



MATSUKO

HOLOGRAPHIC PRESENCE

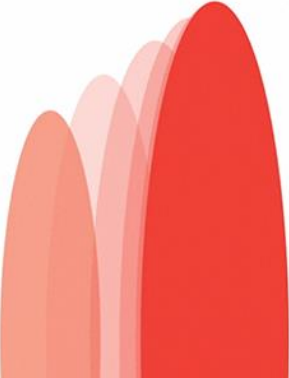
**Holographic presence
Revolutionizing Meetings in the 6G Era**

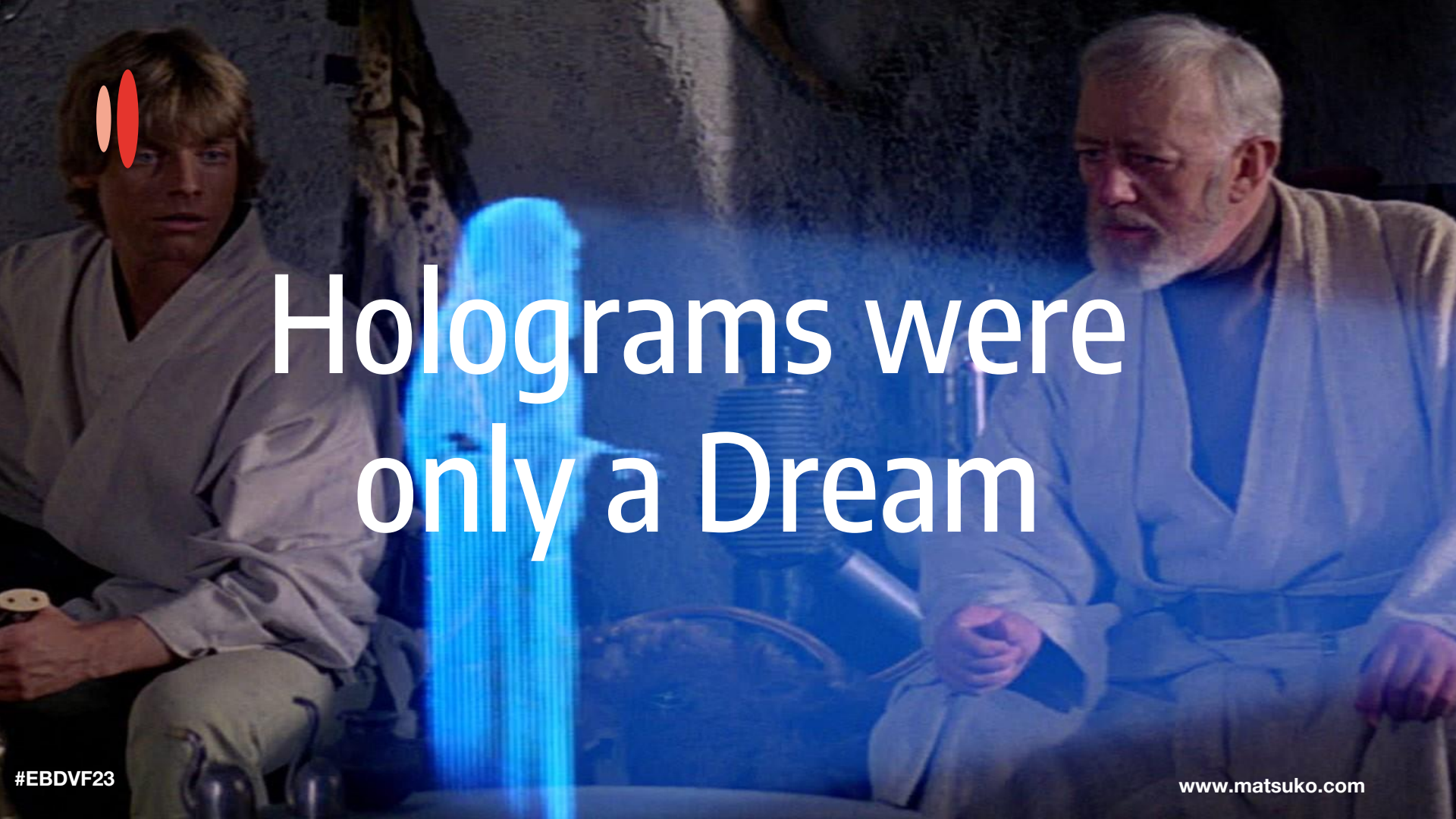
Stefania Puzderova

- [Business Development](#)



Relevant Prior Experience





Holograms were only a Dream



Today's tools are

Flat

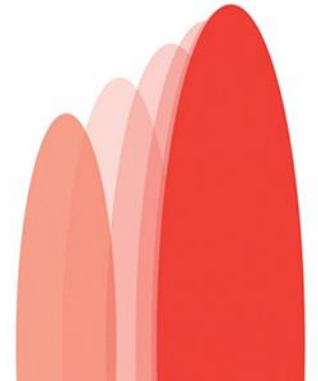


PRODUCT VISION



In MATSUKO we believe that

Holograms unleash the full spectrum of
emotions, while avatars limit them to a
narrow range.



