



HoloCards

WHITE PAPER • 2026

UNLOCKING NEW REVENUE AND ENGAGEMENT WITH INTERACTIVE COLLECTIBLES.

How toy, trading-card and collectible brands turn every item they sell into a digital experience, a direct line to fans and a new source of revenue.



EVERY ITEM CAN KEEP EARNING AFTER THE SALE.

In an increasingly digital world, physical collectibles such as trading cards, dolls and figures are limited in how much revenue and engagement they generate after the sale.

HoloCards offers a scalable solution: it connects physical collectibles to interactive digital content. Through AI-powered recognition and immersive experiences, HoloCards helps publishers and brand owners monetize their assets, build community and capture long-term value.

This white paper explores the economic opportunity behind interactive collectibles, shows how HoloCards enables data-driven audience engagement, and outlines the new monetization models a digital layer makes possible.

1

Scan

Fans scan an item from your collection. No QR code to print.

2

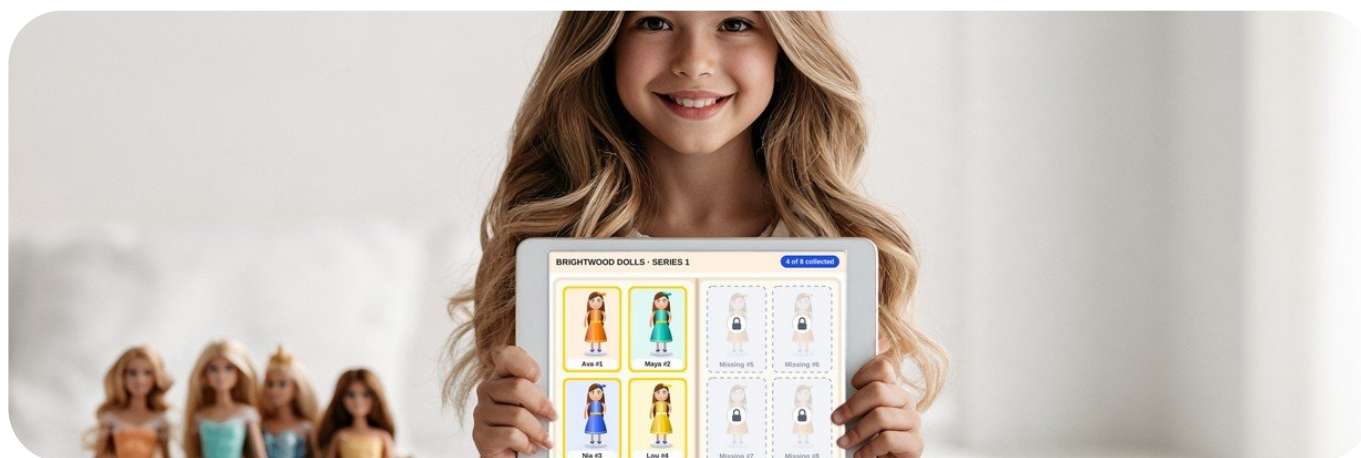
Collect

It joins a digital album that shows the whole series.

3

Unlock

A video, a game or a character fans can chat with.



THE COLLECTIBLES MARKET IS RIPE FOR INNOVATION.

\$522B

Projected value of the global collectibles market by 2028.

Source: Statista

\$13.9B

Value of the trading-card subsegment in 2023, growing steadily.

Physical collectibles remain popular, but they lack continuity.

Once a card, a doll or a figure is sold, the publisher loses the ability to engage, upsell, or even identify who owns it. Meanwhile, digital collecting keeps growing with gaming and digital fandom.

HoloCards bridges this gap: the physical product stays the same, and a digital layer keeps the relationship going.

“Build a community, and capture long-term value.”



FROM ONE-TIME SALES TO ONGOING REVENUE.

With HoloCards, publishers move from static print products to dynamic digital ecosystems. Each item becomes a gateway to:

Premium content

Videos, AR, music and animations.

