

WASHINGTON PORTFOLIO

BLU
MER



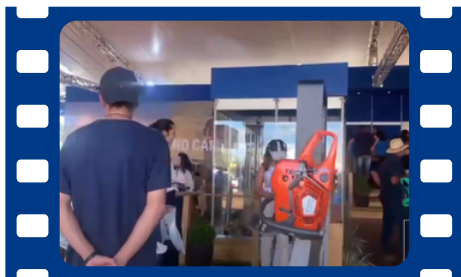
COMPANY

BLUMER ART INTERATIVA is a company that serves the corporate market, specializing in the production of activations for events, fairs, and congresses. It is a nationally recognized company, serving major advertising agencies and brands such as SAMSUNG, TORRENT, VIVO (TELECOMMUNICATIONS), CLARO (TELECOMMUNICATIONS), HUSQVARNA, CITROEN, JOHNSON & JOHNSON, UNILEVER, ADCOS, among others, throughout its trajectory in the market. It has approximately 5 permanent employees, in addition to working with outsourced service providers, who are hired according to the type and magnitude of the event.

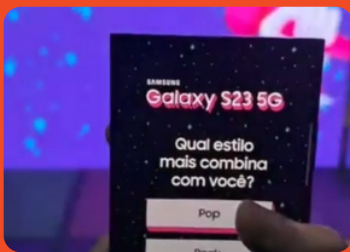
Annual revenue is approximately
R\$4,500,000.00.

Creation and programming of a 360° 3D VR game for META QUEST 2 glasses. HUSQVARNA | VR GAME - AGRISHOW 2023.

Husqvarna®



Creation of a Samsung GALAXY S23 ULTRA app for controlling and using video projection, using synchronized FREESTYLE SAMSUNG projectors, with simultaneous audio playback using the GALAXY BUDS 2 PRO audio system. SAMSUNG LOLLAPALOOZA 2023.

**SAMSUNG**

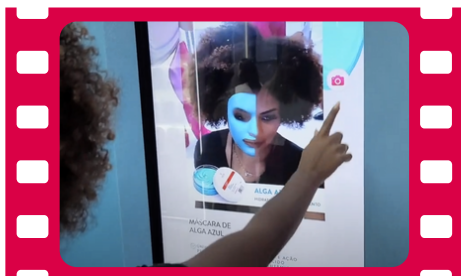
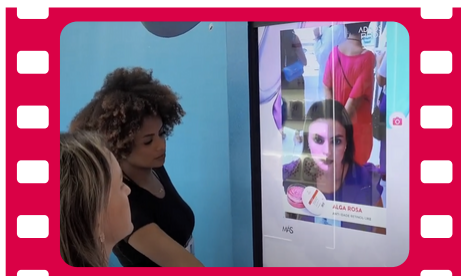
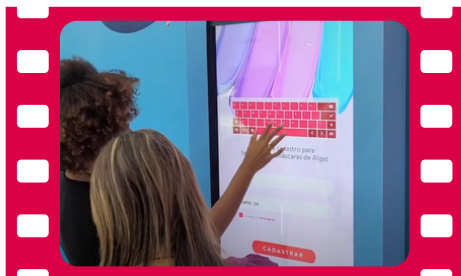
03

2023

Creation of an interactive 3D augmented reality (AR) technological activation based on facial recognition of the participant. ADCOS | FACIAL RECOGNITION 2023.

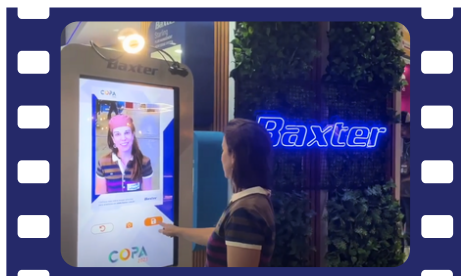
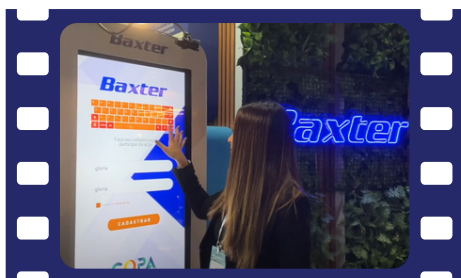


