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Joining us a day is Evan Gappelberg the CEO of ARway that trades on our OTCQB market under the ticker ARWYF. ARway is an ai powered platform that provides augmented reality experiences for indoor spaces. The platform allows users to easily create experiences for navigation, tours, information sharing notifications, advertising, and gamification. Evan, thanks so much for joining us today.

Evan Gappelberg

Great to be here.

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Absolutely Evan. So, as you already have a QX company, next to AR solutions trading with us, talk about this new project you have with ARway that recently launched on our OTCQB market.

Evan Gappelberg

Sure, so we set out to create a spatial computing platform back in the summer of 2021 and we finally launched that platform in October, essentially Q4 2022, and as you mentioned we got listed on the OTC. I believe that was Q, was it Q1 or Q2 of 2023, but basically ARway is an augmented reality experience platform where, yeah Apple just released their computer vision glasses, the vision prose, and ARway is essentially purpose built to be used with Apple's glasses, with magic leaps glasses, with Microsoft's HoloLens glasses, but of course you can also use it with your phone, so it has the capabilities to go cross-platform, cross-device. And it really turns your surroundings inside into a spatially aware experiential platform. You know everybody knows that outdoors, in terms of navigation, anyway, Google kind of owns that market because of, you know, GPS but indoors there really is no £800 gorilla there is no one that that dominates the indoor navigation market. We think ARway is that platform that's going to dominate that market for the foreseeable future because we have the only spatial computing platform on the market today that requires no beacons and no coding. You know it's basically point and click technology so you could set up an indoor spatial map within an hour.

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So, educate us a little bit more about the Ai component of your platform and how that integrates into AR.

Evan Gappelberg

So, I mean if you think about indoor mapping, it's not an easy thing to do without going on site and using a scanner like lidar or something like that. We're using Ai to essentially take a floor plan and turn that into a 3-dimensional space that you could walk inside. That's the power of our Ai is that it's, you know, generating this digitally enriched world that you can walk in either with your phone, and/or with the AR smart glasses. So, you know, and then when you walk in it after the Ai does its magic, the AR is the experience. So, you'll see 3d screens floating around, so you could you know be seeing ah an advertisement, a video, you could be seeing a Pokémon, you could be seeing you know a caricature, a Superman, a batman, whatever, come to life inside this this experience. You could just see ads for 10% off at the Starbucks, that'll pull you into a Starbucks location in in a mall. Works for museums, you know, guided tours. It works for training when it comes to businesses, it works in warehouses when it comes to navigating to a product inside of a warehouse, so lots and lots of use cases. The Ai is the secret sauce and then the augmented reality is the experiential part of the platform.

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So, what concerns or thoughts and do you have for the future of Ai regulation and does this affect your business model or strategy?

Evan Gappelberg

I mean traditionally I'm a fan of less regulation. I feel like the regulators oftentimes overstep. That's just my opinion but when it comes to Ai, it probably does need some kind of regulatory body because it is something that is extremely powerful. It's kind of like, you know, ah plutonium or uranium: you need to regulate that so that there's isn't a proliferation of nuclear-powered bombs being built throughout the world. Same thing Ai is that there needs to be some guardrails. You can't just let it go wild because it could turn into a nuclear bomb type of scenario where it has a negative effect if anybody can do anything with it. So, I do think there needs to be some kind of regulation but I'm not smart enough to figure out what that is.

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So, what is next for you and ARway in 2023 and beyond in 2024?

Evan Gappelberg

So, 2023 is a foundational year for ARway. It is a pioneering company with pioneering technology. We have over 20 pilot programs that are in play right now. This is an enterprise, scale platform. It's not for you know retail it's really for enterprise customers, and so when you think about enterprise customers, it takes time to get them on board, but then once they're on, they're on for many years and so 2023 is foundational where we have as I've said over twenty pilot programs underway we think a number of those, possibly as high as 80% of those, will turn into long-term contracts: these are all 6 figure contracts. And then as we roll into 2024 with Apple's vision pro actually getting into the market, we think we're going to see a massive, massive acceleration and shift towards spatial computing, and we think that ARway is going to ah benefit quite dramatically from that shift in 2024, and so we're really just positioning ourselves in 2023 for this massive tidal wave of demand that we think is emerging, already emerged 2023, but really going to go into hyper drive in 2024.

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ARway trades on the OTCQB Venture Market and has also traded on the CSC: how has cross trading on the OTCQB market enhance your investor strategy here in the US?

Evan Gappelberg

It's really just about liquidity. You know we are constantly looking for additional investors that can participate in this pioneering technology and, you know, when we think about ARway, you know, it really is kind of this venture capital public company that gives people an opportunity to invest in the next generation of computing which is spatial computing: Apple has made that pretty clear, and they're putting their money where their mouth is with the vision pro glasses. ARway is a way to invest as kind of a ground floor opportunity when it comes to spatial computing as opposed to you know, you could buy Apple computer and I'm sure you'll do well with that, but when it comes to making 100 'x', that's probably not going to happen so quickly with Apple but it could happen with ARway and so we're kind of giving investors on the OTCQB markets and on the CSC the Canadian markets an opportunity to really get in on the ground floor of spatial computing which is what ARway really should represent for investors.

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Well Evan it's been great to talk with you and thanks for your time. ARway trades under the symbol ARWYF on our OTCQB Venture Market.

Evan Gappelberg

Thank you.

**This is an autogenerated transcript and may contain typos.*