



# PUSH

I N T E R A C T I V E

[WWW.PUSHINTERACTIVE.XYZ](http://WWW.PUSHINTERACTIVE.XYZ)

# ABOUT US

---

We are PUSH Interactive, a technological company venturing deep in the realms of digital interactive experiences, pushing the digital world to new limits. By combining our expertise in CGI, animation and post-production with a heavy software engineering competence, we deliver high quality interactive experiences which span the areas of the current trends of the digital world, moving effortlessly through Virtual Reality, the Web, Mobile and Context-Aware technologies.

PUSH ITR spawned from PUSH VFX, a Visual Effects company established in the Portuguese scene, with an impressive portfolio of high-quality post-production work, when PUSH VFX decided to integrate software engineering experts, that would give their rich visual work a new dimension : interaction.

Our expert artists and programmers can bring your business into the new era of digital content, by developing captivating immersive interactive experiences that enhance the way you approach your clients. We care about quality, and that's why our products are made with a level of care and sensibility that shows and speaks by itself.

# WHAT WE DO



Web-based 3D Applications



Virtual Reality



Augmented Reality



Interactive Experiences

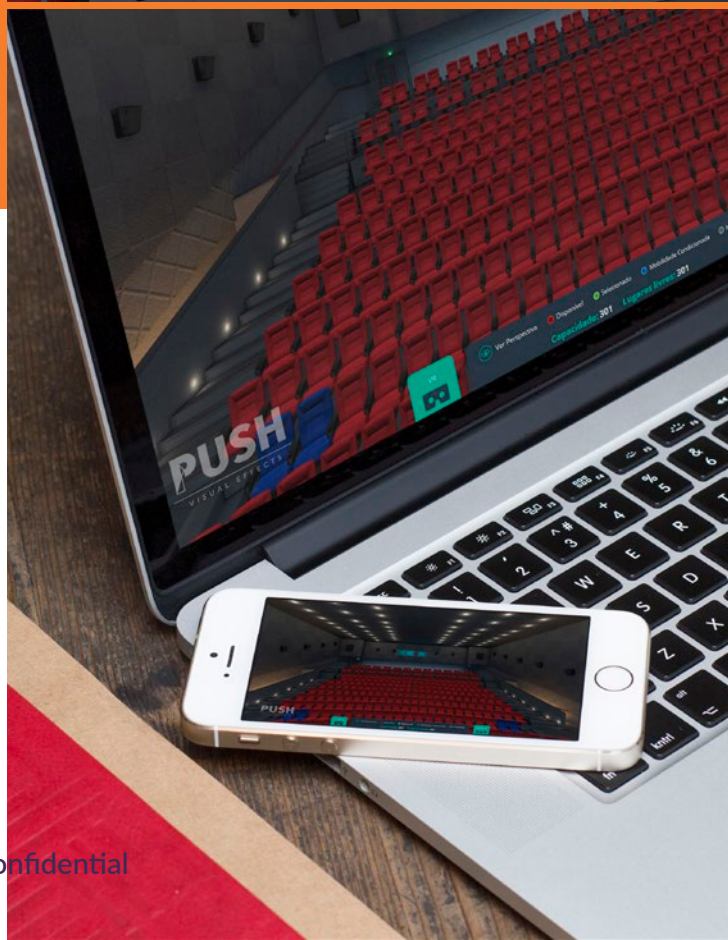
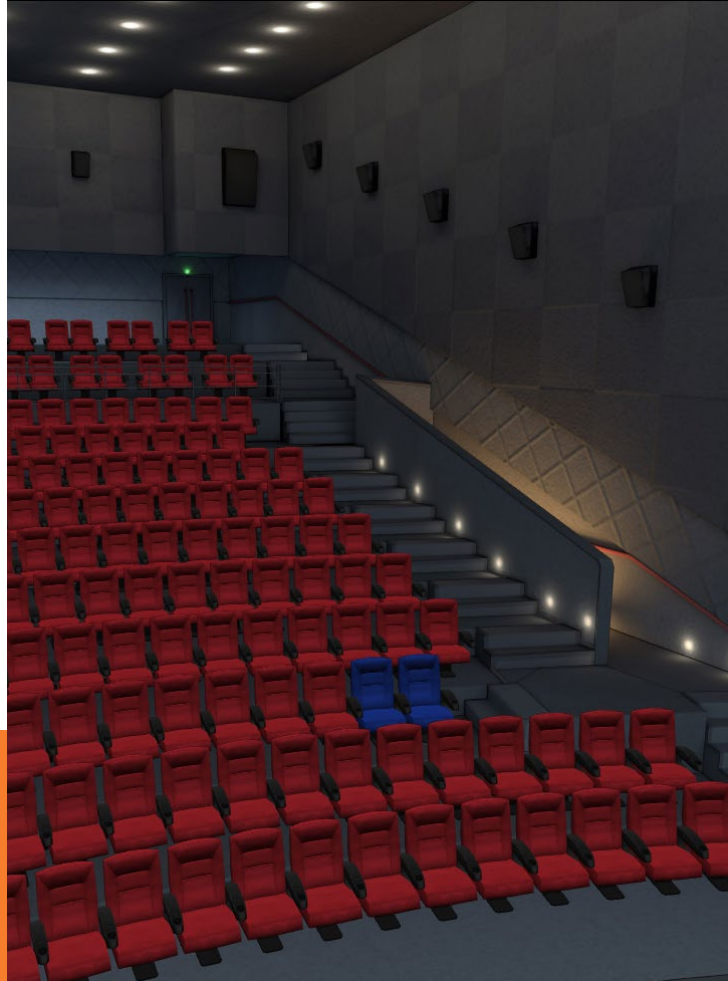


