



A New Era of
Intelligence



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Customized Content: Meeting the Expectations of Modern Audiences



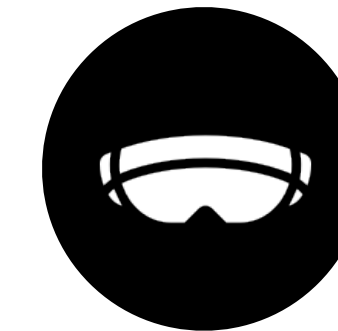
Personalized

Customers expect content tailored to them



Intelligence

Static templates seem old fashioned

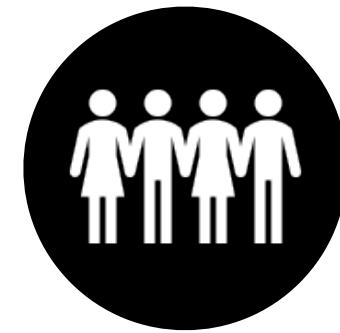


Experiential

Younger Audiences crave more than viewing, they need experiential content



Empowering Solutions: Generative AI Addresses Content Challenges



Hyper-personalized Content

- Your favorite NBA player can be used to personalize advertisements and experiences
- Your demographic information can be used to present a differently configured dealership.
- Your past purchases can be used to show custom ecommerce items in your favorite styles



Interaction and Experiences

- AI can be used to power non-player characters to act as sales people and brand ambassador
- BYD sales person
- Ecommerce Sales Person
- NBA Team Mascot
- NBA player meet and greets



Launching in Q2 2024 an exciting immersive solution for the Detroit Pistons.

The Detroit Pistons World, is where the future of shopping intertwines seamlessly with immersive entertainment. Step into a virtual arena where fans can not only engage with exclusive content, but also indulge in a revolutionary shopping experience. From eCommerce platforms offering virtual try-ons for the latest team merchandise to sponsored interactive zones, where fans can engage with branded content. Dive into mini-games designed to test your skills and earn unique rewards, all within the vibrant energy of their digital domain. Join us as we redefine the boundaries of fan engagement and entertainment in this World.



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Launched a revolutionary immersive solution for the NBPA at NBA All Star 2024 in Indianapolis.

Virtual Meet & Greets

- Pioneering the first-ever virtual meet and greet with NBA star CJ McCollum, connecting fans directly with their favorite players

E-Commerce and Limited Edition Drops

- Offering exclusive timed drops of limited edition items, creating excitement and anticipation as fans rush to secure their coveted collectibles

Sponsors/Advertising

- Showcasing advertising partners across the world, providing opportunities for seamless integration and monetization on a global scale

Mini-Game Integrations

- Engaging users with daily mini-games and trivia challenges, ensuring an immersive and dynamic experience that keeps fans coming back for more



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The Charlotte Hornets launched a Virtual NBA Fan Store built upon Meetkai's Platform