Hologram quality evolution - real time



11/2022

6,42 FPS

10,7Mb/s

First videos. Poor hologram quality, low number of FPS. Fairly granular and little sense of real time



1/2023

7,51 FPS

14,3Mb/s

Performance optimization setting for execute processing on GPU threads, not working properly on Telefonica GPUs

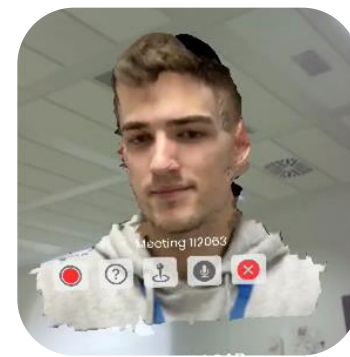


3/2023

15 FPS

11 Mb/s

Great increase in image quality, dynamism and hologram definition. Higher FPS number achieved so far.



4/2023

12,7 FPS

9 Mb/s

Improved hologram quality for ears. Still good quality

GO-TO-MARKET STRATEGY

One Hologram to Many Viewers

Live or prerecorded



Corporate events

One Hologram to One Hologram

Interactive



Interactive sessions

Many Holograms to Many Holograms

Immersive



Hybrid office



EDUCATION - HIGH SCHOOLS



Teachers as holograms for more engaging courses.

NGOs - INSPIRATIONAL PITCHES



LEAN IN



Hologram of role models inspire girls in their careers.





HUMAN RESOURCES AND CEOs PRESENTATIONS

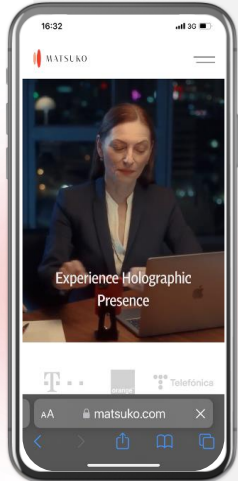


CEO of DT IT Solutions
Welcoming employees, onboarding newcomers.
In the offices and also during the Career expos.
<https://www.youtube.com/watch?v=snenSGSpqEQ>