360 Video & Render

# PUSH IBO

Immersive Box Office





# Immersive Box Office (IBO)

PUSH IBO is a novel product by PUSH Interactive, that brings the best out of interactive three-dimensional environments to the ticket sale experience. We propose a visually appealing, easy-to-use and intuitive, improvement on the online ticket offices. By using WebGL (the 3D web standard) we are able to provide a seamless experience across the most popular web-browsers, providing a solid product that is non-platform specific, so that clients are able to access it through desktops, laptops, mobile devices, and other platforms.

Our system is flexible enough to be applied to almost every single ticket selling experience, be it movie theatres, concert halls, sports stadiums, or even public transports.

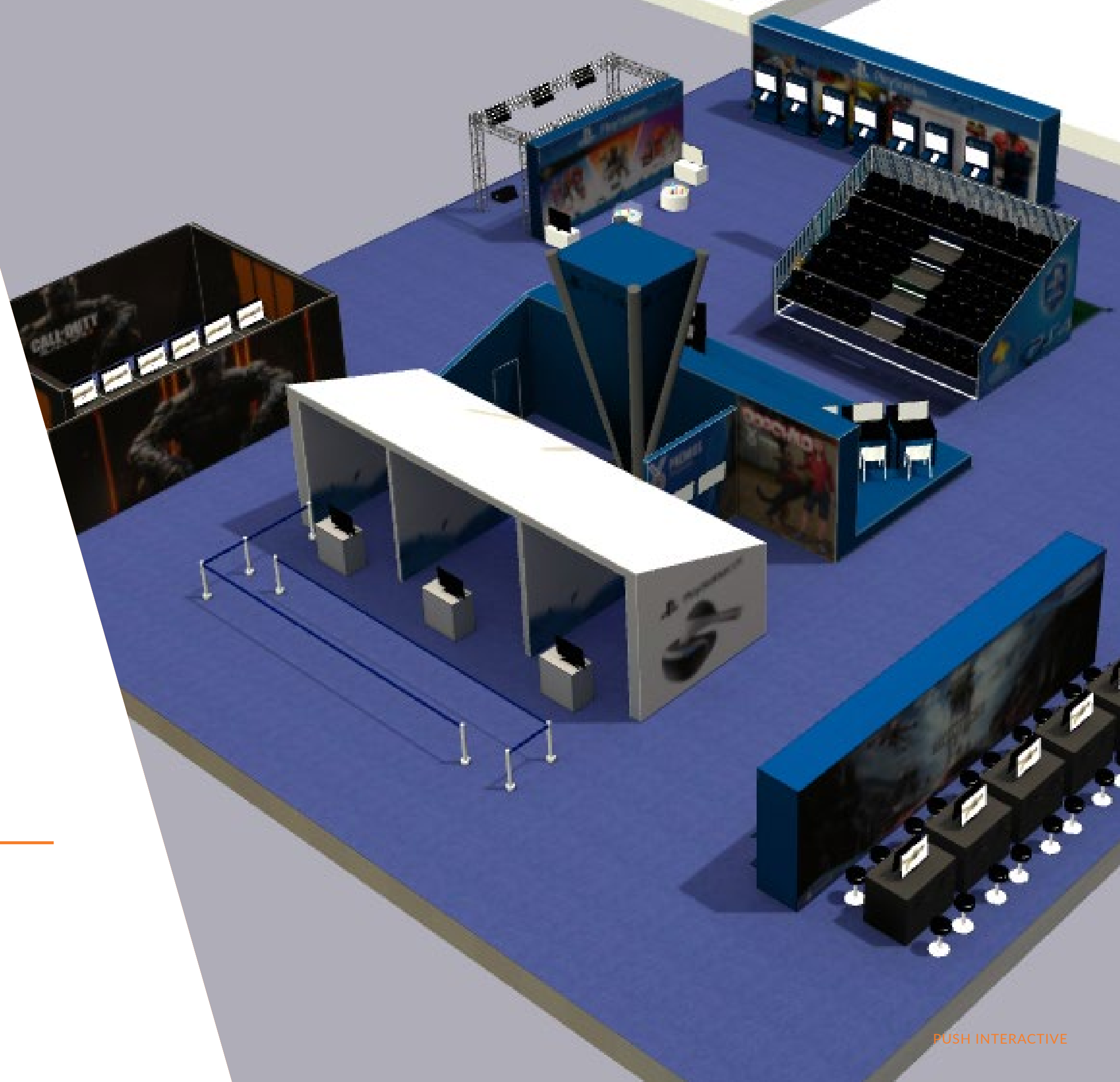
We offer tailor-made integration into your own ticket sales system, as our product is sold as a module that can be inserted in a traditional ticket sales pipeline, receiving input in all the

popular web data interchange formats like XML or JSON, and outputting the selected information in your favourite format as well.

With BOI, not only can you be a step ahead of your competitors, but also maximize revenue by integrating advertisement and publicity seamlessly and non-invasively in the user experience.

# PUSH True View

---





STAR WARS Lore  
consectetur adipiscing  
pellentesque urna n  
diam porta. Donec :  
dignissim condime  
amet enim viverra t  
ornare arcu non adi  
libero facilisis pulv  
lobortis neque et lu  
diam, elementum r  
mattis diam. Vestib  
auctor ligula ut, feu  
adipiscing eros ut u  
vehicula elit vel tin  
libero bibendum co  
nisi egestas lacinia.  
eget elementum. Q  
magna et elementum  
penatibus et magnis  
nascetur ridiculus n  
convallis consequat  
sit amet libero.



# PUSH True View

PUSH True View is a PUSH Interactive product that aims to be a novel way in presenting spaces, indoors and outdoors.