cosmética de tratamento



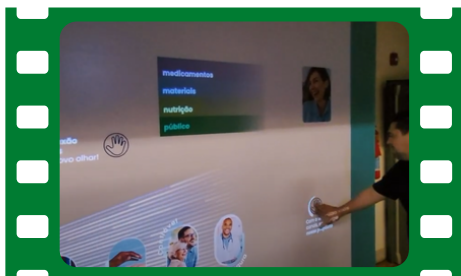
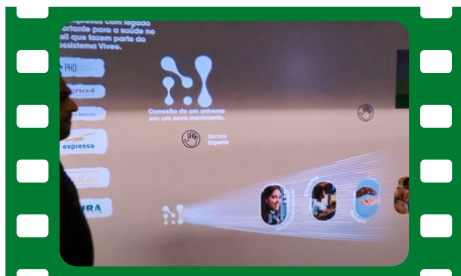
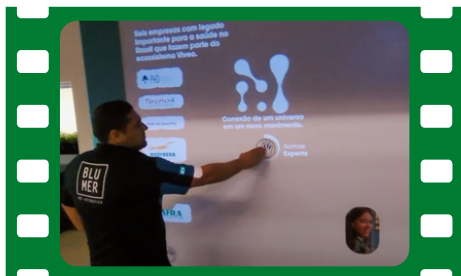
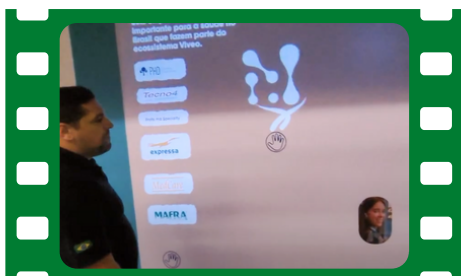
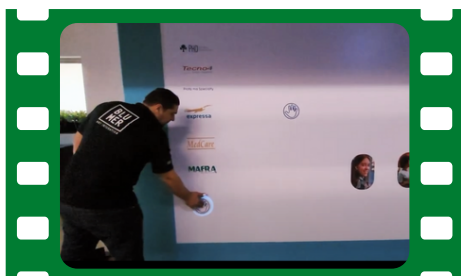
Creation of an interactive 3D augmented reality (AR) technological activation based on facial recognition of the participant. BAXTER COPA/JASB 2023.

Baxter



Creation of an interactive 3D reactive touch-sensitive wall activation, through software-controlled projection programmed in UNITY 3D. MAFRA.

MAFRA[®]
HOSPITALAR

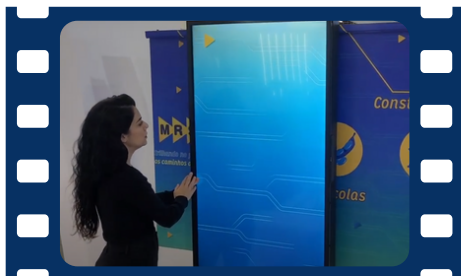


Creation of an interactive 3D virtual claw machine game activation. VIVO TELECOMUNICAÇÕES.

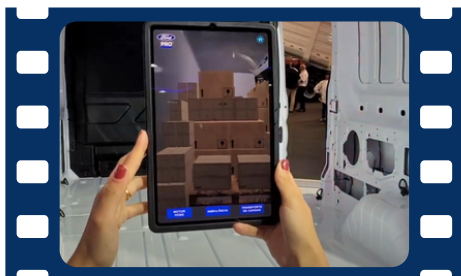
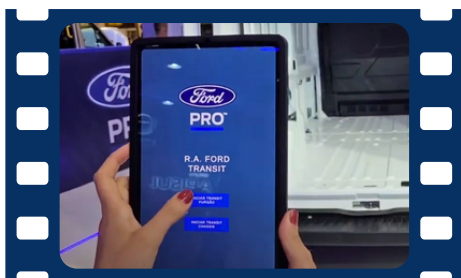
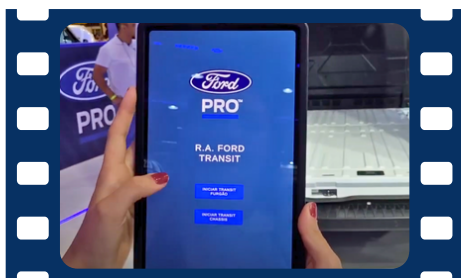
vivo



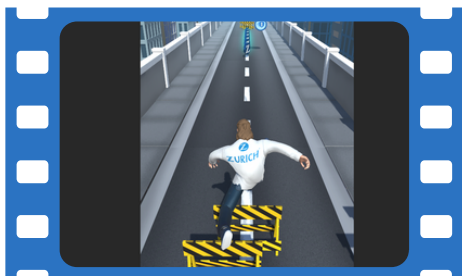
Creation of an interactive 3D technological activation, an interactive rail, using the RFID system. MRS COMPANY.



