



# STRATEGIC OVERVIEW

NEW REALITY GROUP





WE COMBINE IMAGINATION AND BUSINESS SAVVY TO EVERYTHING WE DO. WE LOVE TO INVENT POSSIBILITIES, TEST COMMERCIAL VIABILITY, AND WORK COLLABORATIVELY WITH TEAMS TO MAKE EXCITING STUFF HAPPEN - AND WE PRIDE OURSELVES ON GOING BEYOND THE STATUS QUO.

**IMAGINE...**

# A BACKGROUND ON NEW REALITY GROUP

## **DRAWING ON DECADES OF EXPERIENCE OUR TEAM PROVIDES A BROAD RANGE OF BUSINESS MANAGEMENT, LEADERSHIP DEVELOPMENT, BRAND PERFORMANCE, ADVERTISING AND DIGITAL TECHNOLOGY SPECIALIST SKILLS.**

We have expertise in designing business strategy that creates non-duplicatable competitive advantages and non-linear results for enterprises. We also facilitate and monetize multi-industry business alliances/unions into global markets, in particular US and China.

We have been involved in digital innovation promotion since 2008. We have been empowering New Zealand digital entrepreneurs compete in global markets including commercial partnerships with icon enterprises such as Weta Workshop and ARL. We have also been effective identifying cross industry digital innovation alliances to create new disruptive products in sectors.

In 2009 and 2010, we were recipients of the DHL American Chamber of Commerce Success and Innovation Awards for digital strategy and deployment, finalists in 2006 Champion Canterbury Business Awards and Pacific Business of the Year in 2010.

In 2011 our team created Rutherford Innovation Series for the Rugby World Cup promoting ICT sector to global investors on behalf of NZTE, NZICT, and New Zealand Government Ministers. Please see [here for the showcase](#)

## **SERVICES WE OFFER**

- *Virtual Reality, creative, strategy and project management*
- *Augmented Reality, creative, strategy and project management*
- *Data Driven Mobile Advertising*
- *Data Driven Virtual Reality Advertising*
- *Cross Platform Digital Innovation Promotion*
- *Brand Performance and Activation*
- *E-Commerce focus on China/US Markets*
- *Cross Industry Digital Innovation Alliances*
- *Health and Safety Digital Technology – Visibility*
- *Project Management*

# OUR APPROACH

## IT'S SIMPLE – SEAMLESS COLLABORATION.

We quickly become an effective enabler, identifying solutions to challenges, readily transferring knowledge and designing pathways for implementation. We take a holistic approach to problem-solving, consider the entire value chain and think both operationally and strategically. We work with technology masters internationally and can access technologies that make our services unique to other providers globally. In most cases we measure performance.

## OUR PEOPLE

We are qualified, competent people with a passion for innovation. Our business is structured to empower and enable people in enterprises to fulfil on what's important, what's needed and what they want to accomplish, with ease. We understand and adhere to professional practice, international reporting, regulatory controls, laws and ethics.

## EXECUTIVE TEAM

- **Wendy Folau-Kennedy**  
*Strategist/Brand Performance*
- **Robin Densem**  
*Business and Project Management/Brand Performance*
- **Lindsey Kerslake**  
*Technology Business Relationship Development - Tourism*
- **Cameron Peebles**  
*AirPush Technologies (USA)*
- **Caroline Zhou**  
*NZ Department Stores (China)*

# BUSINESS PLAN OVERVIEW – INTERNAL

**WE FACILITATE, AND MONETIZE MULTI-INDUSTRY BUSINESS TECHNOLOGY ALLIANCES/UNIONS INTO GLOBAL MARKETS – CREATING NEW REALITIES FOR TRADE.**

## **HOW**

Creative Commercial strategy for use of VR/AR and new technologies that enable exponential growth

## **WHO**

- We source leading technology software globally,
- Align with local technologists who include global leaders in digital
- Create solution strategies using digital technology

## **REPUTATION**

Building Legacy Businesses and Doing new things to make old things obsolete  
– interrupting the status quo

## **FOCUS MARKET**

- China – Retail – New Zealand Department Store
- Source and facilitate software/technology for use in China market
- New Zealand – Travel [#1 Export]
- Asia/Pacific Health and Safety
- Advertising and Communications/Brand Performance
- Business Marriages
- VR/AR events



# EXPANDING REACH IN CHINA AND BEYOND

## NEW ZEALAND DEPARTMENT STORE

We are project partners in an exciting project that offers a unique opportunity for New Zealand enterprises to reach desired people in China. This is a significant opening for the travel sector and New Zealand enterprise.

Initially New Zealand Department Stores will open as follows:



# NEW ZEALAND DEPARTMENT STORES OVERVIEW

Three NZ Department Stores are scheduled to open from 20th December, 26th December 2016 and 12th January, 2017 with more to follow. The intention of the Chinese government is to have 3000 stores operating within China by 2020.

NZ Department Store Service Area will be fully operational within three to six months of the opening of the Beijing Store. The store will include promotion of New Zealand as a destination to travel and live.

Locations opening for 2017 include:

## 1. BEIJING

## 2. SAN YA CITY

## 3. HANG ZHOU CITY

We will be creating VR/AR content, promotional services, targeted mobile advertising and e-commerce services, including project management and activation. We have three icon New Zealand technology companies who will be working alongside our team to deliver a premium product.