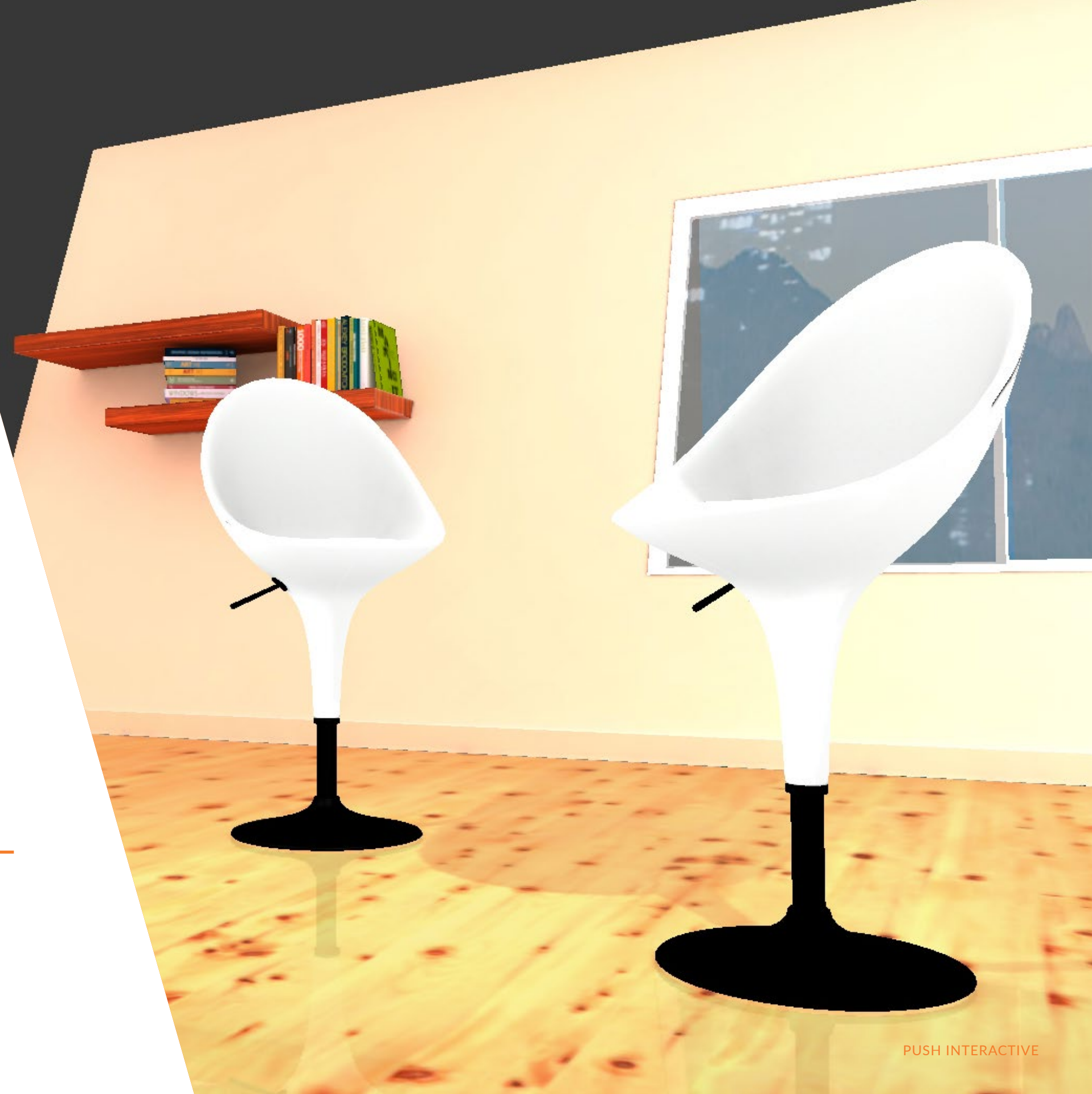
You want to present a space to your clients, be it a fair, festival, town or country with an added dimension of interaction, probably True View is the tool you're looking for.