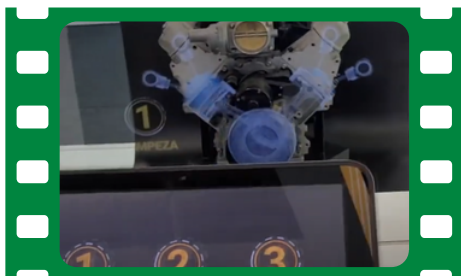
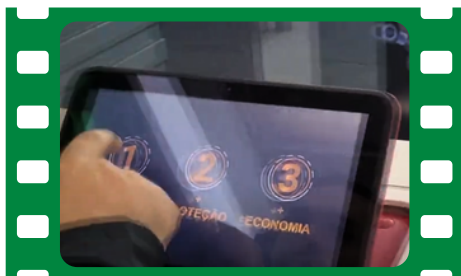
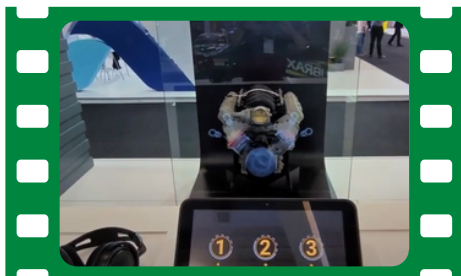
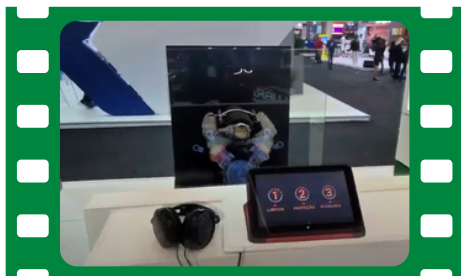
Creation of an interactive 3D augmented reality (AR) technological activation. FORD MOTORS.



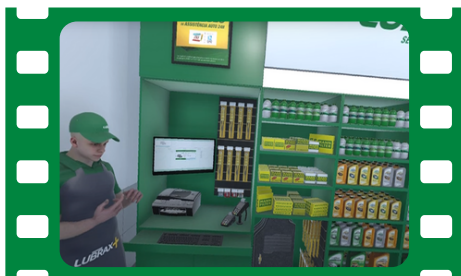
Creation of an interactive 3D technological activation,
development, and programming of an endless runner-type game.
ZURICH SEGUROS.



Creation of 3D holographic projections demonstrating the performance of LUBRAX oil developed by PETROBRAS in automotive vehicle engines. PETROBRAS.

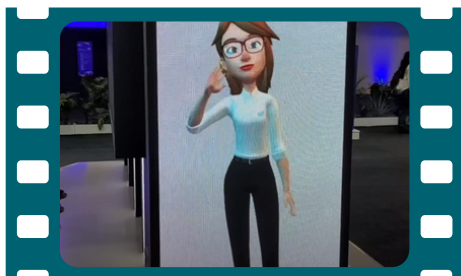
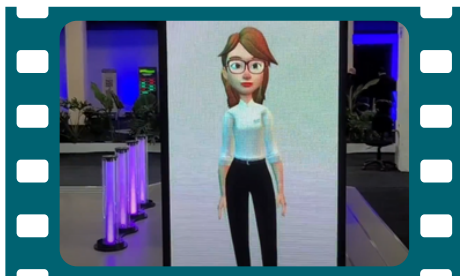
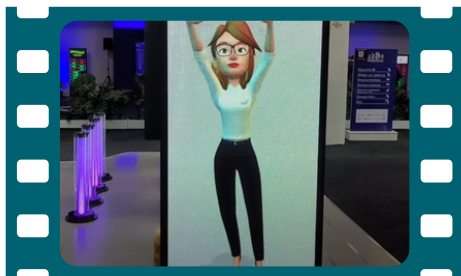


Creation of a 3D VR video, for QUEST-META glasses, with a panoramic tour to showcase the convenience store of BR-PETROBRAS and a LUBRAX-PETROBRAS oil change station.



