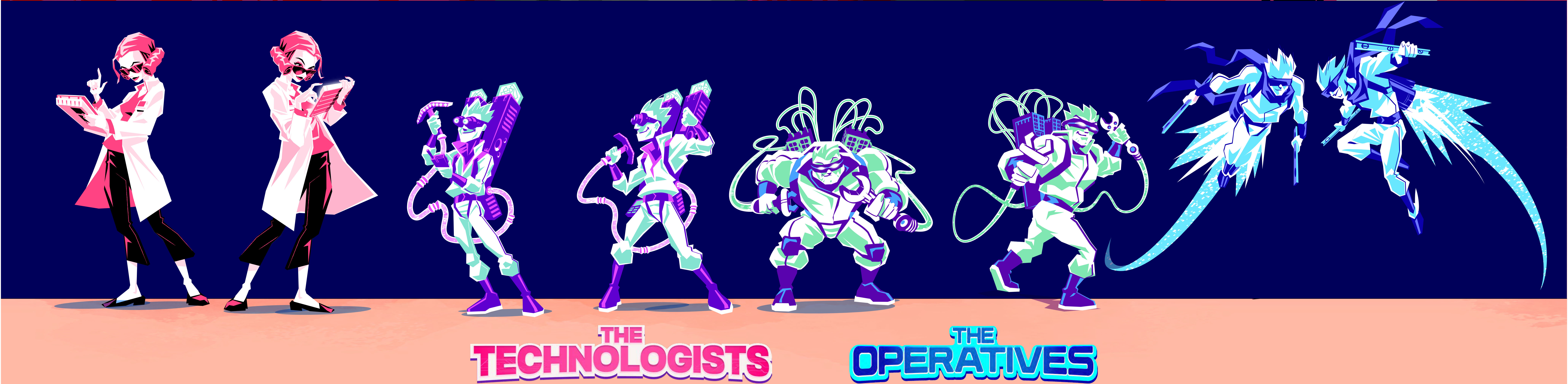


Incoming Transmission...

reality
INTERACTIVE







reality

THE MONSTER THAT LURKS.
RETAIL IS SHIFTING. FAST.

Consumers are more connected, more impatient, and more demanding. One glitch, one bad rollout, one screen stuck on the wrong promo—and you lose trust.

We don't let that happen.

+7.5 YEARS

CUSTOMER
LIFE TIME AVERAGE

75

NET PROMOTER
SCORE

12

CUSTOMER
MARRIAGE PROPOSALS

OK, not really, but our customer loyalty is THAT good.

010203040506070809101112131415161718192021222324252627282930313233343536373839404142434445464748495051525354555657585960616263646566676869707172737475767778798081828384858687888990919293949596979899100

reality

A MONSTER

RETAIL IS EVOLVING. FAST.
ARE YOU AHEAD—OR ALREADY BEHIND?

The truth is, there's a monster lurking in every boardroom, every storefront, and every strategy deck. The fear that your brand is losing relevance.

010203040506070809101112131415161718192021222324252627282930313233343536373839404142434445464748495051525354555657585960616263646566676869707172737475767778798081828384858687888990919293949596979899100

reality

Build technology with just about every channel—to attack the toughest systems that keep everything running. When they fail, your business stops. Business stops watch.

MISFIRING
HARDWARE?

Why fix it halfway through?

GLITCHING
CONTENT PLAYERS?

Why sync everything, and then lose it?

A TANGLED WEB
OF INTEGRATIONS?

Why bring order to the chaos?

NETWORK
NIGHTMARES?

How wide will it change?

010203040506070809101112131415161718192021222324252627282930313233343536373839404142434445464748495051525354555657585960616263646566676869707172737475767778798081828384858687888990919293949596979899100

reality

ONE COMPANY.
TWO EXPERT
FORCES.

The complete system for future-proof retail.

Let's Talk

010203040506070809101112131415161718192021222324252627282930313233343536373839404142434445464748495051525354555657585960616263646566676869707172737475767778798081828384858687888990919293949596979899100

reality

WHAT WE DO

THE TECHNOLOGISTS DELIVER:

1. Add functionality to existing systems

2. Optimize digital channels

3. Software and hardware integration

4. Centralize software & data across silos

5. Scalable & flexible architecture

6. Digital brand experience

010203040506070809101112131415161718192021222324252627282930313233343536373839404142434445464748495051525354555657585960616263646566676869707172737475767778798081828384858687888990919293949596979899100

reality

FROM CHAOS TO CONTROL.
SUCCESS STORIES.