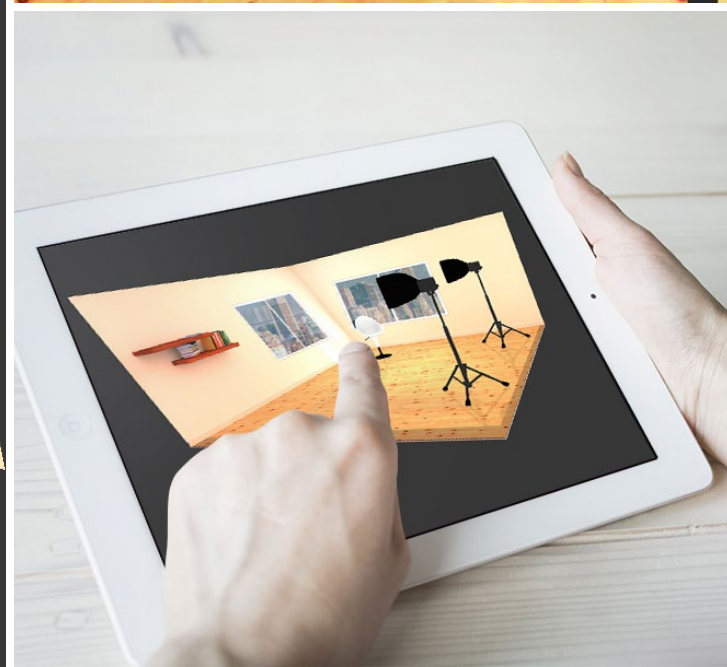
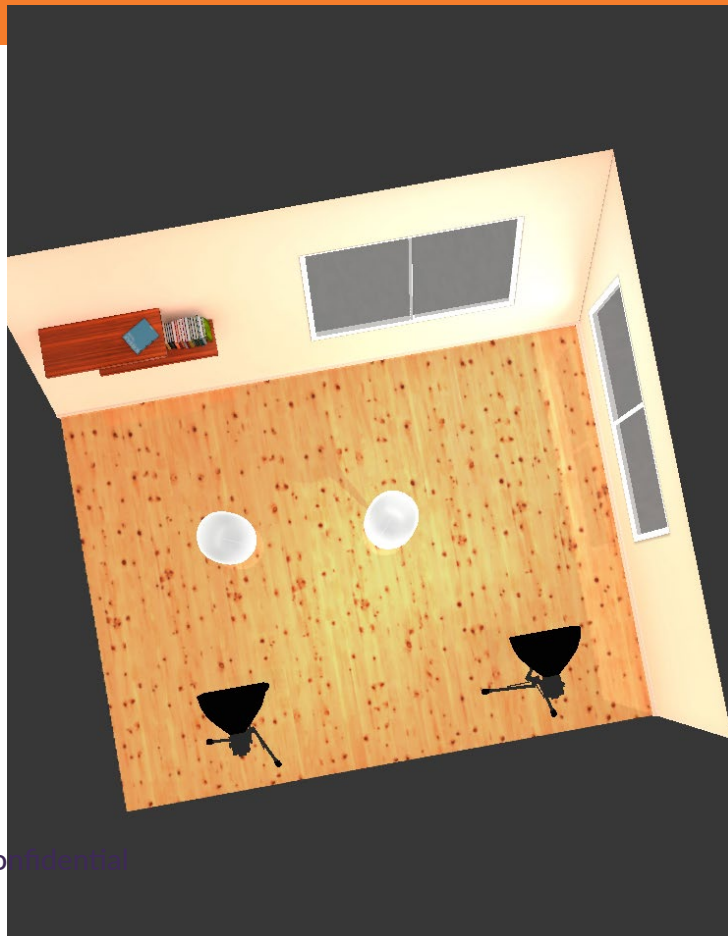
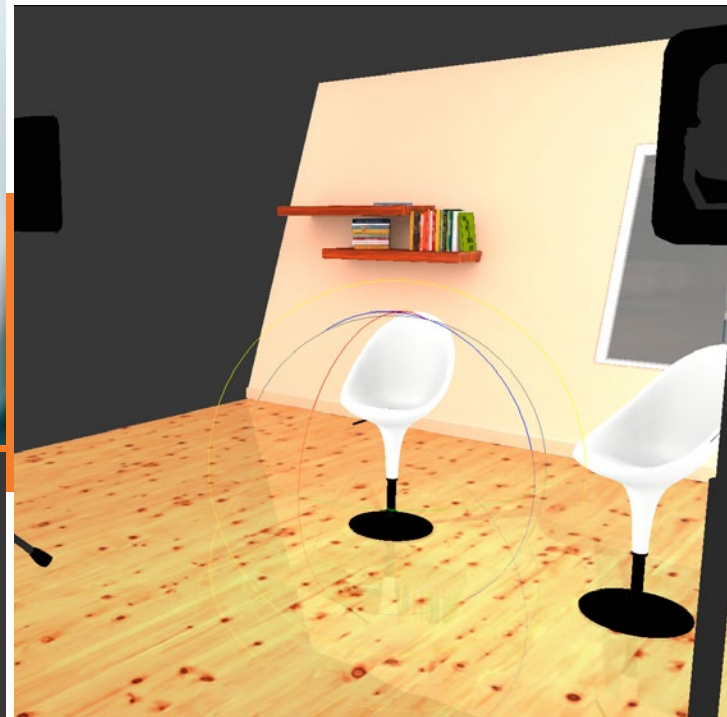
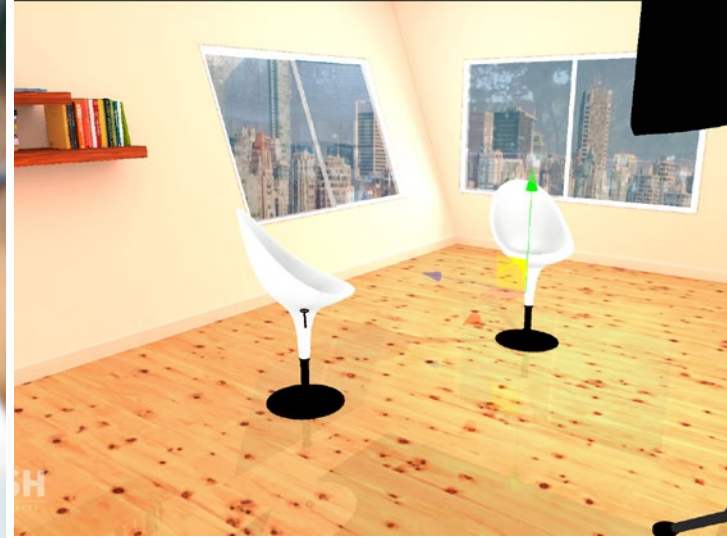
Choose specific points of interaction, fly over a space, give insightful information on

each presented item (for instance present the schedule of a given stage on a festival), or simply direct a guided virtual tour, the choice is yours.

Tailor-made to your needs, we can turn any space into a virtual and interactive experience.

# PUSH ArchiEdit





# PUSH ArchiEdit

'ArchiEdit' is an experimental demo made by PUSH ITR. Our aim is to develop a quasi-photorealistic 3D framework for architectural visualisation, where interaction is the keyword. Our engine can simulate the effects of light, reflections on shiny materials, and many other visual phenomenae present in reality.

'ArchiEdit' pretends to be customizable at many levels. You can load your own models into the editor, and move them around (translate, scale and rotate them), change their materials (with your custom textures, or adjusting the material's properties) or even move the light sources around, playing with shadows, and reflections.

When you're happy with your setup, you can even render a photorealistic image.

Think of 'ArchiEdit' as your browser's architectural editor, simple-to-use, yet visually powerful.



Rua Alfredo Guisado nº 39 | Sala 12  
1500-030 Portugal

Manuel Santiago | CEO  
manuelsantiago@pushvfx.com

info@pushvfx.com  
+351 960 313 947

[www.pushinteractive.xyz](http://www.pushinteractive.xyz)