iStaging™

Empower Space and Product visualization
AR-VR Content Creation through AI-based technology

COMPANY BACKGROUND

Industry: Augmented Reality & Virtual Reality
Business model: SaaS
Online and Corporate subscriptions
Year founded: 2015
Headquartered: Taipei, Taiwan
Number of employees: 54
Funding: $9,000,000
Geographical coverage: Americas, EMEA, Asia, Oceania

ADRESSABLE MARKETS

Retail / Luxury & Fashion, Lifestyle, FMCG
Real Estate, Construction, Urban planning
Hospitality & Resort
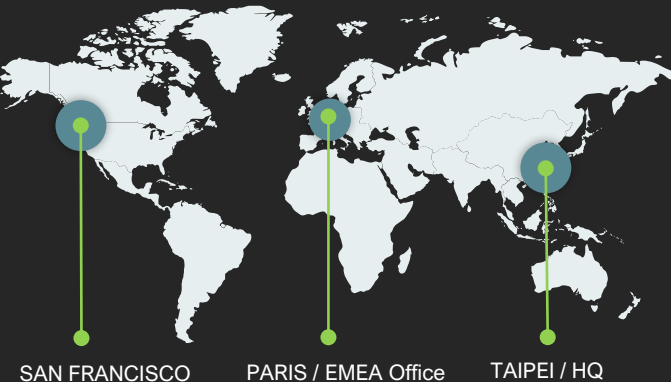Telecommunication, Smart city
Automotive
MICE, Culture

Total VR in Retail, Real Estate and Software: $43.3 billion in 2025 (Goldman Sachs)

GLOBAL PRESENCE

Professional users from 50+ countries
Resellers across 15+ countries
Visitors from 150+ countries

SAN FRANCISCO   PARIS / EMEA Office   TAIPEI / HQ

KPI'S CLAIMED

Better and faster promote and sell products remotely
Enrich the omnichannel strategy
Reinforce the Customer experience and engagement
Fit with new ways of digital consumption driven by millennials
Fight social distancing and preserve business connections,
from B2B buyers to end users, opinion leaders and influencers.

+200% incremental revenue
+10x new online subscribers
+300% Click-Through-Rates

PRODUCTS & SERVICES

iStaging AR&VR solutions empower spaces and products visualization remotely. They enable customers to improve their internal and external operations by crafting enriched virtual experiences by themselves very quickly.

LiveTour: self serve VR solution to digitize and edit virtual tours
360° capturing mobile app / On-the-go editing Web platform
TourRing - Real time guided Tour
Deep integration API portfolio, SDK
AR SDK - GPS AR, Web AR, Cloud Anchor, Marker-based AR
Other solutions: SDK for corporates, marketplace for service partners, 360° shooting service.

⊕ End to end service - Pay by usage & performance

⊕ Mobile and Web based - No specific hardware

⊕ Ease of use - Intuitive point-and-click UI/UX

⊕ Pricing - Subscription starts at $5/month

⊕ Instant editing - Maximizes customer productivity

INVESTORS

National Development Fund
Taya Venture Capital
WI Harper Capital
Alibaba Entrepreneurs Fund
Asus

AWARDS

2021 Finalist of the LVMH INNOVATION AWARD
2020 TOP-Rank Virtual Exhibition Platform Globally
2019 AR/VR/MR Leaders ranked by Digi-Capital
2019 TOP-Rank AI Paper at CVPR
2015 ECI Gold Award in Shanghai, China
2015 Tech.Co Startup Competition Winner
2015 1st Prize - Intel APEC Global Challenge
2015 The Winner of APICTA Award

MANIFESTO

iStaging develops and brings together Augmented Reality (AR), Virtual Reality (VR), and Artificial Intelligence (AI) technologies to provide multiple one stop solutions with end to end service to clients in a variety of industries. Powered by advanced patented AI/VR/AR technologies, our software solutions require no expensive hardware and enable the generation of high quality 3D/AR/VR content by using a mobile phone.
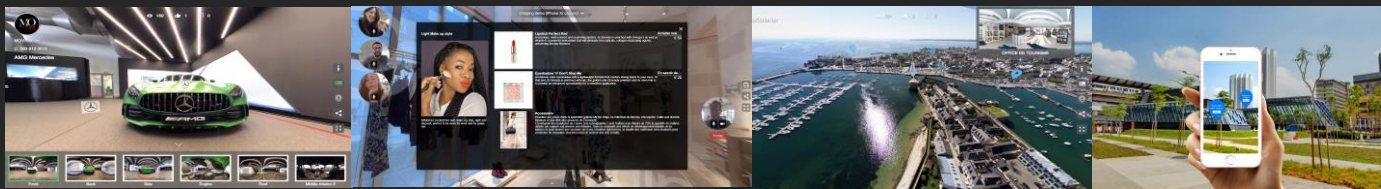
Founded in 2015 and headquartered in Taiwan, iStaging has a top tier R&D team with many team members from the Industrial Technology Research Institute of Taiwan (ITRI). The company has won various international awards and holds a number of multinational technology patents. We have international talents who continue to innovate and develop immersive key technologies.

iStaging's AI-powered software solutions are used in a wide range of business applications in a variety of industry verticals, and is highly acclaimed by leading brands. In addition, iStaging has also built a global Virtual Expo ecosystem with commercial users in over 50 countries.

iStaging uses AI in its core technology to make creating 3D/AR/VR content as easy as taking a photo/video using a mobile phone. iStaging's portfolio of patented AR/VR and AI algorithms that power 2D and 3D cloud computing and Virtual Expo streaming platforms have the advantage of producing visuals ten times faster than other solutions on the market, and does so with more accuracy and is distortion-free.

The global ecosystem for cloud-based automatic capturing and generation of 3D AR/VR content continues to grow exponentially. As an early mover, iStaging has created an entry barrier and amassed a significant competitive advantage that even well-funded latecomers are unlikely to overcome/bridge.