promotion campaign that runs within PizzAR app
- **Marker(s)** – it is usually a small printed image but it can also be a physical object
- **Trigger** – this is the reading of a Marker or the detection of certain location specific data such as a set of GPS coordinates; the trigger invokes the Project to play in the smartphone or tablet
- **Digital Contents** – these are contents for each ad/promo and are stored in a cloud-based server

HOW DOES IT WORK?

- As the advertiser, add a QR/AR code on your printed advertisement (flyer, advertisement tabloid issue, etc.)
- The user/viewer first needs to download and install the PizzAR App into his/her smartphone or tablet
- The user/viewer then simply points the camera of his/her smartphone or tablet at the image (or Marker) to trigger/play the AR Production.
- By pointing the smartphone's camera at the image on the printed ads, the viewer can play a video, see more pages of texts and images, access a website, listen to audios or get an incentive such as discount vouchers, etc.

Watch a video clip presentation at https://youtu.be/Xrfs_n3Tynk



EXAMPLES OF PAST PROJECTS

- Presentations
- Promotion of products and services
- New real-estate promos
- Added gallery of photos, video, etc. on printed ads
- Website presentations
- Building construction architecture
- Special offers and discount vouchers
- Education campaigns

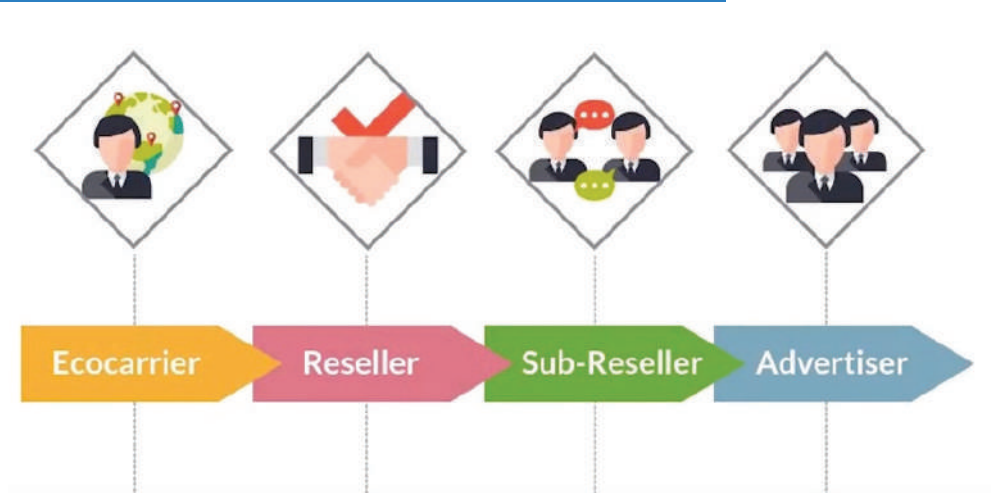
ADVANTAGES AND BENEFITS OF USING PIZZAR

- Ideal for Push and Pull advertisement and promotion campaigns
- Super cost efficient
- A dashboard provides the advertiser with the visibility of performance of each campaign and the relative costs up-to-date
- The contents of the ad/promo campaigns are digital, and can be updated by uploading the updated assets to the cloud-based server
- There is no need to make any change to the Marker when updating the contents of the ad/promo campaigns
- Delivery of the ad and promo contents in the language of preference of the user/viewer
- AR/VR/MR Presentation of the ad and promo
- Multiple sessions of playing of the Project can take place concurrently across time zones anywhere in the world, only an Internet connection is required

WHY CHOOSE PIZZAR FOR YOUR AD/PROMO CAMPAIGNS

- Enhance your printed ads
- Bring your marketing collateral alive by adding a video, texts, audio, images, catalogues, etc. on your print media
- Drive more actions
- Increase emotional connection to your brand
- Increase customer engagement
- Ideal for Push and Pull advertising campaigns
- Differentiate your services
- Unlock new revenues
- Measure your advertising efforts
- Suitable for education campaigns_ you can include relevant information to your print media to educate/inform your target market

DISTRIBUTION MODEL



Resellers and sub-resellers maybe a Strategic Partner, Master Reseller, Sales Agent, or Advertising Agency.

