

GENESIS
AR

SHAPING THE JEWELRY INDUSTRY WITH AR



About Us

Since 2010, Genesis Block has been developing software, implementing payment systems, software and web solutions for e-commerce and blockchain solutions for business. We are one of the leaders in the Russian market of software development for electronic payment systems and payment terminals for self-service, processing and acquiring.

The company's software solution is used in more than 20,000 self-service payment terminals, pos-terminals and smartphones in Russia, Saudi Arabia, the United Arab Emirates, Spain, and Turkmenistan.

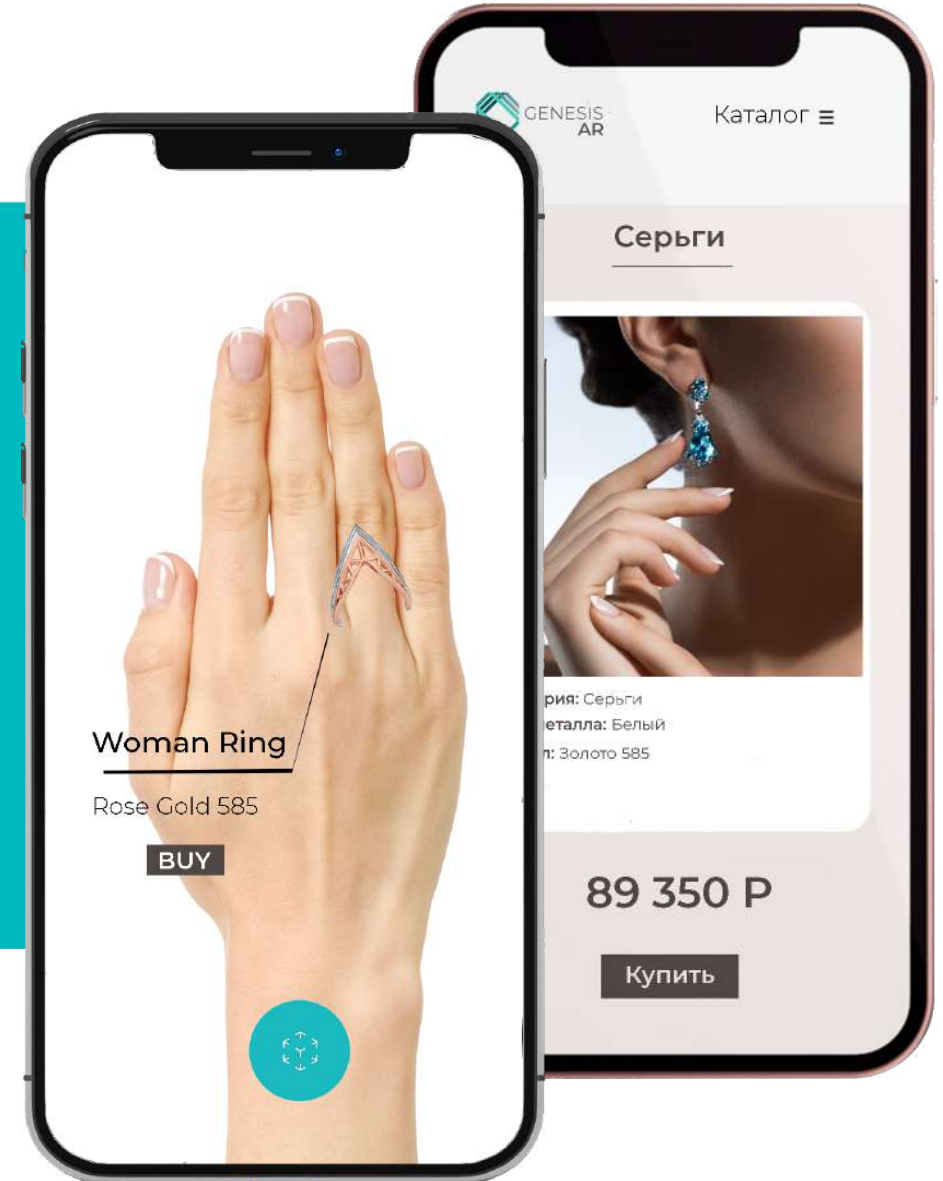
Since 2016, we have been engaged in R&D in the field of blockchain technologies and provide services in the field of consulting and development of blockchain projects.