SPORTS



**TOUR DE FRANCE
DIRECTOR SPEAKS TO
FANS IN A MATSUKO
HOLOGRAM**



Patented real-time single camera technology



iPhone



iPad



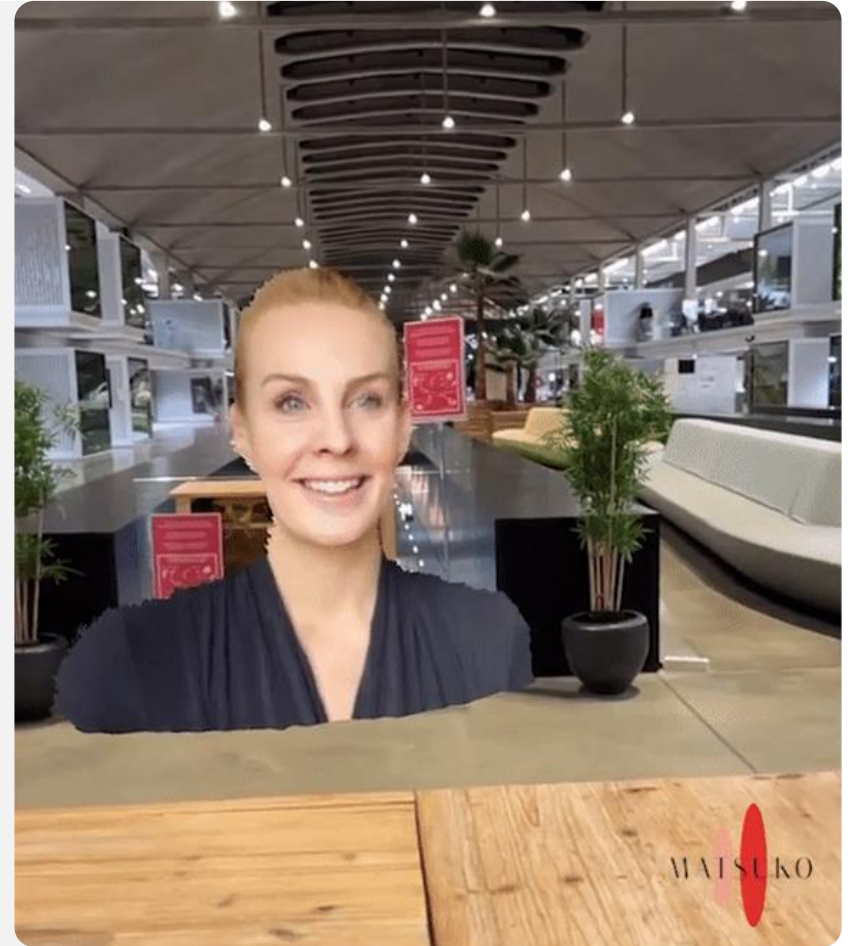
Quest



Nreal



Hololens





Today, we make history

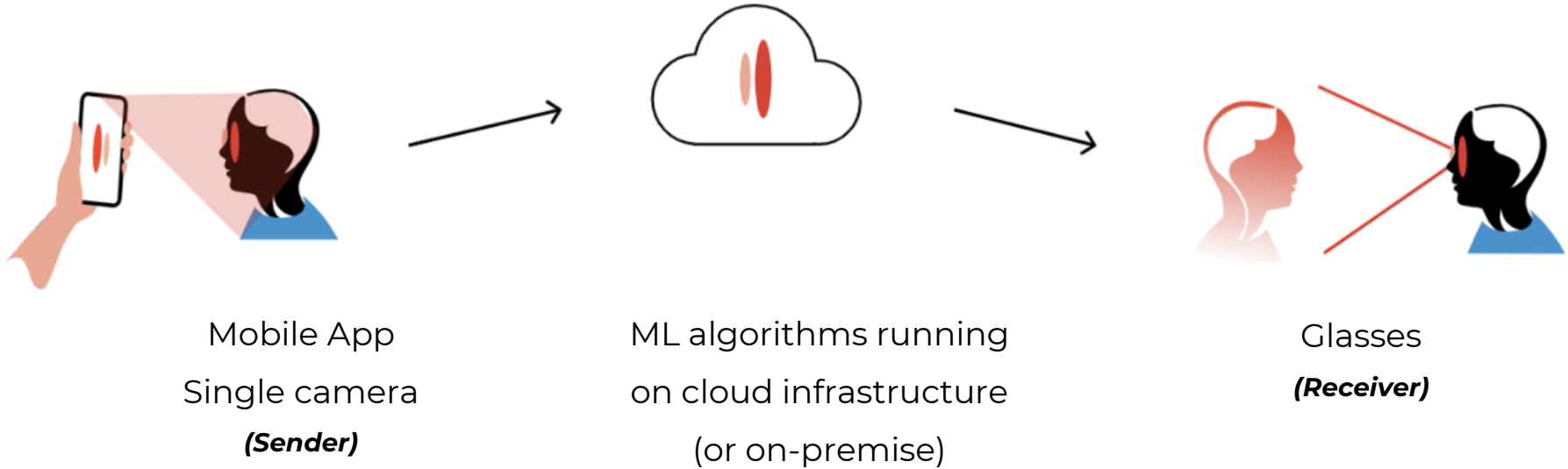
United States Patent Application No. 17/538,664 Filed
November 30, 2021
METHOD, SYSTEM, AND MEDIUM FOR 3D OR 2.5D
ELECTRONIC COMMUNICATION

We are pleased to inform you that we have received an Issue Notification from the United States Patent and Trademark Office. The above-referenced application has been allotted U.S. Patent Number 11,783,531 and will issue on October 10, 2023.



