



Altairika | Franchise

Virtual Encyclopedia

Experience once — remember forever

18

partner countries
worldwide

1 mln

satisfied
viewers

10

years on the
supplementary education
market

About us

Altair Digital company was founded in 2010. For 10 years of work we have built the largest network of mobile planetariums in the CIS and created the world's first Virtual Encyclopedia — Altairika, which allows children anywhere in the world to go into space, see the most beautiful places on the planet or visit the inside of the human body.



2010-2014

In 2010 we started our operations with mobile planetariums. We provided services in schools, kindergartens and at the city events. In 2012, we started our own production of mobile planetariums and began to supply planetariums as a turnkey business throughout Russia and the CIS. In 2014, we provided services throughout Russia and beyond and became the largest mobile planetarium network in the CIS.



2015

In 2015, we established partnerships with the world's largest mobile planetariums' film makers. Thus, we managed to create a secure Space Touch ONE system and open access to the world's best films for viewers in Russia and the CIS.



2016-2017

In 2016 we developed our own product, the Virtual Encyclopedia. The first session of the Virtual Encyclopedia was held in Novosibirsk on the 12th of April, Day of Cosmonautics, in 2017. During this year, we successfully launched the first 17 franchises.



2018-2019 Development of franchise on the international market! Partners from 17 countries (United Kingdom, Ireland, Oman, Qatar, India, Turkey, etc.) joined us. Our franchise has entered the international market!

Altairika received the "Best AR/VR solution of the year" award at the "EdTechReview" conference and exhibition of the largest community of educational technologies in Delhi.

Our Mission

To give children, even in the most remote corners of the world, access to quality modern education that stimulates interest in learning.



2017

1 country
17 franchises

2018

1 country
35 franchises

2019

16 countries
84 franchises

2020

18 countries
102 franchises

What is the «Virtual Encyclopedia»?

«Virtual Encyclopedia» is a solution in supplementary education with VR glasses. We provide an unforgettable virtual reality lesson for children from 5 years.

Such lesson allows children to see with their own eyes the birth of the solar system and the life of marine inhabitants, exploration of planets and the work of the human body.



Relevance and demand

The uniqueness of the product is that we show educational films to a whole class, thanks to synchronous playback up to 30 devices.



Unlike the usual lesson, in the "Virtual Encyclopedia" the child sees a live image projected at 360 degrees, which creates the effect of a full immersion. The child is a participant of the event and can "touch" the subject.

The big advantage of this approach is its visibility. The child easily absorbs new knowledge and further independently shows interest in the sciences.

Now schools and kindergartens attract outside organizations that provide services in the field of additional education for children:

- mobile planetariums;
- chemical/physical shows;
- robotics, etc.

We replace ordinary additional education with virtual one and give children the emotions they so missed in classical education. Plus, kids may enjoy a interesting immersive technological lesson after long time on e-learning.

Use of sessions



Schools

Organization of activities for children on an ongoing basis. The service is in demand among school principals.

Kindergartens

Movies that are designed for small kids. That both teaches and entertain in a safe digital environment.



Outdoor activities

Sessions that can be held indoors and outdoors. Respecting the social distance and the safety of kids.

Education centres

Mental arithmetic, speed reading schools as well as all other additional educational centers are our clients.



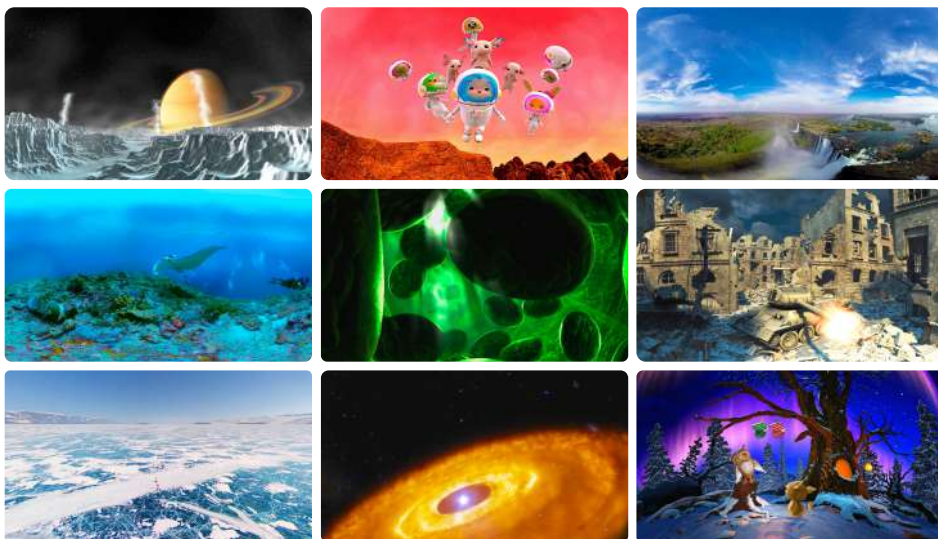
Language classes

Films from our catalog are translated into 30 languages, which allows learning foreign languages in a new, unusual and memorable format.