Each level of reseller can have sub-resellers and advertisers directly under it. Advertisers are the end-users of the PizzAR Managed Service Platform. Each entity in the system will receive benefits or revenues based on their rate plans. The reseller will have buy and sell rates, and the advertiser will only have buy rates. Each level of reseller has the freedom to charge different rates to its subscribers and advertisers directly underneath.

Ecocarrier Inc. provides value-add Pricing, Billing and Invoicing Support.

MRESENCE

An Enablement Platform. A Better Way to Do Online
Collaboration, Distance Learning, TeleMedicine, TeleMeetup™ or TeleAnything™

MRESENCE

MRESENCE (Presence in Mixed Reality) is an Enablement Platform that enables on-line interactions among participants with Presence in Mixed Reality ("MRESENCE").

MRESENCE is best suited for enabling the operation of service provision of many kinds in circumstances that are otherwise impossible to be achieved due to: physical separation, the cost of transportation, urgency or emergency, limited availability of human resource with required expertise and unavailable access to research facility and expertise.

” MRESENCE collapses physical barriers and distances.
MRESENCE delivers a very close approximation to real experience as if the people were together
in the same physical space in real time.

WHAT MAKES MSRENCE DIFFERENT FROM OTHER COLLABORATIVE SOFTWARE?

MSRENCE's user(s) are able to:

- show the corresponding party/parties with direction of "See What I See"
- ask them to follow you and vice versa with "Touch What I Touch" and
- even have them experience and share their sentiments with "Empathy over Cyberspace"

MRESENCE FACILITY MANAGEMENT

MRESENCE provides facility listed as follows:

- Registration for on-boarding service providers and users as subscribers to become advice seeker and advice giver
- Rating by users of one another's performance and aptitude – service seeker on the service provider and vice versa
- Chatbot for preliminary directions to the user and advanced filtering to determine the scope of the service user's needs
- Blockchain crypto protection of records text, voice, audio, video, data and graphics
- Big Data Analytics
- Matching advice seeker with the appropriate advice giver
- Billing and invoicing function to allow for billing chargeable services
- On-line payment gateway interface for collection of payment per usage instance, per time of consultation, etc.
- Password/facial recognition-protected secured access to the dashboard to ensure maximum security
- Compliance with Personal Information Protection and Electronic Documents Act (PIPEDA)
- Network security protection

” MRESENCE achieves
"See What I See"
"Touch What I Touch" and
"Empathy over Cyberspace"

Provision operation involving
one-to-one,
one-to-many,
many-to-one and
many-to-many

APPLICATIONS OF MRESENCE

TeleMRedicine

TeleMedicine with MRESENCE. 24x7 Family Medicine provided across time zone by registered physicians to patients anywhere. Fast and easy set-up for consultation. Enhance healthcare reach & availability greatly reduce overall healthcare costs.



CollaboMRation

Collaboration with MRESENCE. Communicate, Share, Interact and Collaborate in AR/VR REAL Vision. Expert sees what the Field Personnel sees at the remote job site. Field Personnel gets the Expert's advice, instructions and even handholding to get the job done.



ConfeMRence

Conference with MRESENCE. For family gathering to allow effective interactions and even empathy with loved ones across the globe in real time. You can talk with them, laugh with them, touch them, hug & kiss them.

Business Conference with MRESENCE. Involving individuals, groups of participants geographically dispersed. Individuals and participants wearing QiiQ can switch with gaze control from one VR Streaming Channel to another as required for viewing, dialogue and interactions with one another. Ideal for demonstration.