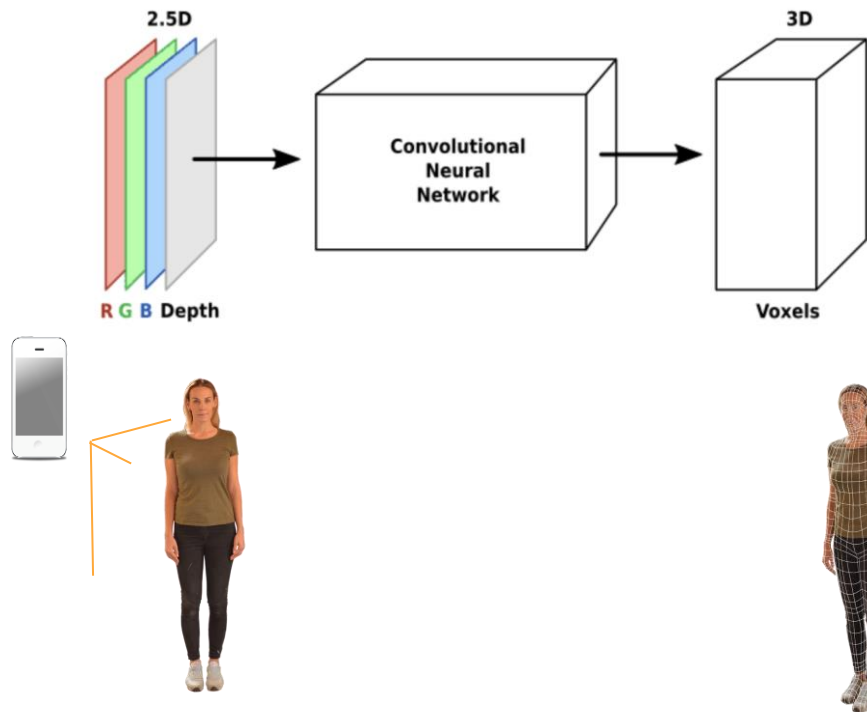


Technology: Machine learning on Cloud





Human pixel by pixel into voxels





Many participants, hardware agnostic

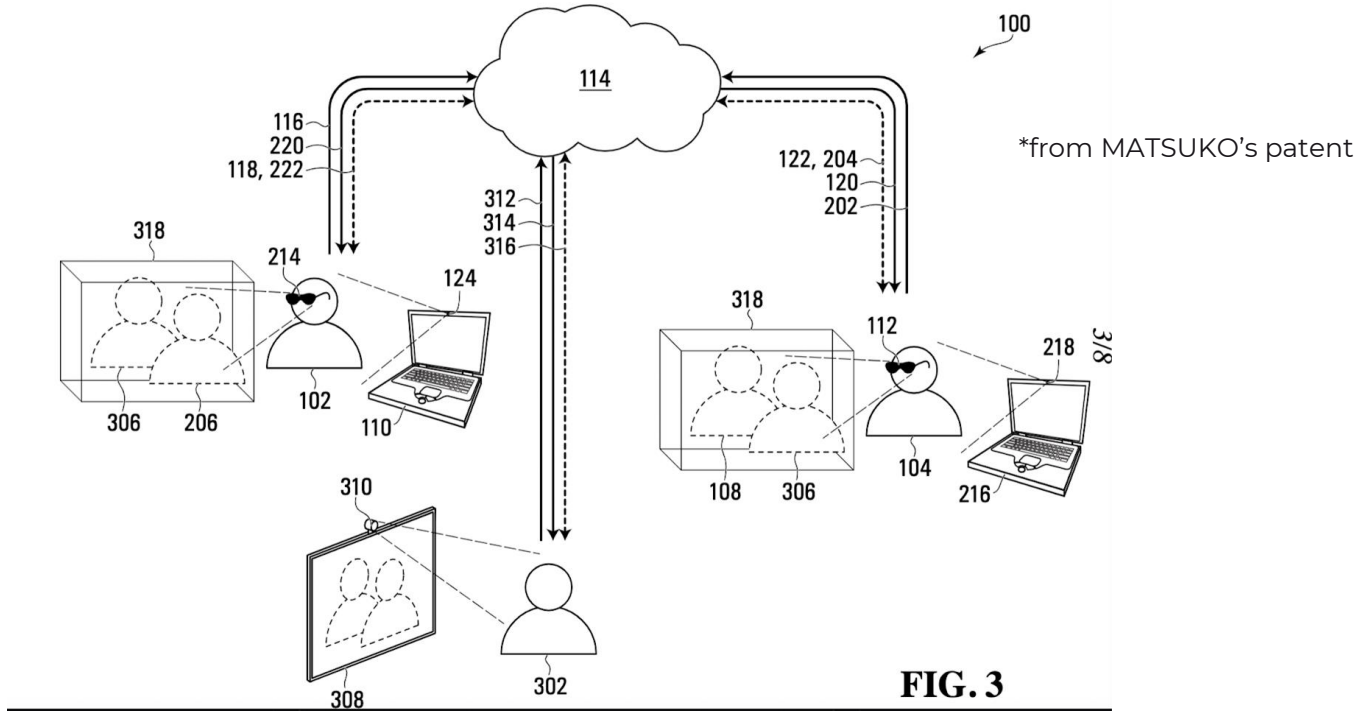
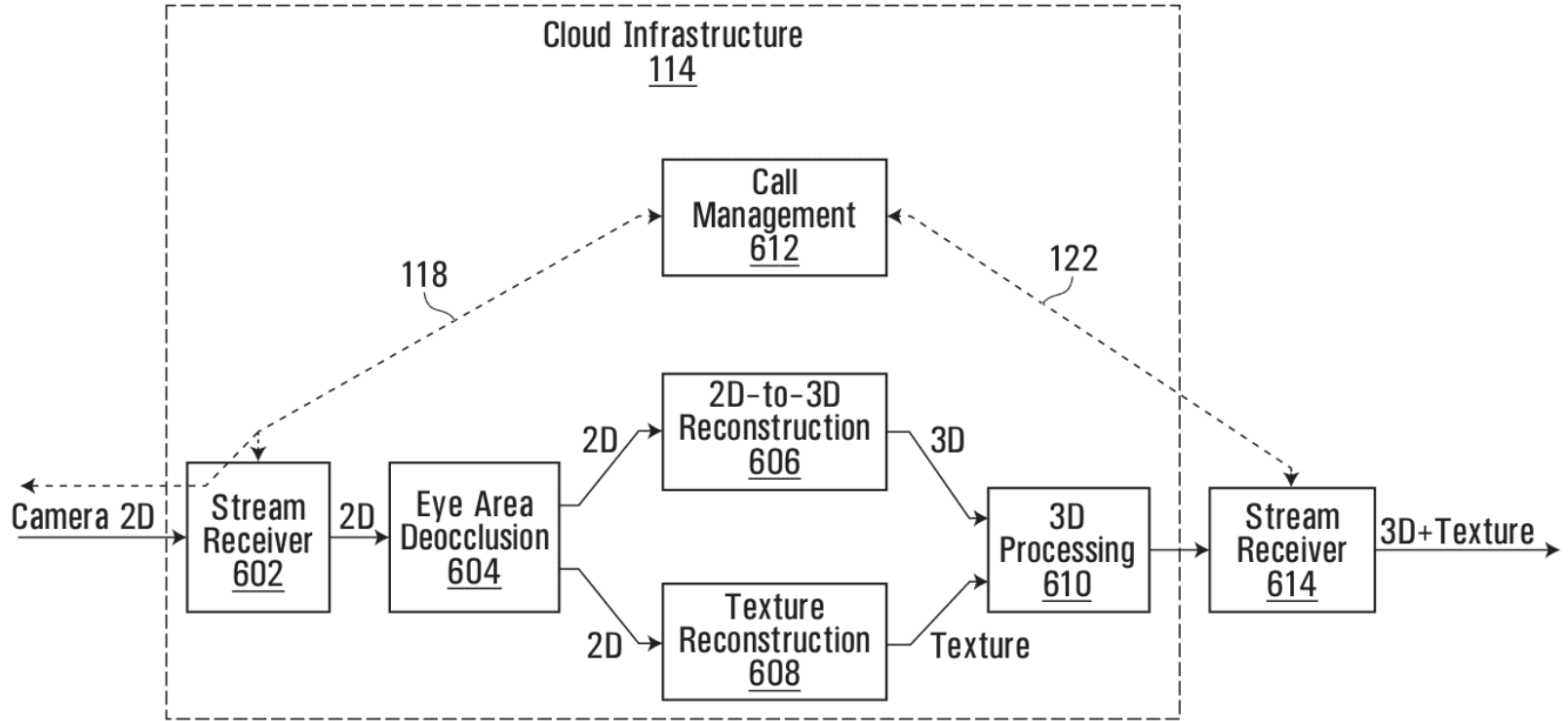


FIG. 3



Cloud Infrastructure





6G-XR



6G eXperimental Research infrastructure to enable next-generation XR services targets the development and extension of the four research infrastructures to make them ready for advanced experimentation:

- 1) networking, computing enablers
- 2) XR enablers
- 3) RAN enablers
- 4) Sustainability enablers for local green energy, controlling energy sources and charging/discharging, energy measurement and optimization solutions





6G-XR IMS - Control layer

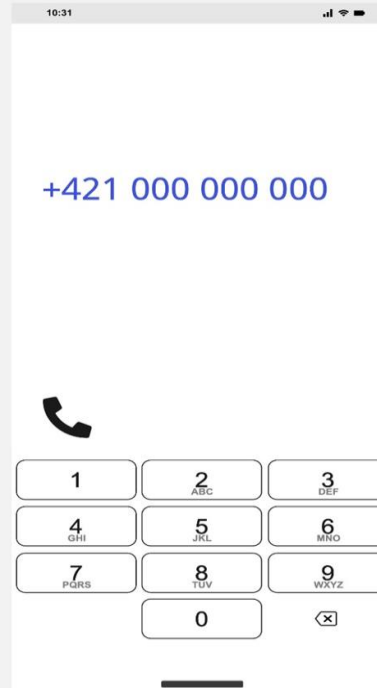
6GXR: to strengthen
**European leadership in 6G
technologies** by enabling
next-generation XR services
and infrastructures