Our partners and clients are Payment systems, Housing and communal services, Banks, Telecommunication companies, Blockchain Projects, Service providers. Wherever it is necessary to implement high-speed, high-quality and reliable systems for processing and accepting payments, we offer the most profitable and reliable products.

WHAT IS THE GENESIS AR APP

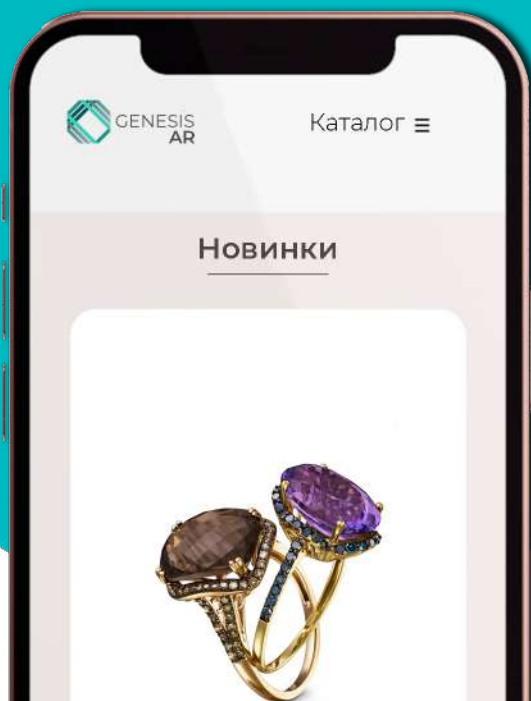
Genesis AR App is the first AR powered mobile app allowing users to try-on jewelry in real time from anywhere in the world using a phone camera only.



HOW DOES THE APP WORKS

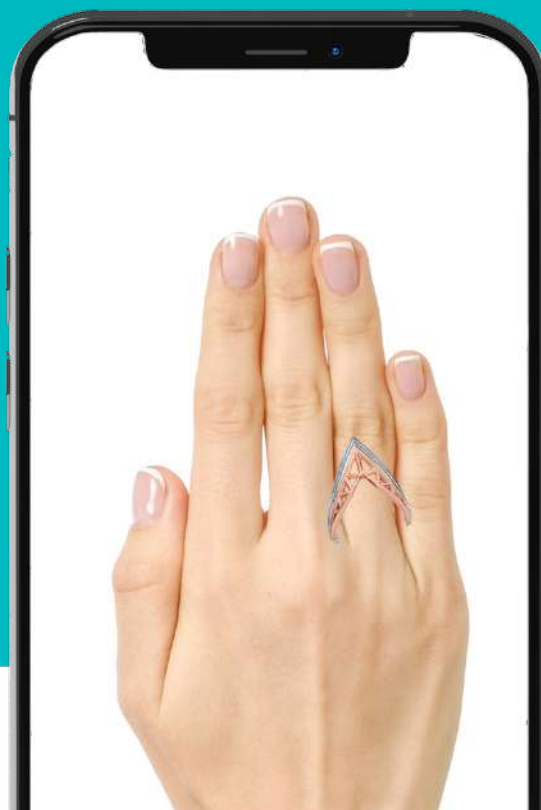
CHOOSE & EXPLORE

Choose jewelry pieces from the app's collection and examine them in detail with 360-degree view



TRY ON INSTANTLY

Point your camera at a specific part of the body and enjoy a hyper-realistic experience



SHARE&PURCHASE

Share pictures and videos of your virtual jewelry via messengers and social media or proceed to purchase the real item



EXCLUSIVE SECTIONS

The App pushes the boundaries further by offering jewelry brands avant-garde ways of customer service and interactive audience engagement

GENESIS AR LOOKS

The Looks section collects exclusively handpicked jewelry sets and ensembles being demonstrated by the app's virtual avatar.

GENESIS AR X

GENESIS AR X is an interactive exhibition of digital jewelry art presenting one-of-a-kind jewelry pieces. In collaboration with jewelry designers and celebrities we can create a new AR-powered experience for customers.



