

Italian Development Studio Offering 3D Modelling Expertise, Virtual Reality (VR) and Augmented reality (AR) Services

Summary

Profile type	Company's country	POD reference
Technology offer	Italy	TOIT20250328013
Profile status	Type of partnership	Targeted countries
PUBLISHED	Commercial agreement with technical assistance	• World
Contact Person	Term of validity	Last update
Enrico FRANZIN	28 Mar 2025 28 Mar 2026	28 Mar 2025

General Information

Short summary

An Italian development studio specializing in video games and software has been delivering B2B solutions that leverage game-based approaches and AR/VR softwares for over a decade. By innovating in game thinking, the company effectively engages target audiences. Its expertise offers immense potential for those seeking to enhance client engagement and interaction.

Full description

An Italian development studio based in Turin specialized in the gaming industry is willing to offer its technology and methodology to the target companies. Its solid expertise extends to creating immersive AR/VR experiences and other interactive solutions.

Its approach combines immersion with technological innovation, delivering engaging content adaptable to various fields: from corporate training to education, and from marketing to culture. This expertise stems from its experience with museum, educational, and university projects, proving to be both reliable and versatile for projects of any scale.

We offer two collaboration options: as consultants/service providers or as co-producers, depending on the partner's needs and expertise. By incorporating principles of game thinking—such as game-inspired design, gamification, applied games, simulations, and advergaming—GameThinkers creates memorable experiences that deeply engage users.



Advantages and innovations

The company is the first company in Italy to transfer game thinking into the B2B sector by integrating video game development and gamification expertise. Our development process builds on more than a decade of commercial game-making experience, integrating advanced AR/VR features with immersive storytelling and interactive mechanics.

Technical specification or expertise sought

Stage of development

Already on the market

Sustainable Development goals

- **Goal 9: Industry, Innovation and Infrastructure**

IPR Status

IPR granted

IPR Notes

Partner Sought

Expected role of the partner

The company is seeking client companies interested in integrating augmented and virtual reality into their processes, particularly in areas where active participation is crucial, such as training, marketing, and software development. To implement augmented/virtual reality effectively, no prior expertise in gaming is required. The company provide specialized know-how by creating experiences that leave a lasting impression because they engage the user at a deeper level. This approach applies to organizations of any sector and size, particularly where active participation is essential: corporate training, education, marketing, software application development, and any context where engagement, learning, creativity, and collaboration need to be enhanced.

Type of partnership

Type and size of the partner



Commercial agreement with technical assistance

- SME 11-49
- SME <=10
- SME 50 - 249
- Big company
- Other

Dissemination

Technology keywords

- **01004014 - Serious Games**
- **01003016 - Simulation**
- **11002 - Education and Training**
- **01003004 - Computer Games**
- **01005005 - Information Filtering, Semantics, Statistics**

Targeted countries

- **World**

Market keywords

- **02007010 - Education software**
- **02007007 - Applications software**
- **02007014 - Other industry specific software**
- **07005004 - Education and educational products and materials**
- **02002008 - 3D**

Sector groups involved