Subscription unlocks

New content released over time.

Gamified upgrades

Animated foil and 3D effects.

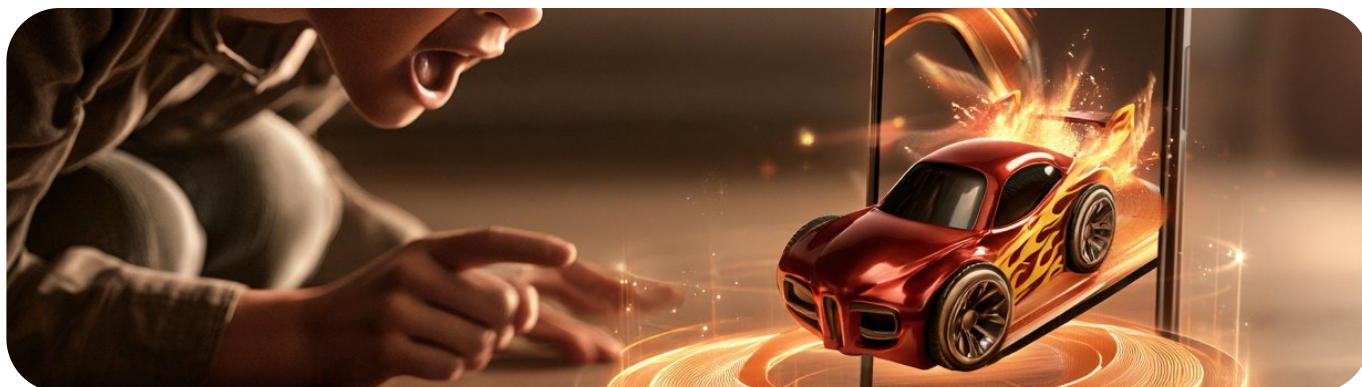
Exclusive experiences

Events, merchandise and add-on content sold online.

Recurring revenue: sell once, engage forever.

Use case

A limited-edition card unlocks a series of digital story chapters, each chapter offered as an upsell.



FAN ENGAGEMENT, REIMAGINED.

HoloCards creates a fan journey in five stages.

1

Scan

Fans scan an item with a phone or tablet. AI recognizes it from its image: no QR code or barcode.

2

Collect

The item appears in their digital album, next to the rest of the series.

3

Discover

Its content unlocks instantly.

4

Engage

Fans earn points and level up their items.

5

Connect

They share, compare collections and create their own content.

This journey increases time spent with the brand, social sharing and emotional connection.

DATA, COMMUNITY AND REMARKETING.

Unlike physical-only collections, HoloCards gives brands visibility on how fans engage.

Know your collectors

See who collects and what each collection holds.

Follow engagement

Track scans, preferences and favourite items.