SPEEDY
GONZALES! |

REALITY WAS VERY
PROMPT & HELPFUL
IN RESOLVING TH

010203040506070809101112131415161718192021222324252627282930313233343536373839404142434445464748495051525354555657585960616263646566676869707172737475767778798081828384858687888990919293949596979899100

reality

WE DON'T JUST INSTALL TECH.
WE
MASTER
IT.

We implement, install, and stabilize complex retail technology – so everything works as it should, where it should, when it matters most.

Explore The Operatives

010203040506070809101112131415161718192021222324252627282930313233343536373839404142434445464748495051525354555657585960616263646566676869707172737475767778798081828384858687888990919293949596979899100

reality

WE DON'T CHASE TRENDS.
WE ARCHITECT
THE FUTURE.

We are experience architects, product strategists, and technology creators who understand exactly where the customer is going – and how to meet them there. From end-to-end experience design to smart retail platforms, we invent technology that connects the dots between brands, people, and purchase decisions.

010203040506070809101112131415161718192021222324252627282930313233343536373839404142434445464748495051525354555657585960616263646566676869707172737475767778798081828384858687888990919293949596979899100

reality

WE DON'T CHASE TRENDS.
WE ARCHITECT
THE FUTURE.

We are experience architects, product strategists, and technology creators who understand exactly where the customer is going – and how to meet them there.

Explore The Technologists

010203040506070809101112131415161718192021222324252627282930313233343536373839404142434445464748495051525354555657585960616263646566676869707172737475767778798081828384858687888990919293949596979899100

reality

THE MONSTER IS REAL.
FALLING BEHIND
IS EASY.
GETTING AHEAD
STARTS HERE.

Design smarter. Build bolder. Let The Technologists help you enable real-time dynamic marketing at scale.

Let's Talk

Meet the Operatives

010203040506070809101112131415161718192021222324252627282930313233343536373839404142434445464748495051525354555657585960616263646566676869707172737475767778798081828384858687888990919293949596979899100

TAMING THE BEAST. POWERING YOUR RETAIL.

SMARTER RETAIL FOR
A NEW GENERATION
OF SHOPPERS

PATH-TO-PURCHASE
TECHNOLOGIES

RETAIL TECH
INSTALLATION

BUILT FOR
WHAT'S NEXT



TAMING THE BEAST. POWERING YOUR RETAIL.

PATH-TO-PURCHASE
TECHNOLOGIES

SOFTWARE & SMART
STORE TOOLS

DYNAMIC DIGITAL
SIGNAGE

AI, AR, IOT ECOSYSTEMS
SOFTWARE & HARDWARE
INTEGRATIONS



8bitSHUTTLE SURVIVAL PACK

THIS ISN'T JUST A CMS.
IT'S AN ACT OF SURVIVAL.

In a world where brand inconsistency
is a silent killer, this is your
first (and last) line of defense.

8bitSHUTTLE MISSION ALERT:

Incoming message from
Brand Control Unit 07...
A monster lurks in the system.
Uncontrolled content. Critical
You've been cleared for
the mission steps inside
are counting on you to
Failure is not an option.

8bitSHUTTLE MISSION ALERT:

Incoming Transmission from The Reality Operatives
Brand Control Unit 07...
There's a monster behind the
screens. Mismatched systems. Broken rollouts.
Missed opportunities. You've been activated to
help us contain it.
Your assignment: complete the final phase of
your deployment.
If you choose to accept this mission, follow the
secure steps below to release the remainder of
your assignment.



STEP ONE

Plug supplied HDMI cable into the
HDMI port on your screen.



STEP TWO

Plug other end of HDMI cable into
the HDMI port on the supplied
8bitSHUTTLE® player.

reality TAMING THE BEAST. POWERING YOUR RETAIL.

DYNAMIC DIGITAL
SIGNAGE
AI, AR, IOT
ECOSYSTEMS

TECH INSTALL
& DEPLOYMENT
SOFTWARE &
HARDWARE
INTEGRATIONS

PATH TO PURCHASE
TECHNOLOGIES
SOFTWARE & SMART
STORE TOOLS



reality.com
800.346.2700

READY TO TAME THE CHAOS?

Let's talk.
We'll build it.
We'll make it work.
GET IN TOUCH.



