

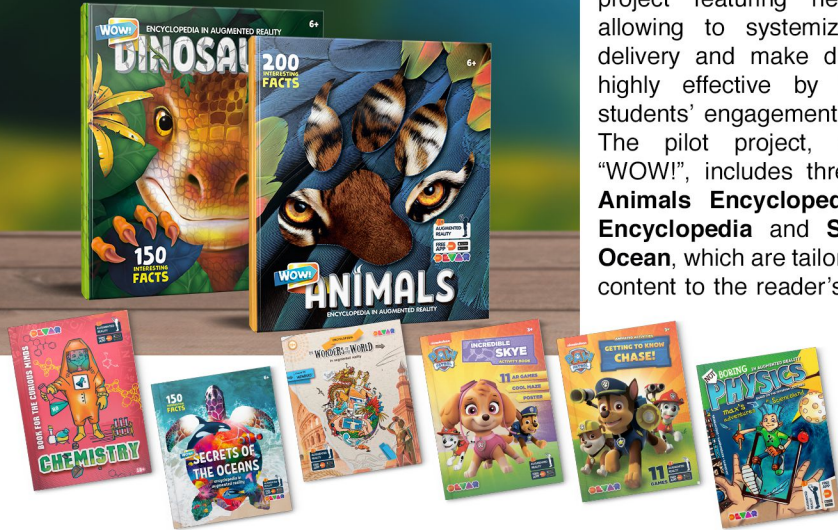


# CORPORATE DIGEST



Q1 2019 | Issue 1

# #BOOKS



The year 2019 has started with the collaboration of DEVAR's R&D team and educational specialists that resulted in a launch of the first learning project featuring neural networks, allowing to systemize the content delivery and make digital education highly effective by increasing the students' engagement with the book. The pilot project, named simply "WOW!", includes three AR books - **Animals Encyclopedia**, **Dinosaurs Encyclopedia** and **Secrets of the Ocean**, which are tailored to adjust the content to the reader's age, making it

interesting both for kids aged 6-9 and 9-14. Other books coming off the press are **Wonders of the World**, two books of Nickelodeon's Paw Patrol series - **Getting to Know Chase** and **Incredible Skye**, and **NOT Boring Science Set** that includes two books on Physics and Chemistry. Eventually, the company is planning to provide educational establishments with a wide range of rich learning opportunities in 2019/2020.



# THE MOST POPULAR BOOK CHARACTER IS TYRANNOSAURUS

Our passion for quality early-learning products has also inspired us to create the first AR coding game, named after our mascot, Fourdi. Coding with Fourdi is a play set, teaching children the basics of programming in a simple and fun way. It helps develop logical thinking, coordination, fine motor skills, imagination, creativity, spatial thinking, attention and memory. Coding with Fourdi has been first introduced at Nuremberg Toy Fair 2019 and it is forecast to become a bestselling game, with lots of positive feedback and pre-orders so far!



# #STATISTICS

Currently DEVAR catalog includes over 200 titles, most of them have been translated into 26 languages. Every day millions of users all over the world play with DEVAR products. Within the three-month period the number of interactions has reached 7,763,355!

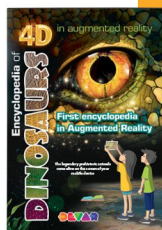
According to the Q1 statistics, the most popular books are **ABC 2.0**, **Encyclopedia of Dinosaurs**, **Space Encyclopedia**, **Human Anatomy** and **Microworld**.

## Most Popular Books In Terms of Interactions



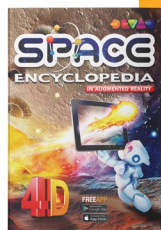
ABC 2.0

623,395



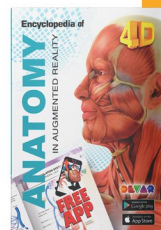
Dinosaurs

591,062



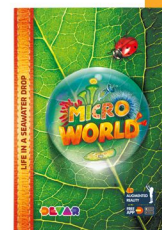
Space

192,496



Anatomy

176,389



Microworld

128,876

# WHAT IS DEVAR APP?

**200**  
books

**48**  
digital  
characters

**54**  
countries

**300**  
features

**13,646,603**  
interactions

THE MOST  
POPULAR  
DIGITAL  
CHARACTER IS  
**CORNBOY**



DEVAR app has been initially designed to complement school education in different countries all over the world. It is a combination of physical and digital learning content, both delivered to the user through the prism of augmented reality. It has 2,500,000 downloads so far and this number is continues to grow. People spend on average 15 minutes every day interacting with DEVAR's products, gaining knowledge, playing entertaining games, taking photos and videos with digital characters.

