

Ultra Realis

Ultra Realis Ventures Ltd

MyViewAR

The new de facto standard for Augmented Reality
Video — the future of Augmented Reality Videos in
XR 2.0.

Pitch deck · October 2026 · ultrarealis.com

— The problem

Today's streaming content is passive and disconnected.

Viewers watch, but they don't experience. Video is still trapped on flat screens — separate from the room, the place and the moment the viewer is actually in.

Passive

Audiences sit back and watch. Nothing on screen responds to who they are or where they are.

Disconnected

Stories, spaces and brands live in separate silos instead of one connected experience.

Effects, not meaning

Most AR today is filters and effects — visual tricks that don't understand the user's world.

— The solution

MyView AR turns every video into a living, contextual interface.

An AI-driven immersive media layer that transforms real-world visuals into interactive, contextual experiences — where AI understands what's happening, AR overlays add meaning, and personalisation connects users emotionally and commercially to the story.

“This brand new experience will make you want to wear your phone on your face!”

Keep only what matters. Watch it in your world.

1

Describe it

The viewer says or types what they want to keep from a video.

2

AI understands

MyView identifies the wanted and unwanted elements in every frame.

3

Background removed

Everything unwanted is masked away, leaving only the subject.

4

Placed in reality

The result plays as a floating, anchored video in the live camera view — or as normal playback when no camera is available.

Example: a yoga instructor lifted out of a class video and placed in your own living room — deeply personal, yet universally compatible across your choice of platform.

— Why Ultra Realis is different

Others build filters. Ultra Realis builds meaning.

Most AR startups focus on effects or filters. Ultra Realis' AI doesn't just enhance visuals — it understands the user's world.

Fusion of AI, AR and storytelling

Not tech for tech's sake, but meaningful media transformation.

Cross-industry integration

Streaming media, property AR, retail immersion and AI narrative generation in one platform.

Security and privacy by design

Built in from day one, reflecting the founder's cybersecurity leadership background.

