



3 in 1 ..2026

RealityShift Convergence Reality & Digital Wealth

A 5D Emergent Reality Experience for Downtown Cities

 Main Street

 Festival



AI Driven

ShockXR

Converging Reality & Digital Wealth – SHOCKXR TECH



Heart Chain Labs LLC

“Real World Experiences- Humanitarian Purposes.”

Bring



PropVerse LLC

“Bringing Real World Businesses Twin to the Digital World”



Proper Step Digital

“Building infrastructure where AR/VR , Web3 & Blockchain
& the Real World Collides



AR

AR/VR

The AR/VR Experiences

Changing Cities One by One



<1s

Response Time



Local

AI Infrastructure

∞ The Experiences live on after the festival. Every activation makes the cities smarter, sharper, more alive.

The Foundation – DALLAS the AR/VR First City – How It Works For ALL Cities!!

Dallas Has Always Been a City That Builds the Future



Telecom Corridor

Built the digital infrastructure before the world knew they needed it



Arts District

The largest urban arts district in the nation — built on vision



Deep Ellum

Reinvented itself from industrial wasteland to cultural heartbeat

Now the Next Layer Emerges

Not on a screen. Not in a headset. **In the space around us** — anchored to the streets, the parks, the walls, the music.

DDAMF

Where it starts

Downtown

Where it lives

The Core Concept

What Is 5D Emergent Reality

Not VR. Not an app. A new media layer that blends into the real world and responds to the people in it.



Physical

The park, the stages, the art walls, the city



Spatial

A photorealistic 3D twin you can explore from anywhere



Augmented

Art, stories, and games anchored to real locations



Intelligent

Ask Peggi, an AI companion that knows the city and the moment



Social

Shared reality across devices, glasses, and people



One Experience



Every Device



Every Visitor



Couch → Park → Afterparty

From the Park Outward

The experience unfolds across three connected scales

1

Main Street Garden Park

The Festival Epicenter

Live music, 12 live art artists, AR art geocaching, ShockXR Portals, Ask Peggi on ViiM glasses. **The full 5D experience.**

Live Music

12 Artists

AR Geocaching

ShockXR Portals

Ask Peggi

2

Downtown Dallas

The Extended Experience

AR art anchored along Main Street, Elm, and Commerce. Partner venues and sponsors light up on the spatial map. **Discovery rewards exploration.**

Main St

Elm St

Commerce

Partner Venues

3

RealityShift Dallas

Always-On Layer


After the festival, the layer stays. Each activation adds to the world. **The city becomes a living canvas.**

Deep Ellum

Arts District

Klyde Warren Park

Farmers Market

 Not a weekend activation — a flagship experience designed to grow into an always-on Dallas layer

A Journey That Begins Before They Arrive

Discover

Open [5ddallas.altalive](#). Explore the park in 3D from home. Meet Peggi. Star your favorite artists and sets.

Play

Enter a ShockXR Portal for 5-10 min immersive activation: AR scavenger hunts, interactive games, sponsor challenges.

Experience

Check out ViiM glasses at VIP. Art comes alive on the waveguide. Peggi speaks in your ear. Stage visualizers react to live music.

Arrive

Walk into Main Street Garden. The app knows you're here. Peggi welcomes you. AR art pieces pulse on your map.

Explore

Hunt for 12 AR art pieces anchored throughout the park and downtown. Each piece is a collaboration between live artist and spatial layer.

Return

Sunday morning. Your collected art, your path, your Peggi conversations — all waiting. Five more pieces to find. The layer keeps pulling you back.

10K+

Expected Visitors

12

AR Art Pieces

3-5

ShockXR Portals

72h

Non-Stop Layer

Key Feature

ShockXR Portals

Pop-Up XR Portals: Where the Digital World Has a Front Door



What They Are

Branded, self-contained activation zones — a marked area, a QR trigger or device handoff, and a curated XR experience lasting **3-10 minutes**.



Why They Matter

- ✓ Physical landmarks — "meet me at the Portal"
- ✓ Natural sponsor activation surfaces
- ✓ Bridge phone-AR users to immersive tier
- ✓ Portable — travel to Deep Ellum, Klyde Warren, State Fair



What Happens Inside



AR Scavenger Hunts

Tied to sponsor challenges



Interactive Games

React to the physical environment



Hybrid Puzzles

Solve IRL to unlock AR



Collectible Moments

Carry forward in HeartBadge profile

At DDAMF

3-5 Portals

Each Portal

1 Unique Experience

→ Each one a reason to cross the park

AI Companion

Ask Peggi

A Guiding Voice for Dallas



Guide

"The HONEST wall is 40 feet to your left. He started painting 20 minutes ago."



Storyteller

"That building behind the art? The Mercantile. Built in 1943. I've been watching them turn the lights on every night for 83 years."



Companion

"You've found 7 of 12 pieces. The one you're missing on Commerce Street is my favorite after dark."



Named For

The Flying Red Horse

Watching over downtown since 1934



<1s

Response Time



Local

AI Infrastructure

∞ She lives on after the festival. Every activation makes her smarter, sharper, more Dallas.