Segment audiences

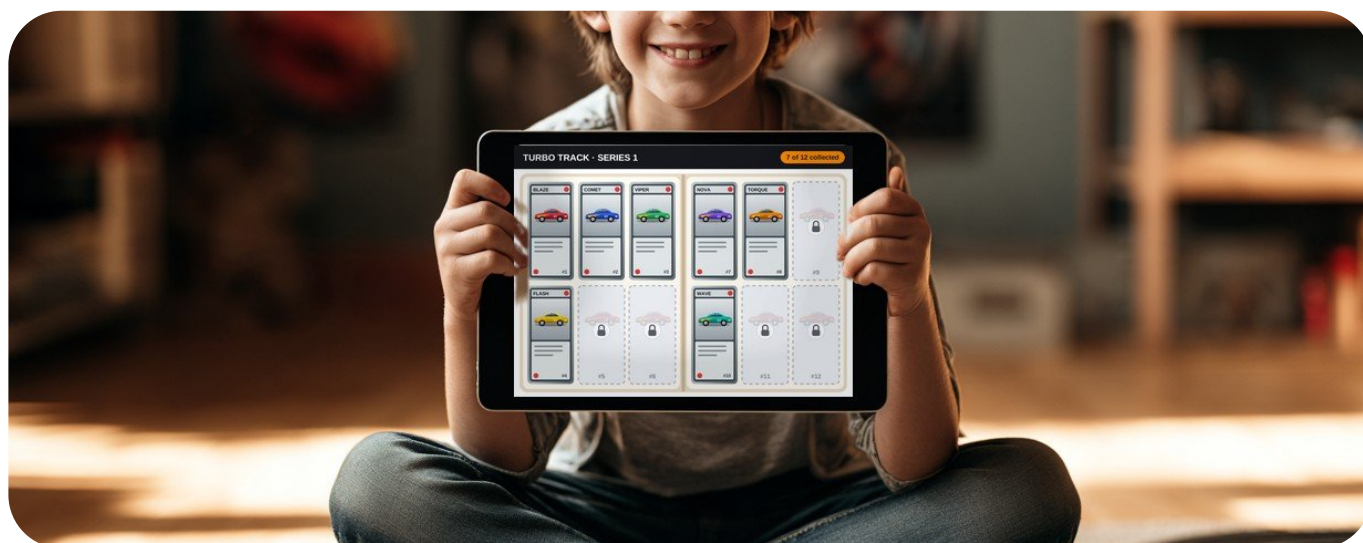
Prepare targeted offers by series or behaviour.

Re-engage

Bring fans back with new content or promotions.

Community features

- Fans comment, share content and compare collections.
- Missing items in the album make the next purchase obvious and drive repeat purchases.



PUBLISHER PLATFORM AND TOOLS.

HoloCards is built for content owners. The Publisher Module includes:

Content manager

Upload items and attach their experiences.

Analytics and KPIs

Dashboards on scans, collections and engagement.

Interface design

Drag-and-drop design in your brand's look.

Parent section

A protected space for children's content, built with COPPA in mind.

Three tiers of gamification

1

Points

Fans collect points as they scan and play.

2

Upgrades

Points unlock animated foil and 3D effects.

3

Hidden experiences

Top collectors reach exclusive content.

Easy to integrate. Full control over monetization.

ONE PLATFORM, EVERY KIND OF COLLECTION.

Toys & children's brands

Character-based learning, dolls that introduce themselves, virtual rewards, songs and mini-games.

Sports & events

Post-event interviews and 3D recaps, season-long games linked to collectible stats.

Cultural institutions

Educational and historical cards linked to online exhibits or lessons.

Nonprofits

Donation-linked cards with impact videos: raise funds while building awareness.



Our own collection: Enchantoria

Our own fantasy trading-card game, where each card scans into a digital album and brings its character to life.

MONETIZATION STRATEGIES.

Direct sales

Sell premium content tied to each item.

Upsells

Offer expansions and extra features.

Subscriptions

Monthly story drops or item unlocks.

Sponsorship

Partner brands sponsor content.

Advertising

Targeted content before an experience plays.

Real-time data makes these models viable and scalable.

MORE THAN A PLATFORM: A CREATIVE PARTNER.

Use the platform with your team, or work with ours from the first idea to the app launch.

- Design of cards, packaging and inserts
- Interactive story and content development
- App development and publishing (iOS & Android)
- Custom R&D for new features
- Onboarding and hosting support

Choose your level of support

Do it yourself

Your team runs the platform.

Guided onboarding

We set it up and train your team.

Full service

Creative and technical, end to end.





HoloCards



LET'S BRING YOUR COLLECTION TO LIFE.

Why HoloCards?

- A scalable solution
- A fan-first experience
- Full ownership and control
- Recurring revenue potential
- Proven in our own collection, Enchantoria

Book a 30-minute demo

holocards.io • info@holocards.io

407 McGill, #700, Montréal (Québec) H2Y 2G3