IMS - Control layer: utilization
of existing WebRTC
standardisation

Increase in bandwidth and the complex
capacity to transmit these volumes of data &
ensure low latency and jitter values

Step 1
Start a call

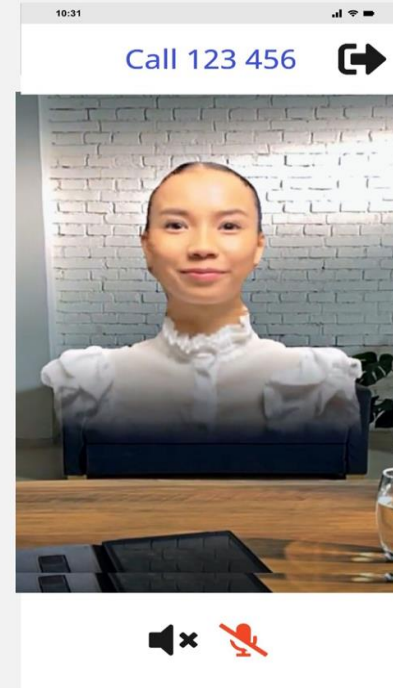
Type a phone number and start a call.



Step 2
Holographic presence

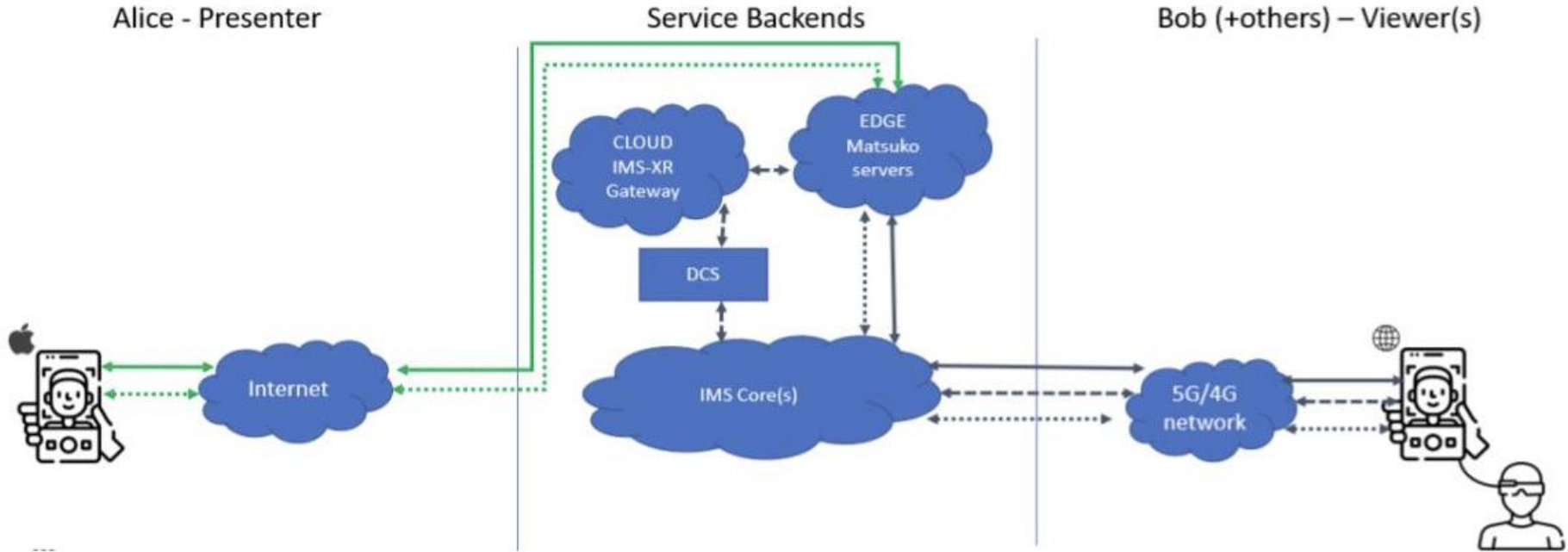
*We are directly joining the MATSUKO
Holographic call.*

