



# Marko Nikolic

COO

Futuring

<https://futuring.rs/en>

## Bilateral Meetings

- Tuesday 08:00-11:00

### Description

Futuring is a high-tech startup company focused on developing the best user experience through the 3D websites for premium Museums and Hotels. Futuring is awarded in multiple competitions: the semi-final of "Best technological innovation", in the finale of "The best Belgrade startup of the year", first prizes in the "Youth Entrepreneurship Forum" and "Metropolitan Talents" where we won a full four-year scholarship. Futuring 3D websites place visitors in the brand's virtual space, emphasizing the ambience and feeling into space and motivate him to visit brand. To achieve the best results, we made custom software upgrading the existing 360 panoramas technology and adding informative and interactive elements and special virtual guides. On the analytics of 1000 random visits, the retention on the traditional 2D site was 45 seconds (time the visitors needed to find the content they were interested in), while keeping visitors on the Futuring 3D site was as much as 9 minutes. 3D sites are customizable with touch-screen screens and VR glasses - e.g. for promotions at fairs. You can take a look at some of our 3D projects: FC Red Star Museum

<https://muzej.crvenazvezdafk.com> (Youtube 36sec video-<https://www.youtube.com/watch?v=LOGdj5cy5M>) You can take a walk through the 3D FC Red Star museum and see information about all of the most important achievements, while virtual guide introduces you the history of the club. Archeological site Viminacium -

<https://viminacium.futuring.rs/en> (Youtube 46sec video - [https://www.youtube.com/watch?v=mARKtuO\\_sho](https://www.youtube.com/watch?v=mARKtuO_sho)) On the 3D Viminacium website, archeological researchers personally introduce you through history of Ancient Roman city.

Holiday Inn Express - <https://3d.hiexbelgrade.com/en#start> (Youtube 35sec video -

<https://www.youtube.com/watch?v=QJcQyvYw80>) 3D Holiday Inn Express with all the facilities and experience with online booking where you know exactly how your room will look like! For additional information visit our website:

<https://futuring.rs/en>

Organization Type

SME

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Country

Serbia

City

Belgrade, Anastasa Jovanovica 3 [Google map](#)

Areas of Activities

## **Sustainable Tourism**

Offer & Request

## **3D Web Sites**

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