

PRICING & SIZING

What it costs, and how to plan your unit breakdown across sizes.

ACTIVATION TIERS

TIER	PRICE	INCLUDES
Entry Level Activation	\$5,000	1 marker, unlimited matching surfaces, single AR mini-game
Full Immersion 6DOF	\$25,000	Everything in Entry, plus full 3D/6DOF world build
Phygital Gaming Rail	\$50,000	Everything above, plus direct Fortnite/Roblox integration

RECURRING PLATFORM MANAGEMENT

MARKERS	MONTHLY FEE
1 Marker (Standard)	\$1,500/mo
2-4 Markers (each)	\$1,000/mo
5+ Markers (each)	\$750/mo

ENTERPRISE PRODUCTION TIERS

TIER	UNITS	UNIT COST (COGS)
Concept Start	500	\$68/unit
Culture Crew Pilot	10-25	\$125/unit
Rapid Ops Launch	100-250	\$85/unit
Strategic Scale	1,000	\$58/unit

Pricing is per campaign marker or trigger design, not per physical surface. Enterprise default: 20% annual discount.

STANDARD SIZING REFERENCE

Any unit count in the tiers above needs to be split across sizes before it goes into production. This page is a general industry reference for that conversation — not a substitute for confirming against your last's actual fit sample.

MEN'S

US	UK	EU	CM
7	6	40	25.0
8	7	41	26.0
9	8	42.5	27.0
10	9	44	28.0
11	10	45	29.0
12	11	46	30.0
13	12	47	31.0

WOMEN'S

US	UK	EU	CM
5	2.5	35.5	22.0
6	3.5	36.5	22.9
7	4.5	38	23.8
8	5.5	39	24.6
9	6.5	40	25.4
10	7.5	41	26.2

KIDS' (YOUTH)

US	UK	EU	CM
1Y	13	32	19.7
3Y	2	34.5	21.3
5Y	4	37	22.9
7Y	6	39	24.1

Sizing varies by manufacturer and last. These are industry-typical approximations for planning purposes — confirm final sizing against your fit sample before committing a production run.

ILLUSTRATIVE STARTING SIZE CURVE

A generic starting point for splitting a bulk unit order across sizes — not a claim about any specific brand or dataset.

New production runs commonly lean on a bell-shaped distribution centered on the most common adult sizes, then get corrected against real sell-through in the first 60-90 days. Use the curve below as a first-order starting split for a men's/unisex run; adjust to your own audience once you have scan and sell-through data.



Example: a 500-unit Concept Start run at this curve places roughly 70 units at size 9.5 and 70 at size 10 (14% each), versus 15 units at size 7 (3%). Track sell-through by size in your first 90 days — most brands over-order small sizes and under-order large ones on their first run.