

## **ARway.ai Announces Localiza Rent a Car Extends Its Contract After Its Successful Airport Deployment of AR Navigation**

**TORONTO, ON, Canada – January 18, 2024** - [ARway.ai](https://www.arway.ai) (“ARway” or the “Company”) (CSE: ARWY), (OTC: ARWYF) (FSE: E65) is an AI powered Augmented Reality Experience platform with a disruptive no-code, no beacon spatial computing solution enabled by visual marker tracking with centimeter precision is pleased to announce its contract has been extended after the successful completion of a pilot deployment at Congonhas Airport in São Paulo, in partnership with Localiza Rent a Car S.A., the largest car rental network in South America. This deployment, completed in December 2023, marks a significant milestone in enhancing the travel experience for car rental customers. Localiza Rent a Car (LZRFY) is the largest car rental network in South America, with 540 locations in 9 countries.

In recognition of the successful deployment and the potential benefits to the customer experience, Localiza has extended its contract with ARway.ai for 2024 on a subscription-based model. This extension underscores the confidence in ARway's technology and its alignment with Localiza's vision of delivering a differentiated customer experience.

CEO Evan Gappelberg commented, “We are thrilled with the successful deployment of ARway's navigation technology at Congonhas Airport, in collaboration with Localiza. This accomplishment not only signifies a major leap in airport navigation technology but also underscores the scalable potential of ARway's solutions in global markets. For our investors, this

represents an exciting opportunity. This is more than just a technological advancement; it's a strategic expansion into new markets and sectors. Our investors should be excited about this because we are not only redefining the way people navigate spaces but also paving the way for ARway's technology to become an integral part of daily life across various industries. The success at Congonhas Airport is a first step in widespread adoption and potential of indoor AR navigation, promising significant returns and growth opportunities in the future."

As part of its ongoing commitment to improving customer satisfaction, Localiza has commissioned a consumer research organization in Brazil to conduct a comprehensive survey starting Friday, 19 January 2024. This survey aims to evaluate the efficacy and user experience of ARway's technology at Congonhas Airport. Participants in the survey will be offered a discount voucher from Localiza, encouraging widespread participation and engagement.

The project is slated to run for 30–90 days or until a statistically significant dataset of respondents is achieved. This data will enable Localiza and ARway to derive detailed insights and analysis on the usage and impact of the AR navigation system.

[The original contract between ARway.ai and Localiza was announced in August 2023](#), signifying a major step in integrating indoor AR navigation across major airports in Latin America. The initial phase of this project commenced at Congonhas Airport, São Paulo, as a pilot in February 2023. This innovative technology has since proven to be a game-changer in navigating airports, significantly aiding travelers from baggage pickup to their transportation depot, which includes car rentals and other transport services.

Watch a demo video of an indoor AR activation at an airport using ARway's technology: [click here to watch](#)

The ARway platform revolutionizes the traditional airport navigation experience through its cutting-edge spatial computing technology. By

creating a 3D map of the airport, passengers can quickly and intuitively find terminals, gates, and other key locations. The platform's inclusion of voice commands and other user-friendly features has elevated it as a more efficient and convenient option compared to conventional navigation methods.

As this project progresses, ARway.ai and Localiza Rent a Car continue to demonstrate their commitment to leveraging technology for enhancing customer experiences at airports. Their partnership stands as a testament to the innovative application of AR in everyday scenarios, paving the way for further advancements in this field.

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## **About ARway.ai**

ARway.ai (CSE: ARWY) (OTCQB: ARWYF) (FSE: E65) is a spatial computing platform powered by artificial intelligence (AI) providing an array of augmented reality (AR) experiences for indoor spaces. ARway's breakthrough no-code no-beacon IPNN allows for the easy creation of navigation, tours, information sharing, notifications, advertising and gamification. ARway works seamlessly as a cross platform solution on iOS/ Android. ARway's technology is optimized for both mobile devices and AR glasses: Apple's Vision Pro, Magic Leap and Microsoft's HoloLens. ARway has unlimited use cases for augmenting physical spaces, making it a valuable tool for creators, brands and companies in various industries. The complete ARway platform includes: the Web Creator Studio, the [ARwayKit Software Development Kit \(SDK\)](#) and a mobile app for [iOs](#) and [Android](#).

## **Nextech 3D.ai**

On October 26, 2022, ARway.ai. was spun-out from its parent Company, Nextech3D.ai (OTCQX: NEXCF) (CSE: NTAR) (FSE: ISS). Nextech retained a control ownership in ARway.ai. with 13 million shares, or a 50% stake.

Nextech3D.ai is a Generative AI powered 3D modeling Company and leading provider of augmented reality (“AR”) experience technologies and 3D model services. Nextech’s AI-powered 3D modeling platform, “ARitize3D” has contracts with; AMZN, KSS, CB2, Genuine Parts & many others. To learn more about Nextech3D.ai, [visit www.nextechar.com](http://www.nextechar.com)

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### **Forward-looking Statements**

*The CSE has not reviewed and does not accept responsibility for the adequacy or accuracy of this release.*

*Certain information contained herein may constitute “forward-looking information” under Canadian securities legislation. Generally, forward-looking information can be identified by the use of forward-looking terminology such as, “will be” or variations of such words and phrases or statements that certain actions, events or results “will” occur. Forward-*

*looking statements regarding the completion of the transaction are subject to known and unknown risks, uncertainties and other factors. There can be no assurance that such statements will prove to be accurate, as future events could differ materially from those anticipated in such statements. Accordingly, readers should not place undue reliance on forward-looking statements and forward-looking information. ARway.ai will not update any forward-looking statements or forward-looking information that are incorporated by reference herein, except as required by applicable securities laws.*