Digital Twin

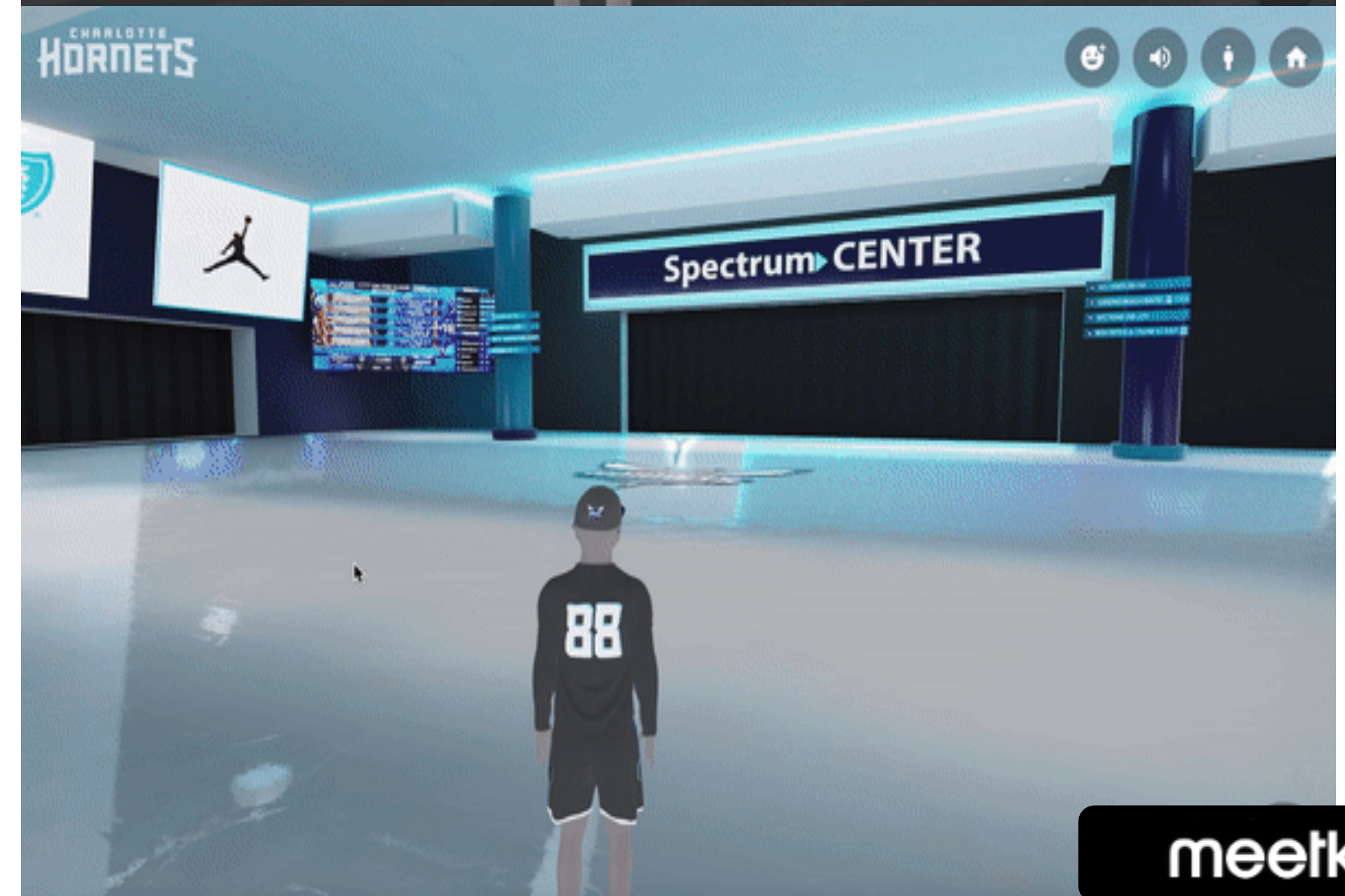
- 1:1 virtual recreation of the Charlotte Hornets brick & mortar fan store in the world
- First of its kind in the NBA

Embracing Phygitalization (Physical x Digital)

- Virtual store stocked with over 50 kinds of physical goods that can be purchased by and delivered to users
- URL accessible via QR codes in NBA arena and from the comfort of your own home

The Future of E-Commerce

- Users can turn themselves into realistic 3D avatars, browse the store and interact with other fans
- Avatars can try on Hornets team merchandise, participate in mini-games to earn discount coupons



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BYD is anchoring its global expansion and digitization efforts on the MeetKai Platform

Virtual Flagship

- 1:1 virtual mapping of BYD flagship showroom
- 3D modeling of exterior and interior of five new EV models
- Users can test drive BYD vehicles on a racetrack