Educational films

Our catalog contains more than 50 science and entertainment films that help children explore the world around them in a virtual reality format on an exclusive right. We cooperate with the best content studios in the USA, Spain, Germany, India, Australia, UK and Korea.



The "Virtual Encyclopedia" allows children to gain knowledge outside of boring textbooks, but to remain within the schoolroom. This gives schools and kindergartens the opportunity to attract students by engaging in immersive classes, and children get useful material in the form of entertainment education.

Film themes:

Geography, physics, chemistry, biology, history, educational films for the youngest, traffic rules for children.

What do we give children and teachers?

A colorful memorable VR lesson. In addition, our current partners note that a lesson in this format brings children and teachers together. Team building is the basis for successful communication in the future.



Children: emotional contact with each other; learning is easy and interesting; imagination development; interesting topic to talk to parents;



Teachers: getting closer to students, being their hero; implementing the plan for additional activities; improving performance through interest; opportunity to speak about VR at teacher competitions.

Live Poster

Try the AR technology (augmentative reality) and make your learning process both immersive and interactive!

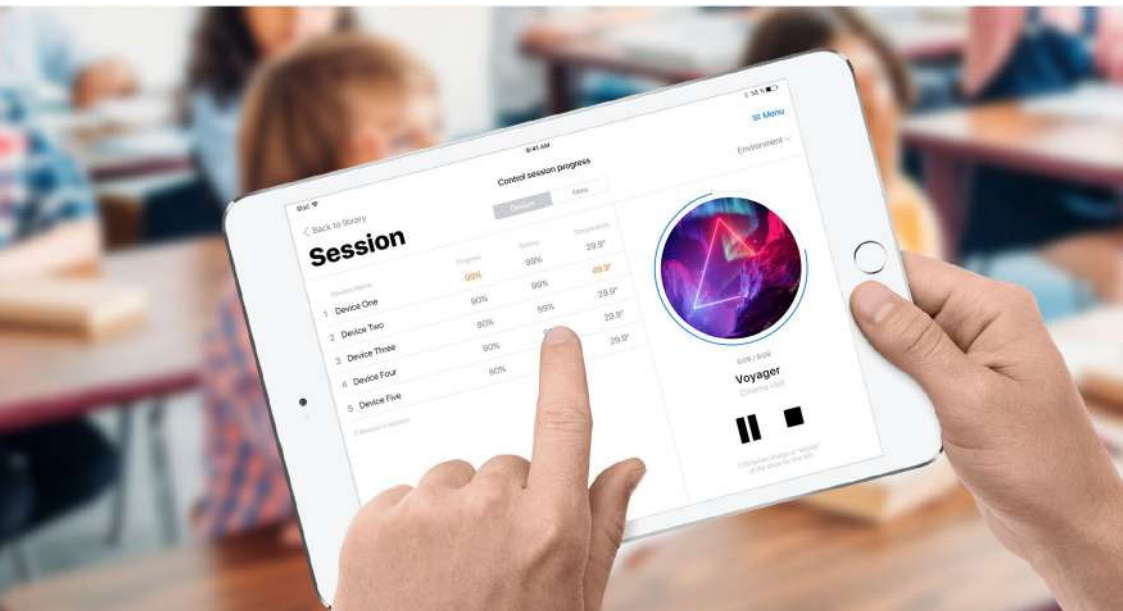


If the viewer points his phone at the poster, he can pass an interesting quiz on the solar system. By pointing their phone's camera at the poster, the viewer can see the planets of the solar system from all sides.

So we got a unique assistant tool for you:

1. On the one hand, a live poster can be an interesting tool for kids
2. On the other hand, this tool will increase and stimulate the interest of the audience already before the session will start

Our simple app



You will not need any special skills to work. With our app, controlling your session becomes easier, all actions are performed on the tablet: films' selection, turning it on, collecting the statistics.

Order the demo

Check the technology before you buy

It is impossible to explain in words or demonstrate virtual reality technology in video.

We offer all our customers the opportunity to order a demo version of the Virtual Encyclopedia, so that you can visually assess the quality of the product and its uniqueness.

In addition, we will provide you with:



Access to 10 films from
our catalog



Starter package of
marketing materials



Methodological
manual for a teacher

All of this will help you to show films to teachers and students, check the relevance of the content and appoint the first sessions before buying the solution itself.

Franchise package



Exclusive product for your school;



Easy-to-interact software application;



Access to all marketing materials of the company;



Webinars and Skype sessions with company leaders;



New movies on monthly base;



Guidance manuals for teachers on the films they have watched;



Movies are designed for kids +3 age;



Movies for teenagers;



Amigos: movie about the most important subject: hygiene;



Possibility to keep the social distance in group activity.