*Call is rendered with WebGL. We can use
gestures to move around hologram in 3D
environment*





IMS - Control layer



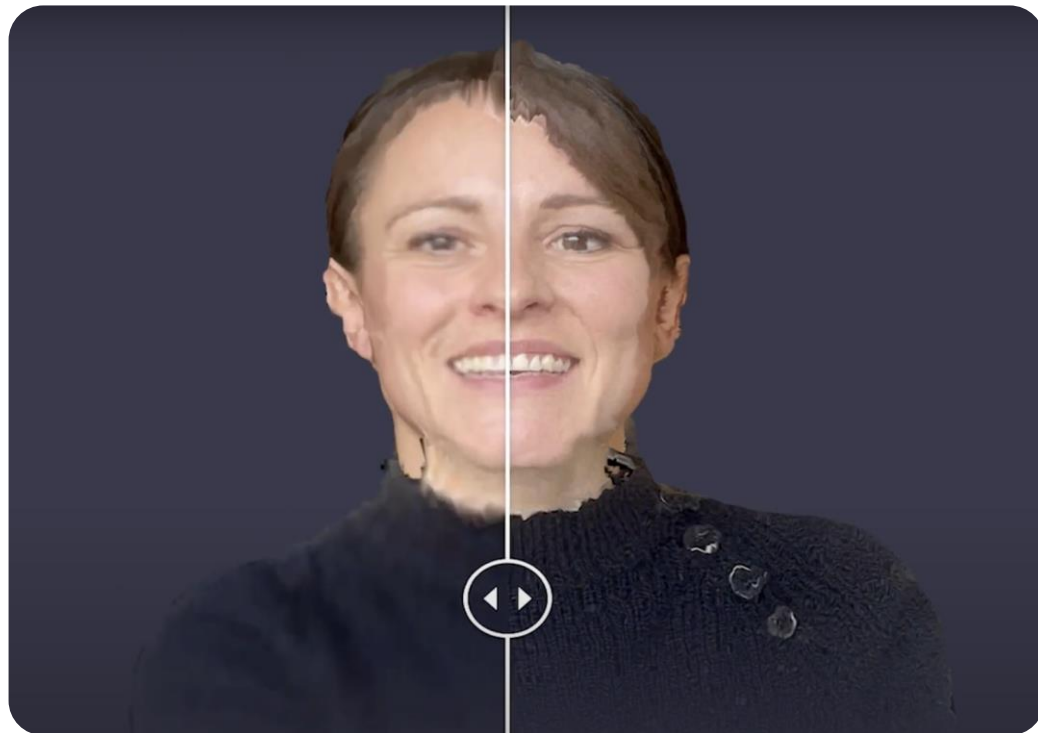


Network APIs: Hologram quality improvements

5G Network APIs
Real-time holographic calls

Effect on hologram quality in heavy traffic:

- Lower latency
- Lower jitter
- Higher bandwidth
- Higher resolution



A virtual art gallery environment. Two avatars, a woman on the left and a woman on the right, are positioned in a room with various art pieces. The room features a large abstract painting on the left wall, a large abstract sculpture in the center, and a large abstract sculpture on the right wall. The floor is a light-colored wood pattern. The text "WORLD'S ONLY REAL-TIME REALISTIC 3D PRESENCE APP" is overlaid in the center. In the foreground, there are several tall, thin, decorative objects on a platform. The overall scene is brightly lit with a clean, modern aesthetic.

**WORLD'S ONLY
REAL-TIME
REALISTIC 3D
PRESENCE APP**



Joao Gomes, Director, Global Solution and Business Development, NVIDIA

I think this is amazing. This is the application that captures our imagination to think about 5G and the **future of communication** and video conferencing. I was amazed to see how real this is.

I know of no other company on the planet producing **real time holograms with the quality** that you are producing.

*You look very great, really good. **It's like in Star Wars. Good spatial feeling**, really great. And much more personal than 2D video. This is very impressive.*

“

*Impressive experience of the Matsuko app. I was impressed by the **fidelity** of the images.*

Tom Winstanley
UK CTO, NTT data

Randy Adams
CEO, C-Level Solutions

*We will be able to offer our customers a new way of communicating, using this new holographic technology to deliver a **more immersive “virtually there”** experience.*