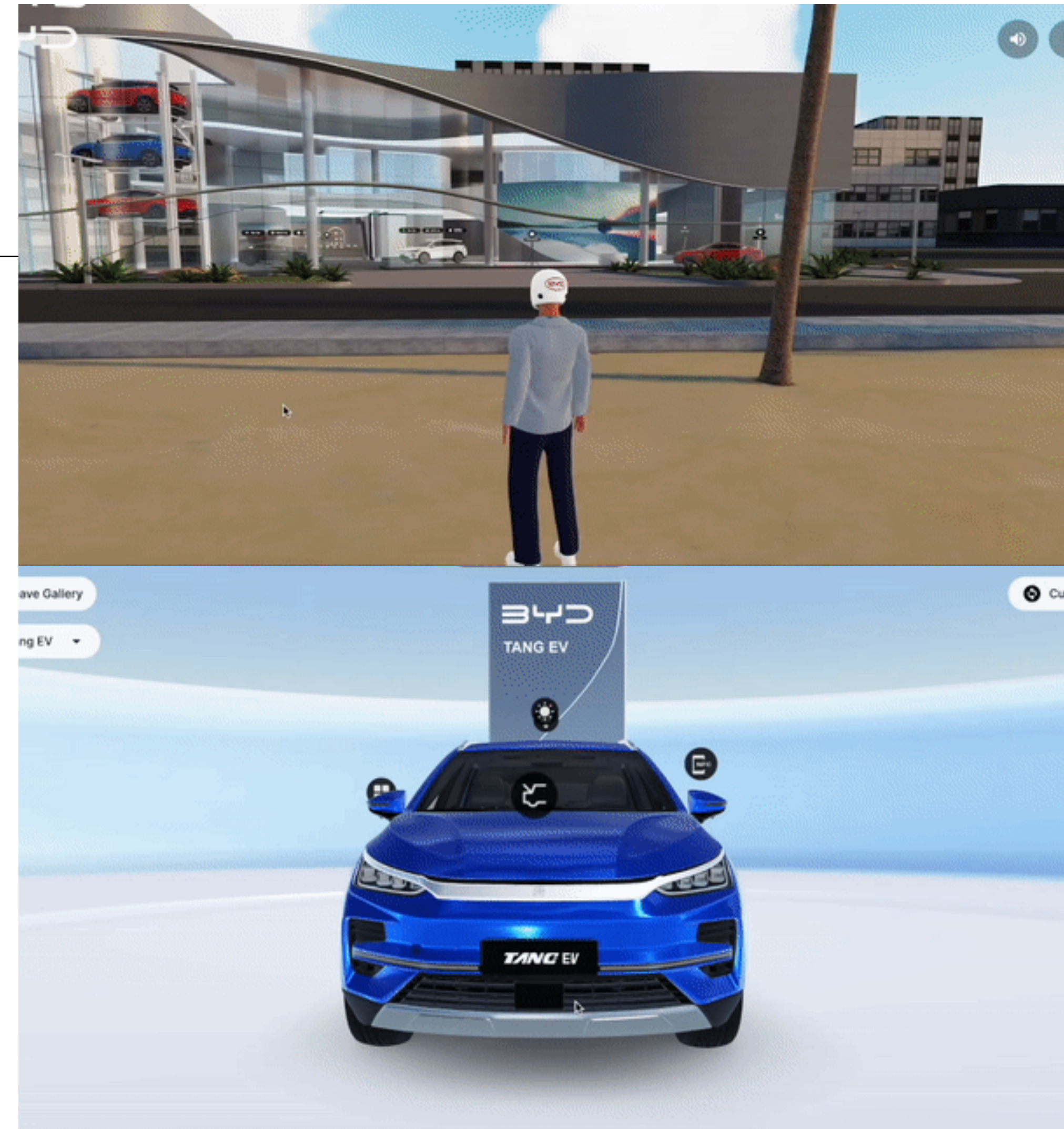
Information and Customization

- Users can learn more about the vehicle's functionalities at every turn
- Configure each car with different trims and add-ons, interact with different in-cabin features

Sales Services

- Custom virtual assistant, powered by VIP generative AI
- Set in-person appointments, submit queries and get in touch with company reps

BYD is adopting MeetKai to ensure success in foreign markets by disrupting the automotive D2C business model, reimagining the car buying experience and gaining independent oversight instead of relying on traditional 3rd-party dealership networks



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