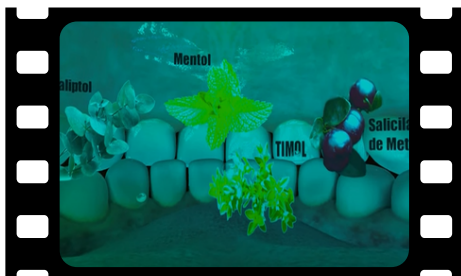
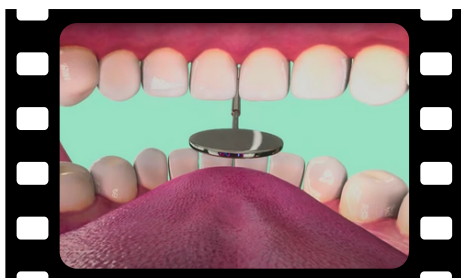
Creation of a virtual 3D receptionist doll created with Motionbuilder software for interaction with the public at a trade show booth for ALIANSCÉ SONAE.

ALIANSCÉ SONAE

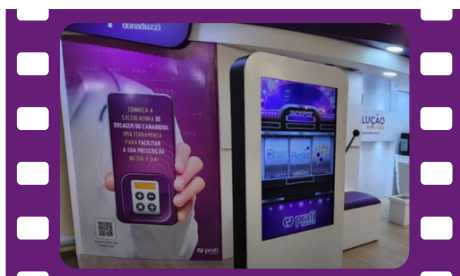


Creation of a 3D VR video, for QUEST-META glasses, to demonstrate the use of an oral hygiene product, with the internal mouth reproduced in 360° 3D. LISTERINE 360.

LISTERINE



Creation of an interactive 3D technological activation, programmed in UNITY, an automation-triggered slot machine-type game, where the manually operated lever controlled the game. Developed for PRATI company.



Creation of a 3D VR video, for QUEST-META glasses, to present the new HUSQVARNA rider, reproduced in 3D, combined with the development of a 360° virtual tour. RIDER HUSQVARNA 360.

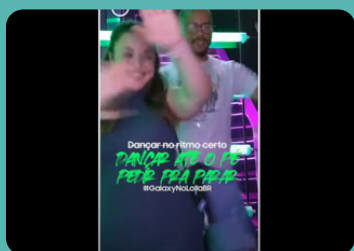
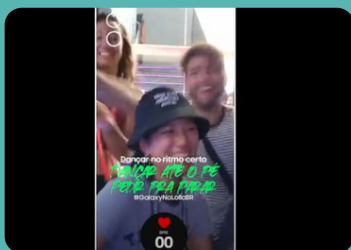
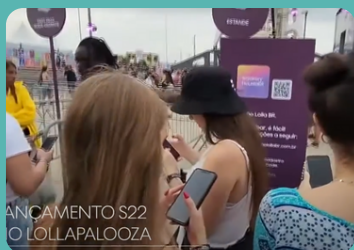
Husqvarna®



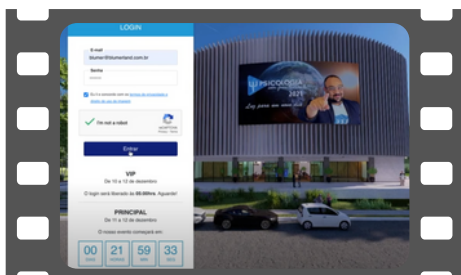
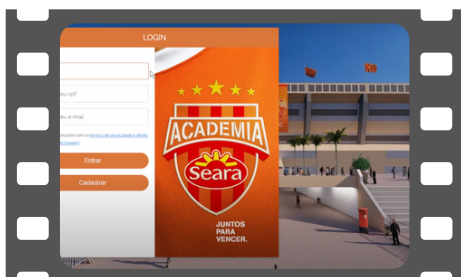
Creation of a SAMSUNG GALAXY S22 ULTRA app and SAMSUNG GEAR WATCH 5 watch to measure heartbeats while the participant danced, combined with recording the participant's experience video for subsequent social media posts, if the participant wished. SAMSUNG LOLLAPALOOZA 2022.

