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Extending Reality – Evoking the Future *Together*

Evocativi Oy and **Admino Technologies Oy** have decided to combine their resources. The core connecting factor between the companies and the starting point for synergy is the 3D model, which is and will be applied both in animations and in the virtual world.

Evocativi Oy produces photorealistic animation movies as a cost-efficient and impressive solution for presenting e.g. products of the building industry. High-caliber visualization gives a realistic image of the future before construction work is started, and enables fruitful interaction between the various parties.

Admino Technologies Oy is an expert on the virtual world. The company has been among the first in Finland to develop the Second Life virtual world into a genuinely global trading place. Admino Technologies also plays an important role in developing the realXtend virtual world platform based on open source code.

By combining their resources, Evocativi Oy and Admino Technologies Oy leapfrog towards a revolution in modelling and commercial applications of virtual worlds. The combination of 3D modelling and the virtual world opens up a host of opportunities for the streamlining and rationalization and for developing new forms of interaction and service.

One of our visions is to build a virtual house where you can live virtually for a month. During the month you can test the functionality of the house and arrange necessary reviews quickly and without any need for travel.

Other applications for the building industry might be virtual house fairs and a virtual furniture shop where you can look at furniture items and buy them from a merchant avatar.

The key people of the now united Evocativi Oy remain the same. **Eero Tervo** continues as the Executive Director. **Tommi Hollström** is the Technological Director and is in charge of software business development and R&D. **Hannu Virtanen** continues as Production Director and **Kaarina Turunen** as Creative Director.

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