The Stack

Built on Open Standards

Designed for Any Device. Not a walled garden. A platform that meets every visitor where they are.



Spatial Layer

Photorealistic 3D twin of downtown Dallas, streamable to any browser via **Spark 2.0 RAD** format. Loads in seconds on any phone.

5ddallas.alta.live



AR Layer

Google ARCore Geospatial API for Android. Apple Quick Look / model-viewer for iOS. **ViiM glasses** for the immersive tier.

Cross-Platform



AI Layer

Gemma 4 (Google, Apache 2.0) fine-tuned as Peggì. Voice-cloned TTS. Real-time speech recognition. Runs on local GPU.

No Cloud, No Latency



Identity Layer

HeartBadge. One profile across every activation. Collected art, completed challenges, sponsor rewards, event history.

Cross-City Portable



Portal Layer

ShockXR pop-up stations. Physical + digital hybrid activations. Deployable anywhere in 24 hours.

24h Deployment



Phone

Universal Access



Tablet

Enhanced View



ViiM Glasses

Immersive Tier



Browser

3D Exploration

The Growth Engine

HeartBadge Adds Depth

The Core Experience Is Open to Everyone. HeartBadge Makes It Grow.



For Guests



Digital Collectibles

From AR art finds



Portal Badges

Completion rewards



Peggi Highlights

Conversation memories



Sharable Memories

Festival moments



For Partners



Portal Challenges

Sponsor-powered



Branded Drops

Collectible moments



Place Analytics

Activation metrics



Direct Engagement

No interruption



For Growth



Persistent Identity

Across Dallas activations



Return Incentives

Keep visitors coming back



Cross-City Portable

Dallas → Nashville → Miami

"The badge is not the event. It is how the experience keeps growing."

Why Dallas, Why Now

Downtown Dallas Is the Right Launchpad



The Festival

DDAMF brings **10,000+ visitors** to Main Street Garden over three days. Captive audience, contained geography, dense programming.

The Ideal Proving Ground



The Ecosystem

Downtown Dallas Inc, Dallas College School of Creative Arts, **21 active sponsor partners** already committed.

The Infrastructure Is In Place



The Density

Within a **10-minute walk**: Arts District, Deep Ellum, Farmers Market, West End. Every direction is a future activation corridor.

Infinite Expansion Potential



The Appetite

Dallas invests **\$1B+ annually** in its arts and cultural infrastructure. The city is hungry for what comes next.

Culture-Forward City



The Timing

Spatial computing, place-based AI, and open 3D standards have converged in **2026**.

The Window Is Now



First Mover Advantage

The city that says yes first gets built first. Dallas can own this story.

Creative Foundation

The Artist Ecosystem

12 Live Art Artists. 12 AR Pieces. One Living Gallery.

HONEST

SLOKE

BWARESPARKS

KEMA

RAYTRIL

JOESKILZ

TEX

MARIELL GUZMAN

UCRON

MARIAN MEKHAIL

SONER

STEM AND THORN



Live Painting

Each artist paints live at the festival, creating in real-time for the crowd.



AR Companion

Each artist has an AR piece anchored in the park — a spatial extension of their physical work.



Permanent Gallery

The AR art stays after the festival. The physical walls get painted over. **The spatial layer remembers.**

Sponsor Architecture

A Sponsor-Ready Cultural Utility Layer



Portal Sponsorships

Each ShockXR Portal can carry a title sponsor. **"The [Brand] Portal at Main Stage."** Branded challenge, branded collectible, branded moment.



HeartBadge Drops

Exclusive digital collectibles from sponsors, **giftable and tradeable**. Create viral moments and brand affinity.



AR Art Sponsorships

Sponsors can commission AR art pieces from festival artists. **Cultural patronage, not advertising.**



Data + Analytics

Foot traffic heatmaps, dwell time per activation, engagement rates per Portal. **The spatial layer is inherently measurable.**



Peggi Integrations

Contextual, tasteful. **"Peggi, where can I get a drink?"** "Unleashed Vodka has a bar 30 feet east — tell them Peggi sent you."



The Golden Rule

The commercial model serves the experience, **not the other way around.**

Start with a Festival. Grow into a City.

1

Phase 1

DDAMF

When

May 22-24, 2026

Full 5D experience at Main Street Garden:

- ✓ 12 AR art pieces
- ✓ 3-5 ShockXR Portals
- ✓ Ask Peggi on ViiM + phone
- ✓ Spatial map live
- ✓ HeartBadge active

The Launch

2

Phase 2

Downtown Expansion

When

Summer 2026

AR layer extends beyond the park:

- ✓ Deep Ellum activation
- ✓ Arts District integration
- ✓ Klyde Warren Park
- ✓ Portals at partner venues
- ✓ Peggi learns more of Dallas

The Expansion

3

Phase 3

RealityShift Dallas

When


Fall 2026

Always-on city layer:

- ✓ DMA, Nasher, Perot partnerships
- ✓ State Fair activation
- ✓ Multi-venue sponsor ecosystem
- ✓ Platform ready for expansion
- ✓ Nashville, Miami, and beyond

The Platform

Not a Theory — A System Already Taking Shape



Dallas


Launching May 2026

Partners **21**

Artists **12**

Prototype **LIVE**
5ddallas.alta.live

The First City



Nashville

In Development

In development with the **Grand Ole Opry**. Heritage meets spatial computing.