‘Taste Of New Zealand’ will have five food areas (similar environment to Auckland’s French Market and the Ponsonby Centre: Barista, Milk Bar & Ice Cream, Kiwi Foods, Global Fusion using New Zealand ingredients, Deli Platter & Wine. NZ Department Stores Online Cross-Border E-commerce Trading and Product Display Areas: To include: Seafood, Butcher, Dairy, Deli Wine and Spirits Store, Vegetables and Fruit, Honey and Specialist Oils, Nutrition, General Store, Beauty Salon, Fashion Concessions, Jeweller Shop, Tourism and Lifestyle, Souvenir & Accessories, Lifestyle and Fitness Outlets.

It will have very heavy media involvement promoting 30 days ‘Jia Nian Hua’ after the opening of the shopping complex; it includes partnership on online platform like China Central TV [CCTV], Bai Du, 360, and many other China famous social Medias’ online platforms.

## OPERATIONAL EXCELLENCE

## TECHNICAL SUPPORT IN CHINA

*An exclusive strategic partnership with a large software company who have recently invested significantly in VR/AR and digital animation. In partnership with our New Zealand digital partners, we are working together to ensure all technical aspects in-store are managed with integrity to ensure the highest quality of service and experience is offered.*

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# 1. BEIJING

On the 26th of December 2016, 'The World of Flower', a 630,000m<sup>2</sup> recreation complex will open in Beijing located on the South Fourth Ring Road. The NZ Department Store will be on level 3 located in a 24,000m<sup>2</sup> Global Cross Border E-commerce Trading Centre, one of the eight buildings in this huge upmarket shopping and recreation complex.

'The World of Flower' consists of five main buildings, which include a 10,000m<sup>2</sup> movie world, an 8,000m<sup>2</sup> children's world, a 7,000m<sup>2</sup> VR games world, an 8,000m<sup>2</sup> wedding area and 8,000m<sup>2</sup> of luxury of car display area, and more.

Also included is our 24,000m<sup>2</sup> Cross-Border E-Commerce Trading Shopping Mall, which will sell products from a number of overseas countries in conjunction with food courts on level three and four. 3,000m<sup>2</sup> of space has been allocated for our NZ and Australian Department Store and includes the 'Taste of New Zealand' food and dining experience.

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## 2. SAN YA CITY (HAI NAN ISLAND)

From 12th to 15th January 2017 a major expo has been planned focused on Trade & Cross Border

E-commerce Trading and Tourism, and a further Expo focused only on Tourism in March 2017. After the Expo, the NZ Department Store will be moving their products to a 700m<sup>2</sup> permanent building supplied by the San Ya City local government.

There will be an opening ceremony for the Global Cross-Border E-Commerce Trading combined with Trade and Tourism Expo with invited guests from local and a large number of countries including Ambassadors, Dignitaries, Chamber of Commerce, major Entrepreneurs, Exporters, Importers, Traders and Distributors.

There will be influential media involvement covering the promotion for this event.



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## 3. HANG ZHOU CITY (CROSS-BORDER E-COMMERCE TRADING TOWN)

The China government has approved Hang Zhou as the first Cross-Border E-commerce Trading Town to explore the possibility of this new type of trading. During the G20 global forum a number of countries government officials and attendees visited this 'Global Cross-Border E-commerce Trading Town'. The turnover of the sales in one day on the online platform sold more than in one month normal sales in the stores.

[www.chinanews.com](http://www.chinanews.com)  
[news.xinhuanet.com/fortune](http://news.xinhuanet.com/fortune)  
[hznews.hangzhou.com](http://hznews.hangzhou.com)  
[content](#)  
[finance.sina.com](http://finance.sina.com)  
[cztv.com/news](http://cztv.com/news)  
[www.19lou.com/forum](http://www.19lou.com/forum)

The Hang Zhou local government is making available their resources and global product suppliers to our China Partner (Central Government) which will form part of the 'Global Cross-Border

E-commerce Trading Towns' which is an initiative already approved by the Chinese Government as 'Cross-Border E-commerce Trading Towns' soon to be located in 12 cities throughout China.

The following outlines some strategic cross platform ideas that require scoping and for discussion purposes only. The ideas presented represent customer experience ideas utilising;

- Virtual Reality – Virtual Sky Take-off and Landing platform  
(image of planes)
- Virtual Reality Theatre Immersive Experience
- Augmented Reality – snappadoodle – large screen
- Engulfing 720 Degree Advertising – pick above a shop



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# AFFILIATE PARTNERSHIPS

## ADVERTISING/MARKETING/CONSUMER SOLUTIONS

Data Driven Mobile Advertising at Scale  
Immersive Advertising at Scale on all VR platforms  
Brand Architecture and Activation

## INNOVATION ALLIANCES

Aranzgeo and Leighton (Now CPB) Australia -  
Geo mining 3d imaging > Civil Engineering  
Rongji Software China > Visibility (Health and Safety)

## TRAVEL SECTOR

Partnerships with Ngai Tahu - Tourism Holdings Ltd  
Virtual Reality / Augmented Reality

## COMMUNITY EDUCATION – EVENTS

Science Alive  
Google - Asia/Pacific



# CONTACT

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