



**We believe in
building the future of
human kind.**

www.arke.global

About Us

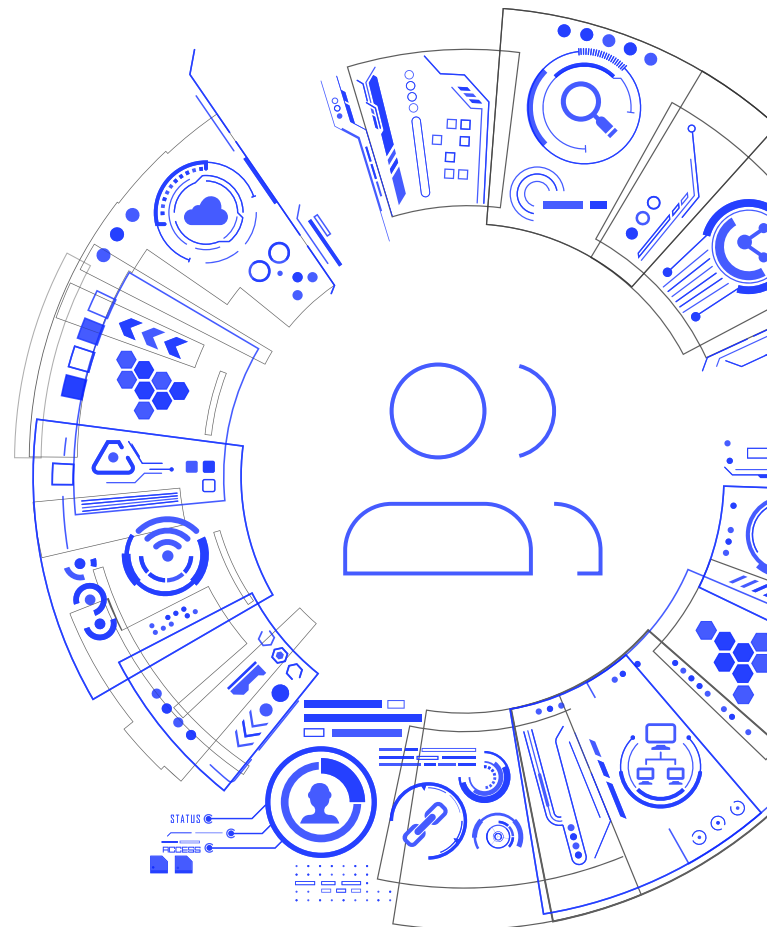
We specialize in delivering responsive, innovative solutions from concept to execution, ensuring measurable results and a strong return on investment.

ARKE Digital works with our clients to invest wisely by knowing their key business objectives and apply the necessary tools to achieve them in with digital tools that deliver results and add value. We do this by creating unique digital ecosystems for our client's businessmodels.

Project Priorities

- ✓ Results-oriented
- ✓ Insight-based
- ✓ Integrated
- ✓ Cost effective

Our digital consultants help our clients achieve digital leadership. Using a robust set of tools, we work with clients to create highly customized roadmaps based on their unique circumstances and needs.



Mission

Strive to become the leading digital influencer across the Latin American region, setting the standard for impactful digital engagement.

Vision

A digital ecosystem that cuts through the digital noise, identifies the digital value propositions and deliver effective results with a real return of investment for our clients.

Values

Quality, Responsiveness, Simplicity, Design, Service, and Tridimensionality. Together, they form the foundation of our work,

Services

We offer services to create digital ecosystems that connect brands with their audiences.

From web platforms and apps to digital marketing and education strategies, we drive innovative experiences that add value and results.



Web & App Design and Development

We create responsive, user-centered websites and apps, designed to deliver intuitive, immersive digital experiences.



Mobile Gaming, Digital Animation, and Production

Our team develops engaging mobile games and digital animations, using advanced tech to captivate and retain audiences.