PHOTOS  
TAKEN

**314,627**

VIDEOS  
RECORDED

**160,308**

TIMES  
PLAYED  
WITH  
DIGITAL  
CHARACTERS

**5,374,038**

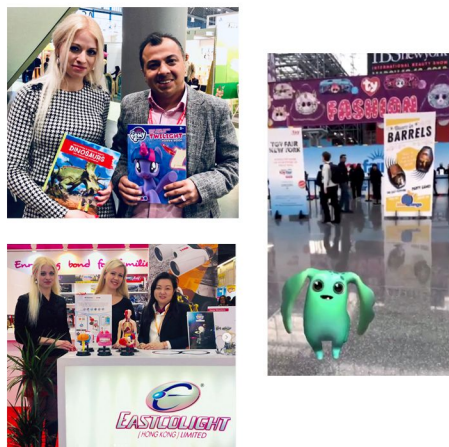
TIMES  
PLAYED  
DIGITAL  
GAMES

**34,275**



## DEVAR has become a winner of DBW Award in the Best Use of AR/VR in Publishing category!

In the past three months DEVAR team has visited 4 big events: **Nuremberg Toy Fair, New York Toy Fair, The London Book Fair and Bologna Children's Book Fair**, held over 200 meetings with publishers and licensors and appeared in a public speaking.



On March 2nd at Bologna Children's Book Fair an expert in AR publishing, the Business Development Director of DEVAR, Paul Woo, spoke about the impact of smartphones on publishing business. The presentation held in Digital Cafe brought together over 50 people and covered the keynotes of the publishing products consumption and the positive trends in AR markets expansion.



## AR/VR/XR Leaders\*

\* Includes funded/exited startups and selected corporates

Art/design	Books	Business	
gravity sketch	DEVAR	VIRTUALITICS	CONSTRUCTVR
iris	Mindesk	cluster	Sketchfab
e-motion	artomatix		VALVE

DEVAR was included in Digi-Capital's Q1 list of the leading AR/VR/XR companies in publishing industry!



During the fairs DEVAR's products got increased demand in Central Europe and Latin America, therefore we forecast a great expansion of our geographic presence this year.



DEVAR's partner in Mexico, Meridecom Kids, has launched 5 new book titles. 4D Encyclopedia of Dinosaurs, Fairy Princess Melody Tunes, ABC 2.0, Speed of Sound and Fairyland are now available in local stores!



This year has started with 4 new partnerships in Indonesia, Malaysia, Philippines and South Korea.

Soon the four Asian markets will get to see 25 new DEVAR book titles in the overall amount of 460,000 copies.

ARE YOU **DEVAR** PARTNER? SHARE YOUR NEWS WITH US TO APPEAR IN OUR NEXT DIGEST

FUSHIGIBOOKS

In February DEVAR's partner in Japan, Fushigibooks, has participated in Book Fair. The range of AR encyclopedias attracted visitors like a magnet!



# UPCOMING EVENTS & ANNOUNCEMENTS

## Products

Stay tuned and don't miss our next digest to get first-hand news about our products! DEVAR has prepared a special educational project to be launched this spring. We have some important updates!

## Events

On May 29-31 the Javits Center in NYC will open its doors to the visitors of one of the most expected events in publishing industry – Book Expo America. Traditionally, DEVAR team will be there to meet the leaders and newcomers of the publishing industry. Follow our quarterly digest to be the first to get the insights of the fair.

## DEVAR Partners

In the next issue, you will learn about our biggest collaboration with Bendon (USA) and Hasbro!

## LET'S KEEP IN TOUCH!



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