Guided By

A Legendary Nashville Voice
Johnny Cash Family Collaboration

The Heritage Play



Miami

In Planning

Cultural layer activation connecting **art, music, and place** in a vibrant city.

Focus Areas

Art Basel Wynwood South Beach

The Culture Play

3
Cities Active

1
Platform

∞
Potential

→ The first city to say yes gets built first.

We Are Inviting Dallas to Be First

The 5D layer is being built. The question is which city owns the story.

For Downtown Dallas Inc

A signature technology experience that positions downtown as the **most innovative cultural district in Texas.**

For Sponsors

A new category of activation that's **measurable, portable, and culturally resonant.**

For Artists

A **permanent spatial gallery** that outlives every painted wall.

For Visitors

A reason to come back. And back. **And back.**

For Dallas
The Next Layer

We Are Inviting You to Be One of the First to Hear

The Strategic Business Team & Technology is BUILT.
The question is who will profit from this amazing opportunity.



Real Worldwide Experiences

A signature technology experience that positions cities as the **most innovative cultural districts**.



Blockchain Powered Ownership

A new transparency that's **measurable, portable, and global humanitarian projects**.



AR/VR Immersive Environments

A **permanent spatial gallery** that outlives every city, state, culture globally.



For Investors

A reason to come participate And grow . **And grow.**

For Entrepreneurs .. Cities .. States .. Countries

The Next Generation of AR/VR

The Problem:

Technology & Development



AR/VR/Web3 Real World Applications Fragmented

Most Platforms lack real-world utility & monetization



Community Creators Have Limited Ownership

The Leaders in the Communities Also Have Limited Funds



Humanitarian Initiatives Lack Scalability & Sustainable Funds

The Technology requires specialized programmers & development

Where it starts **DDAMF**

The Solution:

Our 3 Company Approach to Infrastructure & Delivery

Converging Reality & Digital Wealth – SHOCKXR TECH



Heart Chain Labs LLC

"Real World Experiences- Humanitarian Purposes."



PropVerse LLC

"Bringing Real World Businesses Twin to the Digital World"



Proper Step Digital

"Building infrastructure where AR/VR , Web3 & Blockchain & the Real World Collides"

Now the Next Layer Emerges

Where it lives **Downtown**

AI Driven

REALITY SHIFT

Converging Reality & Digital Wealth – SHOCKXR TECH



Heart Chain Labs LLC

"Blockchain Backbone, Tokenization, Ownership & Financial Rails for Users/Investors."

Bring



PropVerse LLC

"Digital & Physical Real Estate Ecosystems, AR/VR Environments Tied to Real World Assets & Generating Revenue –Virtual to Real Assets"



Proper Step Digital

"Built AR/VR/XR Development Engine, Live Immersive Events & Enterprise Solutions & Patented/ Cutting-Edge Experiential Tech"



Custom AI Agent Development

Purpose-built AI agents tailored to your business needs — from customer support to data processing and beyond.

AR/VR

The AR/VR Experiences

Changing Cities One by One



<1s

Response Time



Local

AI Infrastructure

∞ The Experiences live on after the festival. Every activation makes the cities smarter, sharper, more alive.

REALITY SHIFT

Business Model

Multiple revenue streams:

- AR/VR event licensing & sponsorships
- Membership ecosystem (recurring revenue)
- Tokenized assets / digital ownership
- Brand partnerships & advertising
- Virtual real estate & experiences
- Enterprise XR solutions

60

Lightweight XR Glasses

Headsets are rapidly shrinking. Within years, XR will be delivered through sleek glasses with all-day battery life, replacing smartphones as the primary personal computing device.

Competitive Advantage

- **Integrated ecosystem (not just one product)**
- **Real-world + digital revenue bridge**
- **Experienced XR + event execution team**
- **Early mover in “Twin Reality” infrastructure**
- **Proprietary / patented technology positioning**

The Team

Highlight:

- XR / AR / VR experts
- Blockchain developers
- Event production leaders
- Business / scaling experience

Focus on **credibility and past wins**, not just titles.

∞ The Experiences live on after the festival. Every activation makes the cities smarter, sharper, more alive.

REALITY SHIFT

Investment Opportunity

We are offering investors:

- Participation Across **All 3 Companies**
- Equity + Potential Tokenized Upside
- Early Access to a **Scalable Global Platform**

Use of Funds:

- Technology Development
- City Launches & Events
- Marketing & Partnerships
- Platform Scaling City/State/Global

Impact + Wealth Creation:

- Democratized Access to Wealth-Building Tools
- Global Participation -Ambassador Program
- Scalable Humanitarian Funding Model |
- Community-Driven Economic Ecosystems



This is not just a technology play.

It Is the Infrastructure for the Next Evolution of:

- Experience
- Ownership
- Global Participation

**Join Us in Building the Bridge Between Reality
&
the Virtual World.**