



Y D R E A M S TM

YDREAMS HEADQUARTERS

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YDreams Informática S.A – Corporate Information - History

YDreams

Founded – 2000

Number of Employees – 132

Headquarters – Monte da Caparica, Portugal

Global Offices – Barcelona (YDreams Med), São Paulo and Rio de Janeiro (YDreams Brasil), Austin (YDreams USA)

Main Shareholders – António Câmara, ES Tech Ventures (Espírito Santo Group), Herrick Partners

Chairman of the Board – António Câmara

MILESTONES

2010

- Announce partnership with U.S.- based Canesta Inc. to redefine augmented reality and bring it to the broad market.
- Inaugurates its largest and most important global project to date, the Visitors' Center at Group Santander City in Madrid
- Showcases Augmented Reality technological advances at CES 2010

_Green Vision Media Partnership

_Joins AR Consortium

_Starts work on large-scale Santander Project

2009

- Acquires a stake in Canada-based *Green Vision Media*, and partners with them to launch innovative mobile service for the hotel industry
- Becomes a member of The AR Consortium, a group of global companies for the development of augmented reality technology and tools
- Conceives and develops all interactive components for the Belmonte Museum, dedicated exclusively to the discovery of Brazil

_Jointly creates Audience Entertainment

_Expo Zaragoza 2008

_Interactivity Coca-Cola Campaign in Brazil

2008

- Joins with American partner to found New York-based *Audience Entertainment*, a global company that commercializes interactive audience games and experiences for grand-scale venues
- Conceives and creates entire interactive Coca-Cola campaign in Brazil

_Braganza Science Center

_YDreams USA

_The Economist

2007

- Creates the first interactive advertising experiences for cinema audiences in Brazil, Portugal and Spain
- Referenced in *The Economist* as pioneering company in Augmented Reality technologies

_Round of Venture Capital

_Cristiano Ronaldo Underworld Football

2006

- Raises 8.5 million Euros in venture capital from *ES Tech Ventures* (Grupo Espírito Santo) and North American firm Herrick Partners
- Launches Adidas Eye Ball, the company's biggest international project to date
- Official launch of Cristiano Ronaldo Underworld Football game
- CEO, António Câmara awarded prestigious Pessoa Prize

2005

- First Augmented Reality Virtual Sightseeing® - Scenic Viewer implemented in northern Portugal
 - Opens offices in Rio de Janeiro, Brazil
- _Virtual Sightseeing
- _YDreams Brasil
- 2004
- Opens YDreams Med, affiliate in Barcelona
- _YDreams Med
- 2003
- Launches Undercover, pioneering location-based multi-player mobile game, which receives international acclaim and awards
 - Creates giant Interactive Cube with IDEO for Vodafone Lisbon's HQ, which goes on to win a Gold Award from the Industrial Design Society of America.
- _Interactive Cube
- 2002
- Company changes its name to YDreams. First choice, "XYDreams" quickly discarded after Internet searches bring up a number of sites featuring 'adult only content'.
- _YDreams Informática S.A.
- 2001
- Company launches Vizzavi.pt interactive map channel for web and mobile devices for Lisbon and Porto. Distinguished as one of the year's best apps by Motorola International.
- _Vizzazzi.pt Map Channel
- 2000
- António Câmara, Eduardo Dias, Edmundo Nobre, Miguel Remédio and Nuno Correia, former colleagues at GASA, a research lab at the New Lisbon University's Faculty of Science and Technology, found *Ideias Interactivas* S.A. (future YDreams) in June 2000.
- _YDreams kicks-off operations
- 1999
- António Câmara returns from the U.S.A., after spending a year as Visiting Professor at M.I.T., intent on creating a company that will transform ideas bred from academic research into innovative products.

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