

PRESS START EVOLUTION

With 15 years of experience, **Press Start Evolution** is a leading company in the design and development of **Augmented Reality experiences** and **video games** for **marketing, entertainment, and education**.

We have an international presence and proven track record, delivering **tailored technological solutions** that transform processes and amplify our clients' impact. We apply **artificial intelligence** to optimize production times and ensure the highest quality in every project.

Our team has developed **cross-platform solutions**, including mobile apps and games, web platforms, 3D environments and worlds, educational experiences, fintech solutions, and more.



Remote
work capabilities



Trust



Timely delivery

+15

years of
experience

OUR DNA:

-  We merge innovation and technology with a strategic focus.
-  We turn ideas into high-value interactive experiences.

PORTFOLIO

CONTACT US

www.pressstartevolution.com

info@pressstartevolution.com



OUR SERVICES

AUGMENTED REALITY:

Over the past 7 years, we have specialized in **Augmented Reality (AR)**. We design innovative solutions for mass consumer products, business cards, printed materials, and event activations. We have also applied AR to video games featuring globally recognized IPs.

VIDEO GAMES

We started as a video game studio 15 years ago and that creative foundation remains at the heart of what we do.

We develop **2D and 3D games** for **marketing, entertainment, and education**, and we integrate **Augmented Reality** into interactive, cross-platform experiences (iOS, Android, PC, Web, and Meta Quest).

AR TECHNOLOGIES WE USE:

- Object and motion recognition
- Facial and body tracking
- Spatial recognition and computing
- Color detection
- Integration with content management systems (CMS)
- Applied artificial intelligence



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WE OFFER:

- Custom Augmented/Mixed Reality solutions (WebAR, native apps, Meta Quest, or similar platforms)
- Interactive experiences and/or games for marketing, entertainment, and/or education
- 3D content creation and visualization enhanced with Augmented Reality
- Interactive applications for events and exhibitions

TEAM STRENGTHS

Interdisciplinary talent with global experience and expertise in emerging technologies, engines, and development platforms.



End-to-end capability to manage projects from concept to full implementation.



Proven experience developing for a wide range of industries and digital platforms.





OUR PRODUCT: GAMEIT

GAMEIT

Is our proprietary platform that transforms audience interaction at events, trade shows, and conferences through **custom-built video games**.

IT INCLUDES:

- ❏ A No Code web panel for game creation
- ❏ An installable application that works both online and offline across multiple devices
- ❏ Offline data capture functionality

INDUSTRIES WHERE GAMEIT HAS BEEN IMPLEMENTED:

Fintech, tourism, healthcare, sports, food & beverage, insurance, and more.



REFERENCE VIDEO:



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OUR DIGITAL INFRASTRUCTURE

LANGUAGES



C#



CSS/SCSS



Dart



HTML



MySQL



PHP



PostgreSQL



Python



TypeScript



JavaScript

IA



OpenAI



Adobe Firefly



Meetcara

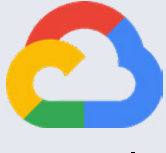


Tensorflow

CLOUD SERVICE



AWS

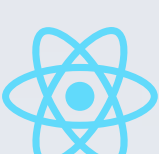


Google Cloud

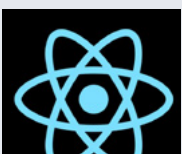
ENGINES AND FRAMEWORKS



Angular



Native



ReactJS



Unity



AR.js



Three.js



Aframe.io



Vuforia

AR/VR



AR Foundation



Mediapipe



Oculus Quest SDK Essentials



OpenC

PLATFORMS



Android



iOS



PC



Web

FEATURED CLIENTS



Avianca



Citibanamex



Hasbro



SweetARTS



ALCALDÍA MAYOR DE BOGOTÁ D.C.



Universidad del Rosario



Fundación Capital



DIAGEO



WESTERN UNION

ALLIES



Uruguay XXI
PROMOCIÓN DE INVERSIONES, EXPORTACIONES E IMAGEN PAÍS



Uruguay Technology



UCU
Universidad Católica del Uruguay



PROCOLOMBIA
EXPORTACIONES TURISMO INVERSIÓN MARCA PAÍS



CÁMARA EMPRESARIAL MALDONADO



GoodFirms

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