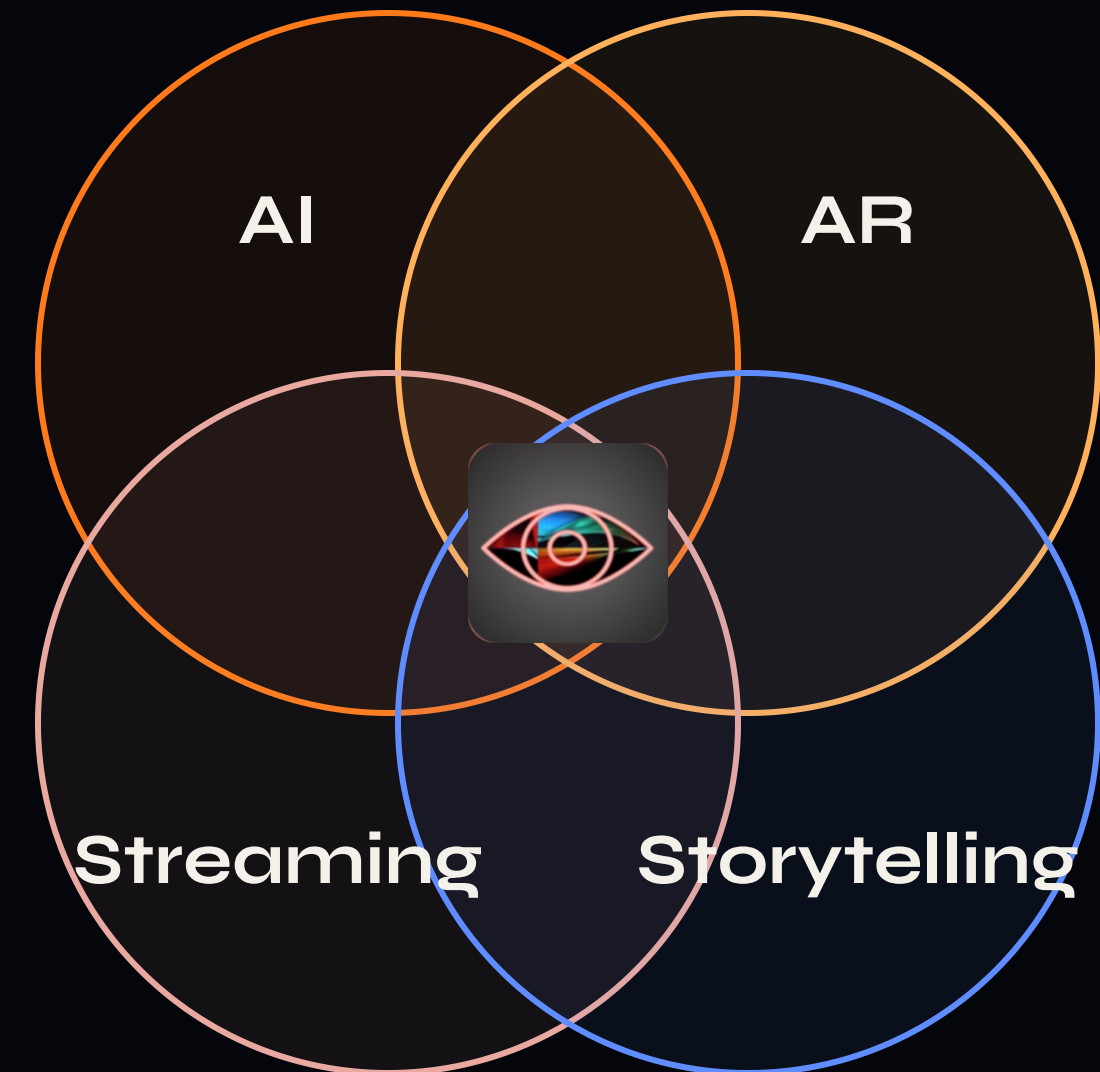
Diversified growth model

Innovation blended with asset-backed acquisition for stable, long-term enterprise value.

— Market opportunity

Four trillion-dollar industries converging into one.

Ultra Realis sits at the intersection of AI, AR, streaming and storytelling. Its IP and innovation pipeline position it as a future leader in AI-powered immersive media.



— Who it's for

Built for every industry where seeing is believing.

- ◆ **Media & Entertainment** — interactive streaming and AI-curated storytelling.
- ◆ **Tourism & Culture** — AR experiences for destinations and museums.
- ◆ **Real Estate** — immersive property visualisation and guided exploration.
- ◆ **Retail & Lifestyle** — contextual AR commerce and brand engagement.
- ◆ **Education & Training** — interactive, mixed-reality learning, and many more.

Four revenue streams from one platform.

Licensing & B2B SaaS

MyView AR platform integrations for industries such as tourism, education and entertainment partners.

Value share

On AR-enhanced streaming campaigns and interactive media.

Synergy

Integrating profitable digital and creative businesses into the innovation ecosystem.

Data & analytics

Anonymised insight streams for brands and platforms — privacy by design.

— Traction and foundations

Years of groundwork. A working prototype.

7 yrs

of technology and feasibility research behind MyView.

2 yrs

of patent and freedom-to-operate research, clearing the path to market.

120+ yrs

of combined team experience across consulting, tech and growth.

- ◆ Functional MyView AR prototype with AI-assisted object segmentation and contextual overlays.
- ◆ Development infrastructure established with smart video management.
- ◆ Strategic partnerships and advisors across media, AR/VR and investment sectors.
- ◆ Investor materials and a growing database of angel and VC partners in AI, XR and media.

From prototype to platform.



Fully functional MVP

Turning the working prototype into a complete product.



MyView AR Beta

Early access for creators and brand partners.



Spatial media & alliances

Expanding into spatial media feeds and building alliances with manufacturers and frameworks.



International operations

Regional operations in the UK, EU and MENA for AR-based content deployment.

— Team

120+ years of combined experience.

Sharat Williams

Founder and CEO

Experienced CISO, technologist and creative entrepreneur. 30+ years as a management consultant across startups, SMEs and large regulated organisations; 25+ years in cybersecurity, AI innovation and digital media strategy.

Venkata Krishna Bharat Balla

Head of Product

Multi-exit co-founder, Director and CTO. Delivered data virtualisation, gamification, 3D modelling for VR and augmented AI platforms. 15+ years of experience.

Adil Hassan

Head of Business Affairs

20+ years in leadership positions, guiding business operations and HR programmes that resonate with the organisation's mission.

Matteo Matricardi

Advisor, Growth and Marketing

10+ years accelerating startups, scaling businesses and building go-to-market strategies for sustained long-term growth.

What the funding unlocks.

Ultra Realis Ventures is raising **£1M–£5M** under a convertible SAFE / preferred equity structure at a **£6M–£10M** pre-money valuation, with a £1M seed raise in motion for acquisition and scale.

Funds will

- ◆ Acquire and integrate income-generating digital and AR assets.
- ◆ Scale MyView AR across multiple verticals.
- ◆ Develop AI-powered media personalisation pipelines.
- ◆ Establish international IP and brand partnerships.



— Our vision

“We are not building technology to escape reality — we are building it to enrich it.”

To redefine how humanity experiences digital media — not as spectators, but as participants in living, intelligent stories.



Join us in this revolution.

Ultra Realis — “Beyond Reality”. Be the first to experience
Augmented Reality Videos in XR 2.0.

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Sharat Williams, Founder and CEO · Ultra Realis Ventures Ltd