Strategic Digital Marketing

Data-driven marketing solutions that optimize reach, boost engagement, and drive measurable ROI across digital channels.



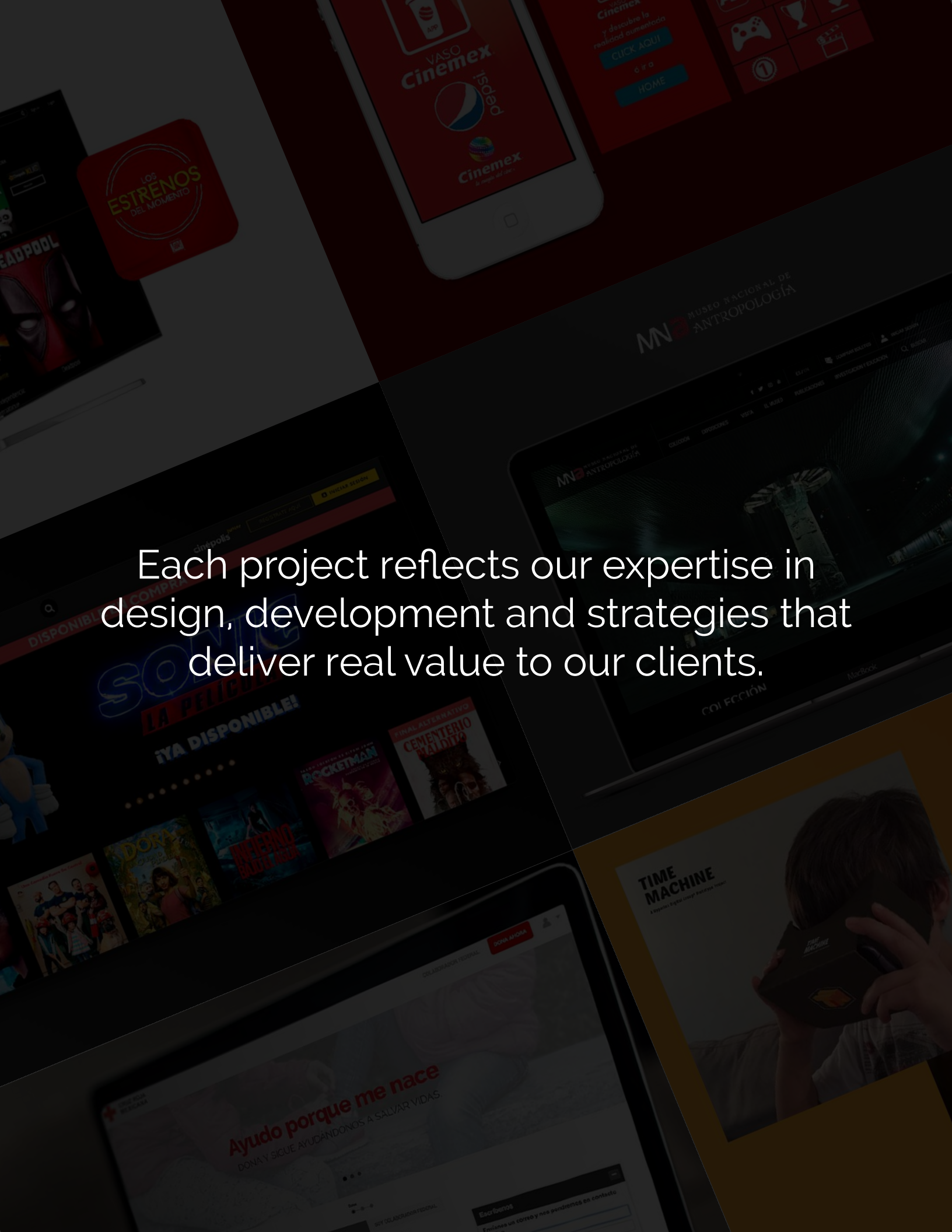
Social Media Engagement and Growth

We enhance brand presence by crafting targeted, dynamic social media strategies that foster authentic connections.