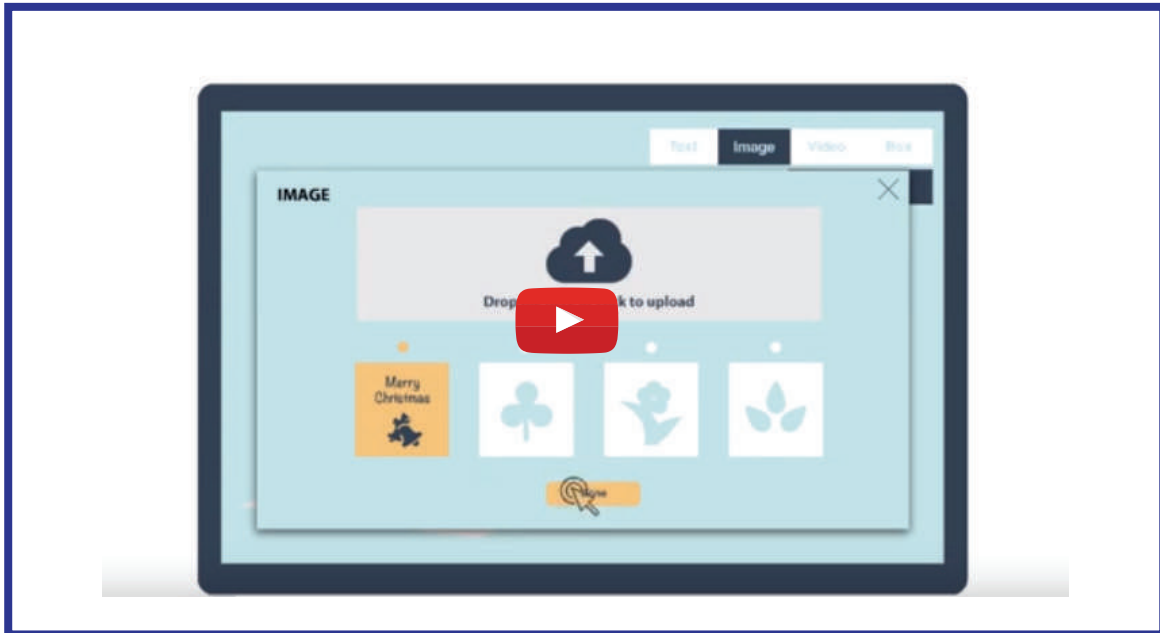


MRearning

On-Line Learning with MRESENCE. The fastest and cost-effective way of setting up an AR-enabled teaching class for audience worldwide for instructions of any kind. Dialogue and Q&A in real time.

PPIXELLS™

Here is where you and others can store the best photos, videos and graphics and use them for AR Production to enable us all to experience the world around us as is, but also with the enhancement in the form of additional layers of digital contents such as images, sound, video and text over and above the reality.



DEFINITION OF INDUSTRY TERMS USED

AR or Augmented Reality

Augmented Reality (AR) enables users to experience the world around them as is, but with the enhancement in the form of additional layers of digital content over and above Reality, such as images, sound, video and text; contents information that is available and relevant to the user's specific situation at the time.

VR or Virtual Reality

Virtual Reality is a three-dimensional, computer generated environment which can be explored and interacted with by a person. That person becomes part of this virtual world or is immersed within this environment and whilst there, is able to manipulate objects or perform a series of actions.

MR or Mixed Reality

Mixed Reality (MR) is the combination of operation and experience in an environment where one can avail oneself of the advantages of Augmented Reality (AR) and Virtual Reality (VR) and yet being able to interact with the AR presentation with actions/interactions in physical reality.

Cloud-based or Cloud Computing

Simply put, cloud computing is the delivery of computing services—servers, storage, databases, networking, software, analytics, and more—over the Internet (“the cloud”). Companies offering these computing services are called cloud providers and typically charge for cloud computing services based on usage, similar to how you're billed for water or electricity at home.


STRATEGIC PARTNERSHIPS OPPORTUNITY

Ecocarrier is seeking strategic partners for the propagation of managed services in countries worldwide. To participate in this promising business opportunity, there is no investment on the part of the strategic partners other than the investment of the time to learn and get up to speed with the service offerings to the end customers and efforts to do business development for the services.

Ecocarrier provides all presale and post-sale necessary support and a 24x7 after-sales assistance to the end users in English, Spanish, Portuguese, French, Arabic and also Chinese.

Ecocarrier provides its strategic partners with the following Facility Management services:

Service Provision; Administration and Operation Support; Management including granular billing and invoicing relative to the billing at each level of the distribution/value chain involving various entities (Service Provider, Distributor/Master Reseller, Resellers, Advertising Agencies and Advertiser)



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