

Press release

For immediate release

Lectio is a Finalist in the 13th Edition of Campus Mobile and will compete for the A Trip to Silicon Valley Prize, with the Winner Announced at WebSummit Rio

Rio de Janeiro, March 21, 2025 – Lectio, an innovative application that transforms excerpts from books into immersive Augmented Reality (AR) and Virtual Reality (VR) experiences, is pleased to announce its selection as a finalist in the 13th edition of Campus Mobile, a competition organized by Claro. Lectio will compete for the prize, which includes a trip to Silicon Valley, where it will have the opportunity to present its solution to some of the biggest "big techs" in the world. The winner will be announced at WebSummit Rio, on April 29th.

Participation in the Campus Mobile final is an important milestone for Lectio, which was founded in December 2024 with the aim of promoting reading and learning through immersive technologies. Lectio's MVP (Minimum Viable Product) has already been tested with children and received 100% approval as it was considered fun, with 58% of participants expressing interest in reading a new chapter.

"Campus Mobile is an incredible showcase for innovative startups, and the opportunity to present Lectio at WebSummit Rio is a big step for us. The chance to represent our startup in Silicon Valley will allow us to expand our network of contacts and explore new possibilities for growth," said Mariana Oliveira, founder of Lectio.

WebSummit Rio is one of the biggest technology events in the world and brings together brilliant minds in the sector, as well as investors, mentors and strategic partners. Being present at this event puts Lectio in a privileged position to expand its presence in the global market and, with this, continue its work of transforming the reading experience for new generations.

About Lectio

Founded in December 2024, Lectio is an application that offers interactive reading experiences, using Augmented Reality (AR) and Virtual Reality (VR) to transform excerpts from books into immersive adventures. Lectio's goal is to make the habit of reading a consequence of entertainment, especially for younger generations.

Press Contact

Mariana Oliveira

Foundress, Lectio

Email: lectio93@gmail.com

Telephone: +55 081 98519-9623

Website: [<https://sites.google.com/view/lectioapp/>]