Activity that is interesting for all ages



AR marketing materials



Monthly catalog film updates

For start of the enterprise we send to each partner the basic set of marketing materials

Set of marketing materials



Materials for advertising campaigns and agitation

Posters, banners, booklets, flyers, notepads, etc.



Signature accessories

Layouts of employee uniforms, badges with company symbols

As well as corporate printing, forms, questionnaires and much more.

Our awards



AR/VR Solution of the year

Winner of the EdTechReview, India, 2020



XR Tech Venture Forum 2019

Winner in the Education VR section, Belgium, 2019



Business Success

Sphere of services, Moscow, 2014



Golden Mercury

Laureate, Moscow 2018



Business sharks

Reality show about business, Moscow, 2015



Mosgorptech

Education, Moscow, 2017



MTS Telecom idea

Winner, Moscow, 2017

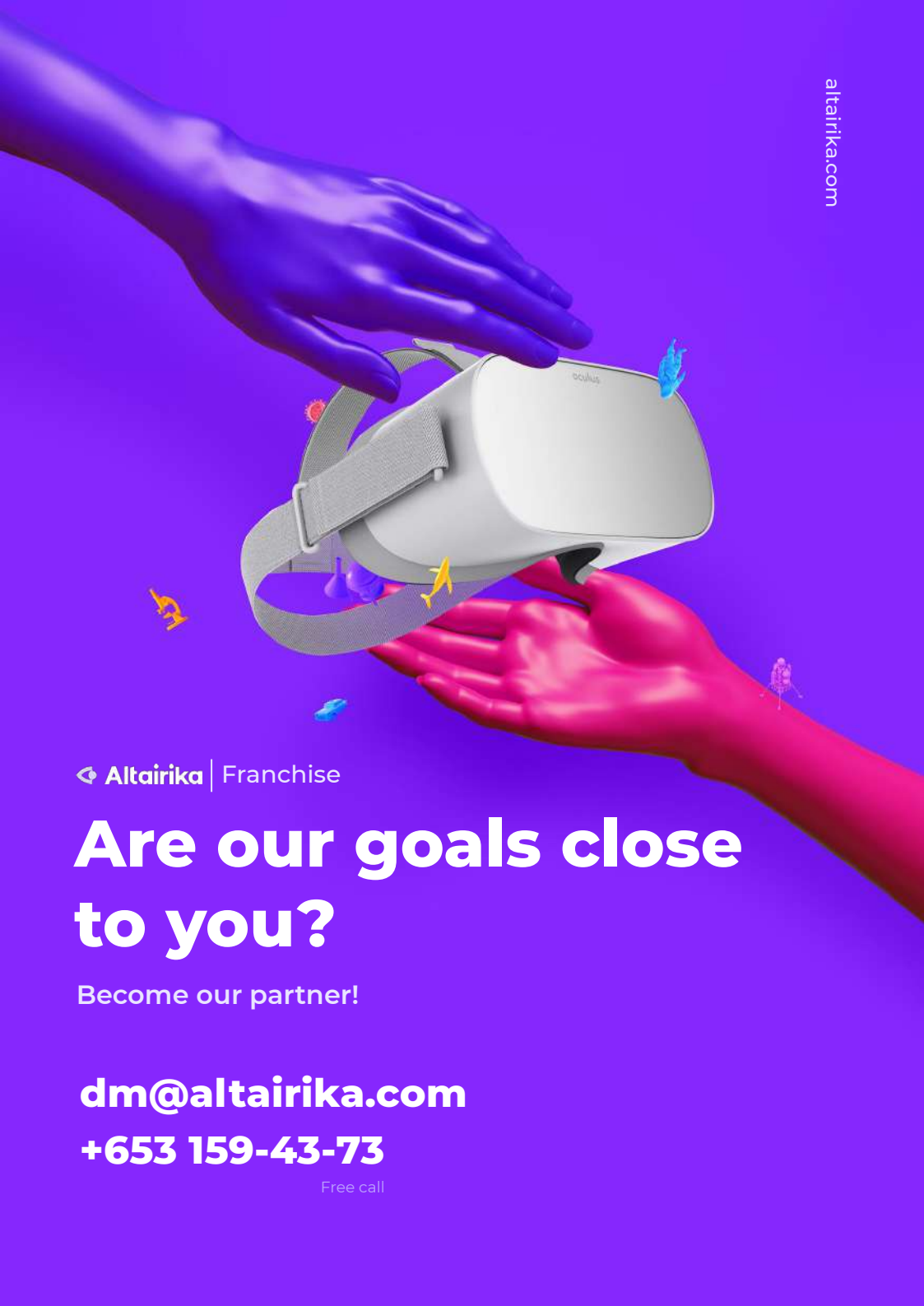


Skolkovo Startup Tour

Finalist, Moscow, 2017

Our partners





◀ Altairika | Franchise

Are our goals close to you?

Become our partner!

dm@altairika.com

+653 159-43-73

Free call