SUPPORTED JEWELRY TYPES

RINGS

Accurate ring placement on any finger of choice.



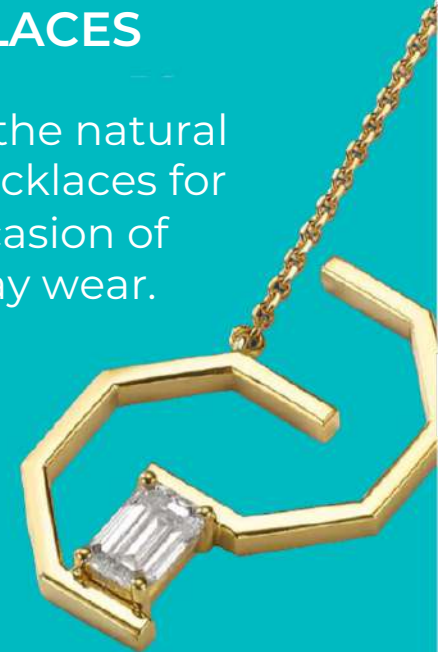
EARRINGS

Displays a range of earring types true to size, shape and design.



NECKLACES

Shows the natural fit of necklaces for any occasion of everyday wear.

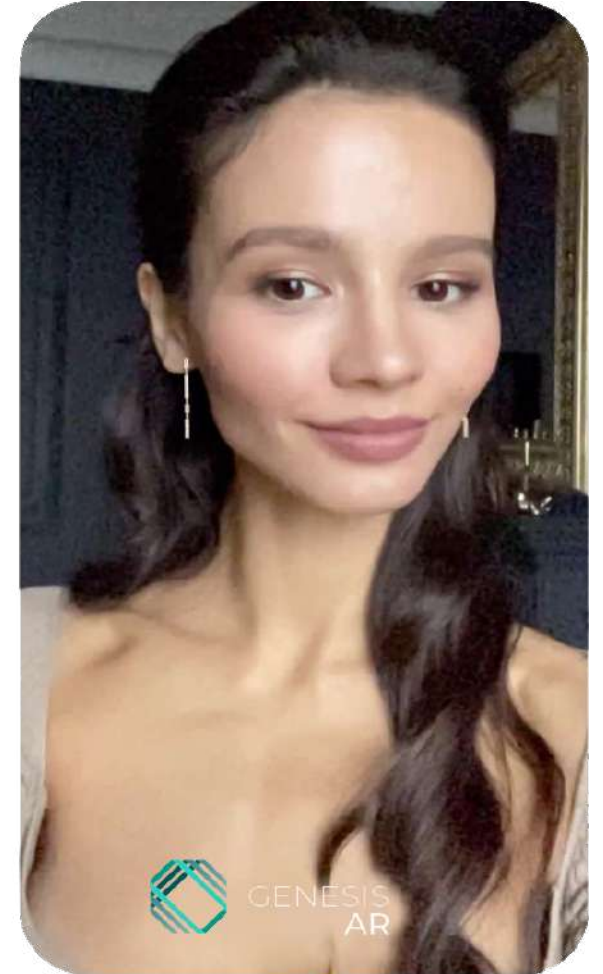


TECHNOLOGY

Anatomically accurate jewelry placement. Our AR&AI technology tracks the individual features of specific body parts.

Outstanding details. Powered by advanced 3D modeling techniques.

Instant motion response. True-to-life effect and jewelry placement while moving or changing camera angles.



HOW GENESIS AR APP ENHANCING THE JEWELRY INDUSTRY

Our expertise and proprietary high-end technology are here to help jewelry brands. Far from an exhaustive list of our services:

- Integration of jewelry brand into the Genesis AR app
- Customized AR-powered engaging experience
- 3D modeling of jewelry pieces
- Creation of tailored AR-based customer loyalty tools
- SDK for websites

contact us

give us a call

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write us

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follow our social accs

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 [genesisblock.it](https://www.instagram.com/genesisblock.it)

 [Genesisblock](https://www.youtube.com/Genesisblock)