Digital learning and Education solutions

Innovative e-learning solutions that engage users, using cutting-edge tech to elevate digital education experiences.

A collage of various digital devices and screens displaying different user interfaces and advertisements. The devices include a smartphone with a red Cinemex app, a tablet with a website for the Museo Nacional de Antropología, a laptop with a movie website, and a tablet with a charity website. The background is dark and textured.

Each project reflects our expertise in design, development and strategies that deliver real value to our clients.



Web & App Design and Development

Clients tendency to trust one digital agency with all the central digital operations and direction is becoming an increasing habit in the market. Once you think about it the benefits of dealing with only one digital Manager or Digital Director from an agency that solves all the digital projects in a 360 solution delivery allow internal teams to lower costs, increase productivity and performance while focus on other key strategic objectives of the business. At Hyperion Digital Group all digital integration and management of digital projects are take care of. Our clients trust our proven expertise, management and state of the art out of the box solutions, as well as our quality and service.

Benefits

- ✔ Results-oriented
- ✔ Insight-based
- ✔ Integrated
- ✔ Cost effective

Our Goal:

Generate a unique user experience

Mobile isn't just a channel, it's a lifestyle. It's how your customers move about their days, and how they choose to interact with your brand. With today's market going mobile, Apps help you keep pace. The mobile app is an important part of the business world. However, some businesses are not aware of the benefits of such an item

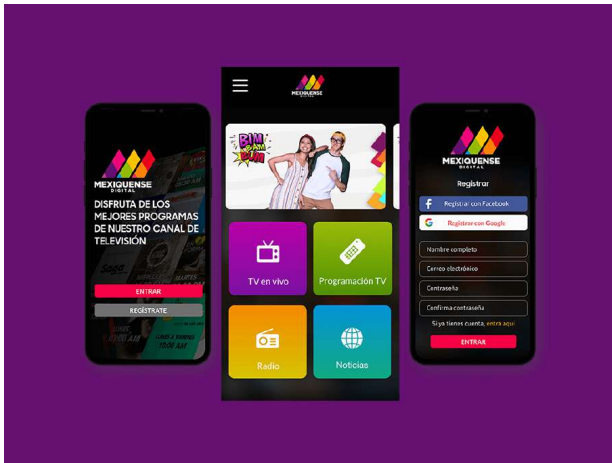
Benefits

- ✔ Drive more Purchases
- ✔ Retain Users
- ✔ Boost Engagement
- ✔ Build Loyalty
- ✔ Increase Awareness

Our Goal:

Generate an interactive and full sense experience





Mexiquense Digital App

The best TV shows on your mobile device.



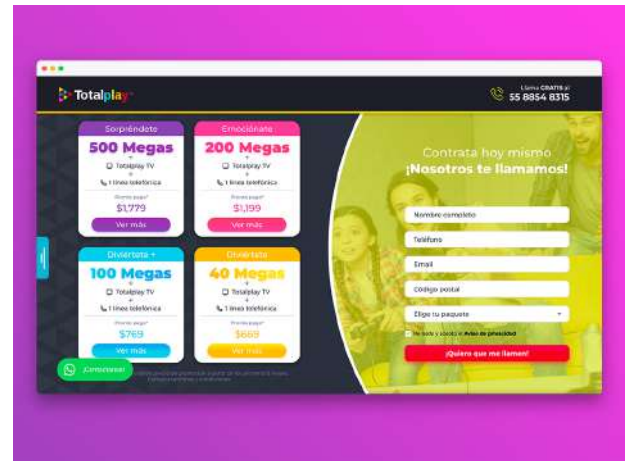
Estrenos del momento - FOX

An incredible app to make the most of your Smart TV.