Daniel Hernández
VP Devices & Consumer IoT, Telefónica

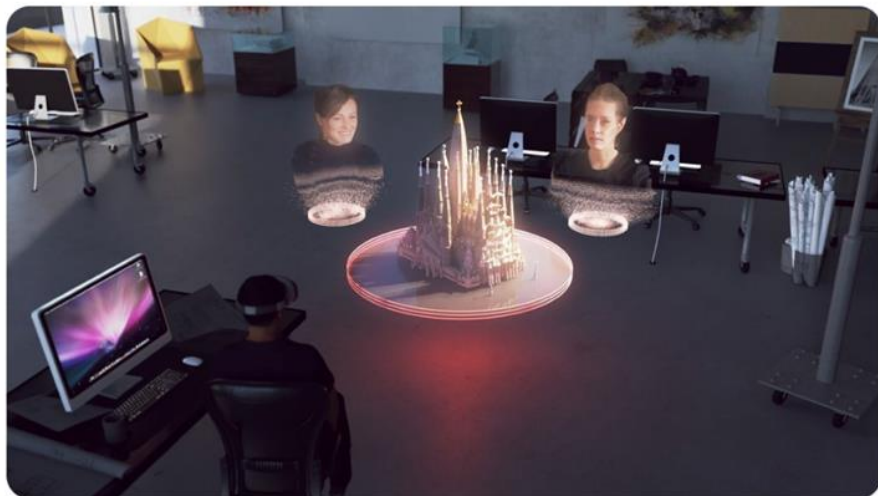
Lars Vogel, Director of New Work, T-Systems Multimedia Solutions GmbH

The app is incredible, with a **strong feeling of presence** of the person.

Adrian Verdugo, Deloitte



EARLY ACCESS - 3D CONTENT CREATORS

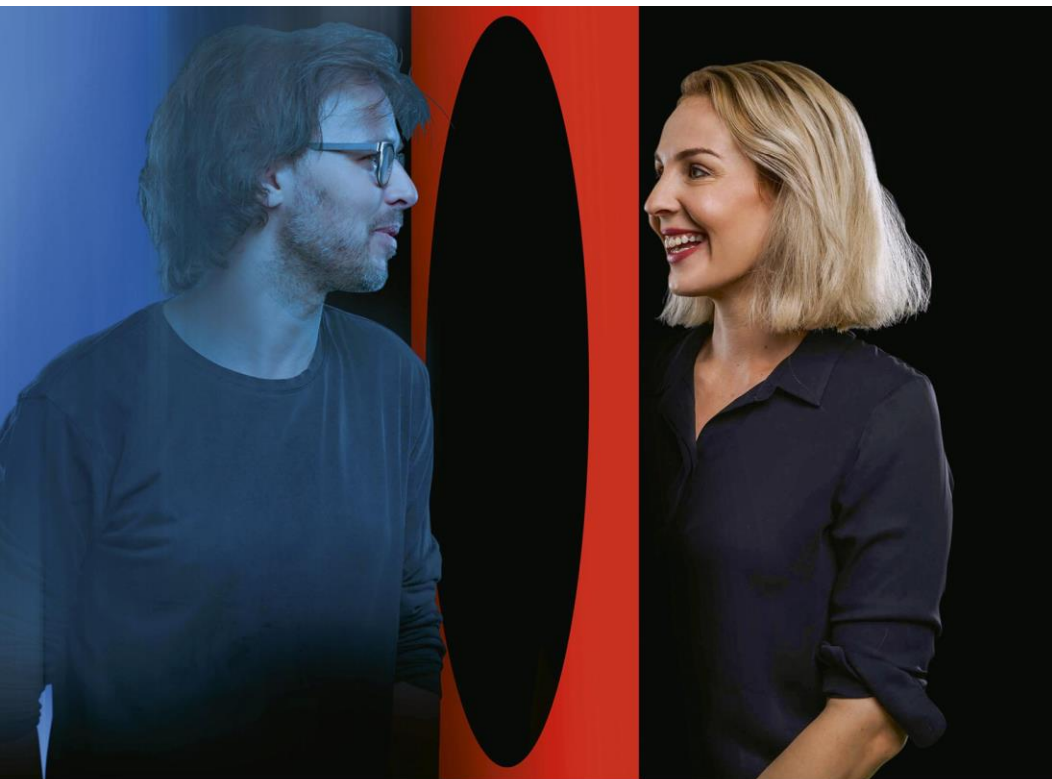


How does MATSUKO work?

MATSUKO is a mixed reality app that allows you to have holographic meetings with other people anywhere in the world. **Use your iPhone to capture and stream yourself and XR headset to view others' holograms and 3D content.**

It is designed to provide a realistic and immersive communication experience that feels like in-person meeting.

SIGN UP →



hello@matsuko.com



MATSUKO



MatsukoCompany



MATSUKO



matsukocompany

Get together.

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#EBDVF23