Lollapalooza
BRASIL

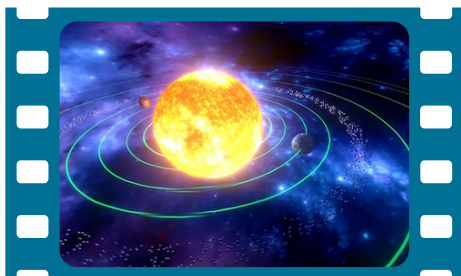
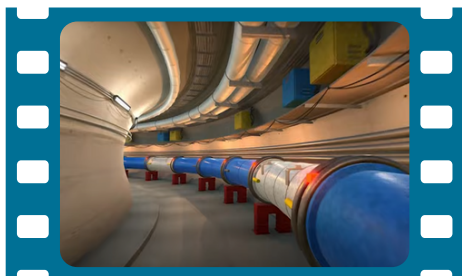
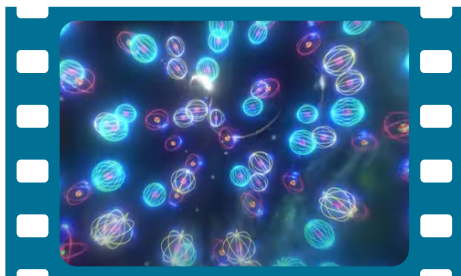
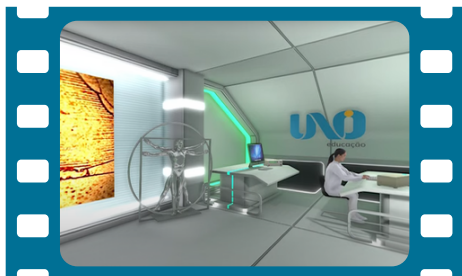
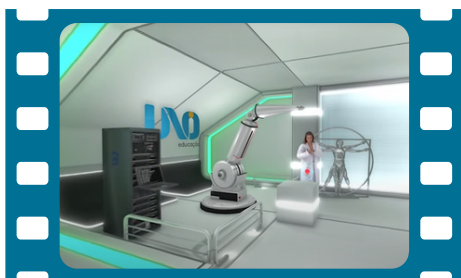
SAMSUNG



Participation in a major project involving a 3D virtual platform for events, fairs, and congresses via the web, together with other team members. I was responsible for creating and developing the 3D backstage of the website, as well as 3D virtual environments and 3D character animations for an interactive virtual audience, providing a complete immersive experience for remote participants in exclusively virtual events. It's important to mention that this type of interactive 3D activation using a digital platform became the main type of work offered by BLUMER INTERATIVA and its service providers during the COVID-19 pandemic due to social mobility restrictions.

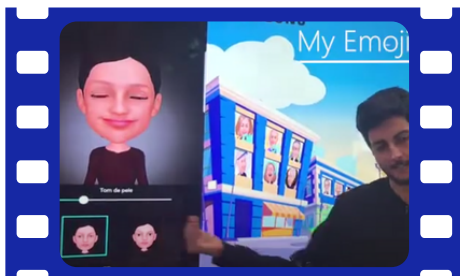
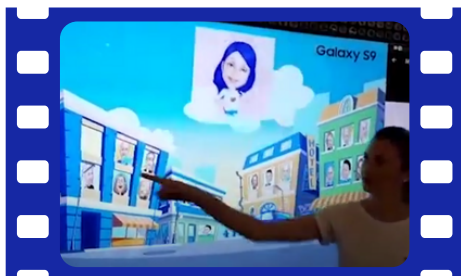
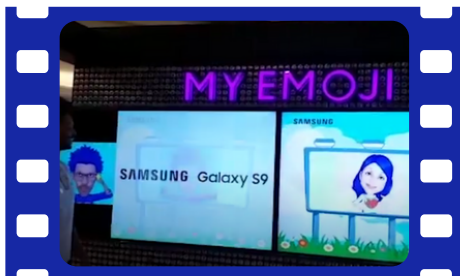
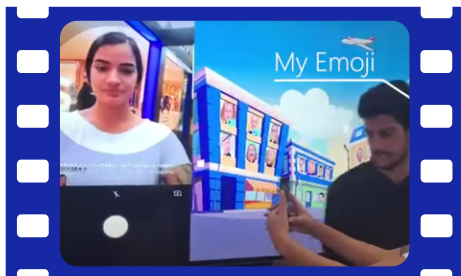


Creation of a 360-degree virtual tour in VR (Virtual Reality) for Gear VR, to showcase the UNO education system. UNO / POSITIVO.



Creation of the My Emoji app, using 3D, for the launch of SAMSUNG GALAXY S9, installed on a desktop that communicated with the S9 from which the user could send 3D avatar dolls, a new feature of this launch, and these 3D avatars entered a Samsung city scene, created in 3D, generating an image file to be sent by email to the user. SAMSUNG.

SAMSUNG



Creation of the JET FIGHTER 3D video in 360°, VR, for Samsung Gear, showing a 3D flight starting from an aircraft carrier in the bay of Seattle, flying in 3D over the continent, and then returning to the same aircraft carrier.

JET Fighter