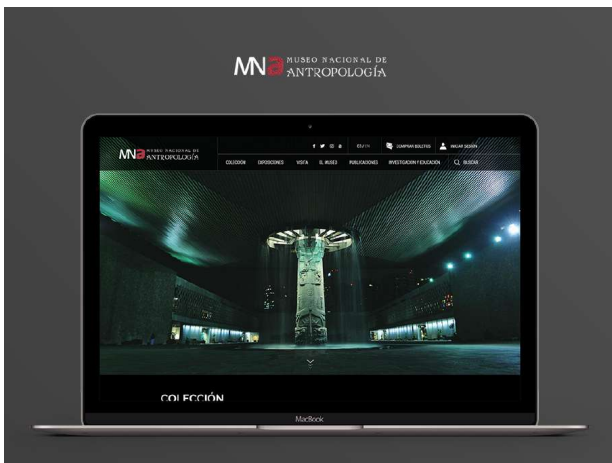
SpongeBob

Exclusive content from our fun friend.



Totalplay

360 campaign to promote Totalplay services.



National Museum of Anthropology

Fully complete website of the National Museum of Anthropology in Mexico.



New UP! VW (VR)

Discover inside and out the new Up!



Mobile Gaming, Digital Animation and Production

We design games with a broad appeal, which allow people to play for a moment, then move on with their day and pick up their game later. Our games are also synchronised across platforms, allowing players to switch seamlessly between devices and platforms and continue their game wherever they left off, so they can play anywhere, any time and on any device. For us, this is encapsulated in the idea of bitesized entertainment.

We make our games available for free, while players can purchase virtual items priced relative to the entertainment value they provide. We embed social features in our games that enhance the player experience. We also build on a unique and passionate company culture predicated on collaboration, humility and respect. We believe all of these elements in combination have made our games a great part of our players' daily entertainment.

Digital Animation and Digital Production

The pioneering spirit that inspired storytellers and technical artists to improvise, innovate and imagine new worlds, characters and make them live through movement is one of our biggest passions, and one we take to the highest levels of quality and creativity to engage and entertain. All the content is specially design for digital display and interactivity on social media, mobile devices, Smart tv's, web browsers and other smart platforms.



Have fun with Movistar!

Catalog, Interactive Games, Promotions, Push sales and more.



Heineken Advertising

Control the fence and discover the offers that the brand offers.



Strategic Digital Marketing & Social Media Engagement and Growth

One of the latest trends in marketing is to involve the consumer in a brand experience through play. In this context, the increasing use of digital devices and use of new technologies is BTL marketing as an optimal tool for connecting with customers.

Benefits

- ✓ The user is looking for the game and interactivity, so you will not perceive the brand and online advertising as intrusive as others.
- ✓ Create an important brand image for the advertising company as well as an almost viral spread.
- ✓ High rate of memory by the user.
- ✓ Allows direct interaction and building conversations and dialogues with users and obtaining user feedback. (Engagement)
- ✓ In addition depending on the development of the game itself, it can be a new monetization channel either as a direct sales platform of products, payment for access to different levels, extra content, etc.

Social media

One of the latest trends in digital marketing is the positioning, which involves wrapping the consumer in a brand experience through encouraging self-generation content. In this context, the increasing use of digital devices and use of new social media channels and marketing content is established as an optimal tool for connecting with customers.

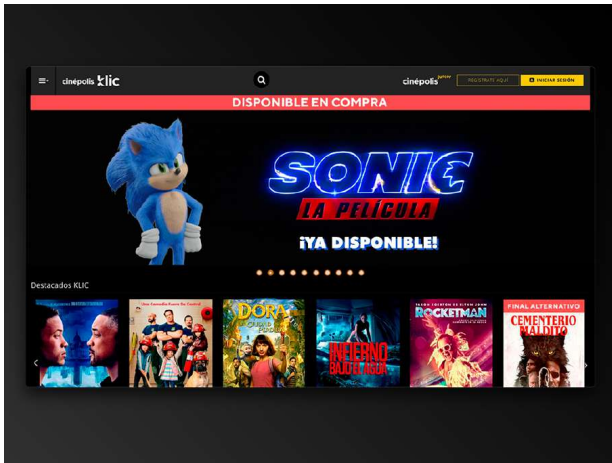
Benefits

- ✓ It is the user who reads, shares and generates content and interactivity, so they will not receive the mark as intrusive advertising.
- ✓ Create a major brand for the advertiser, as well as a viral dissemination.
- ✓ High memory by the user.
- ✓ Allows direct interaction, building conversations, dialogues with users and obtaining user feedback. (Engagement)

Our Goal:

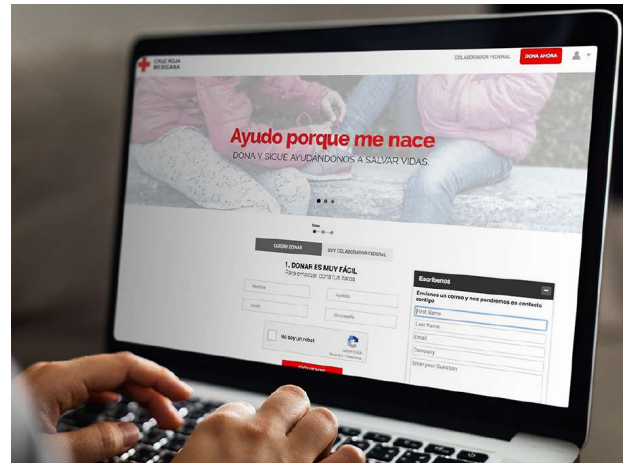
Generate a digital marketing experience and ecosystems.





Sonic The movie

360 campaign for launch on digital platforms.



Cruz Roja (Red Cross)

National campaign to collect donations.



'Vaso Cinemex'

Interaction with augmented reality applied to film



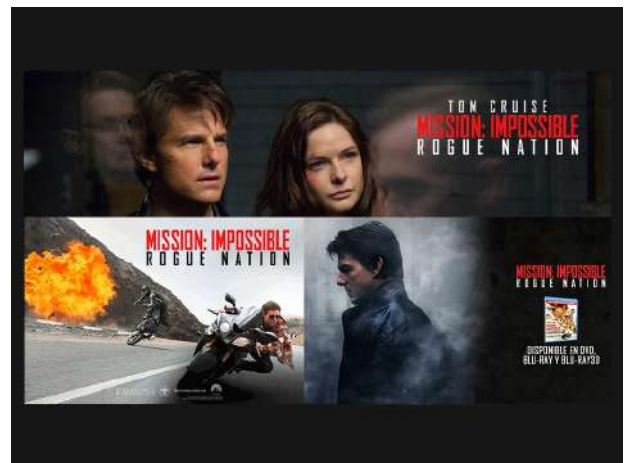
Terminator Genisys

Digital download and pre-sale.



Birdman

Campaign aimed at fans of the film to generate interactions on social networks.



Mission: Impossible - Rogue Nation

Campaign aimed at fans of the film to generate interactions on social networks.



Digital learning and Education solutions

We are developing research and small mobile game application that explore and apply learning history classes to compelling freemium videogames.

“Games are architectures for engagement,” Steinkuehler said.

Government Services

National and local governments are working to modernize their IT infrastructures within the constraints of existing budgets and legacy IT assets . We provide government services through our subsidiaries ENCOM MEXICO & CYNAPTEL from Telecommunications, Security Software and IT Infrastructure.

We offer market-leading solutions, including integrated and extensible data center platforms and ERP suites for human resources, financial management, procurement, and citizen relationship management.

Only we can provide all the key components, including servers, storage, virtualized operating environments, database, middleware, and applications-all based on industry standards and with the service and knowledge level complex government organizations require.



TIME MACHINE

A Hyperion Digital Group® Prototype Project



Time Machine VR

The most fun way to learn.

There's only one word:
SUCCESS!



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