**THE GLIMPSE GROUP**
A VR/AR Company
**Nasdaq | VRAR**

Corporate Presentation
October 2021

*Seeing is Believing*

# Safe Harbor Disclaimer

This presentation and other written or oral statements made from time to time by representatives of The Glimpse Group, Inc. contain "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934. Forward-looking statements reflect the current view about future events.  Statements that are not historical in nature, such as any forecasts, and which may be identified by the use of words like "expects," "assumes," "projects," "anticipates," "estimates," "we believe," "could be," "future" or the negative of these terms and other words of similar meaning, are forward-looking statements. Such statements include, but are not limited to, statements contained in this presentation relating to our expected sales, cash flows and financial performance, business, business strategy, expansion, growth, products and services we may offer in the future and the timing of their development, sales and marketing strategy and capital outlook. Forward-looking statements are based on management's current expectations and assumptions regarding our business, the economy and other future conditions and are subject to inherent risks, uncertainties and changes of circumstances that are difficult to predict and may cause actual results to differ materially from those contemplated or expressed. We caution you, therefore, against relying on any of these forward-looking statements.

Important factors that could cause actual results to differ materially from those in the forward looking statements include: a continued decline in general economic conditions nationally and internationally; decreased demand for our products and services; market acceptance of our products; the ability to protect our intellectual property rights; impact of any litigation or infringement actions brought against us; competition from other providers and products; risks in product development; inability to raise capital to fund continuing operations; changes in government regulation, the ability to complete customer transactions and capital raising transactions. Should one or more of these risks or uncertainties materialize, or should the underlying assumptions prove incorrect, actual results may differ significantly from those anticipated, believed, estimated, expected, intended or planned.

Factors or events that could cause actual results to differ may emerge from time to time, and it is not possible for us to predict all of them. We cannot guarantee future results, levels of activity, performance or achievements. Except as required by applicable law, including the securities laws of the United States, we do not intend to update any of the forward-looking statements to conform such statements to actual results.  Furthermore, no representations or warranties are made as to the accuracy or reasonableness of such assumptions or the projections or forward-looking statements based thereon.

Forecasts

All forecasts are provided by management in this presentation and are based on information available to us at this time and management expects that internal projections and expectations may change over time. In addition, the forecasts are entirely on management's best estimate of our future financial performance given our current contracts, current backlog of opportunities and conversations with new and existing customers about our products.

# Overview

The Glimpse Group is a Virtual & Augmented Reality Platform Company,
Comprised of Multiple Enterprise Focused VR/AR Software & Services Companies
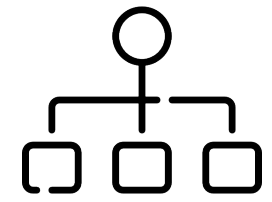
**Glimpse Structure**

IPO July 1, 2021; Nasdaq  VRAR

Fully own and operate 11 VR/AR subsidiary companies

Each focused on a different industry vertical in a collaborative manner

**Unique Platform Strategy**

Experienced Management and dynamic ecosystem of VR/AR professionals with deep domain expertise

Work collaboratively to address the many challenges faced by entrepreneurs in an emerging industry

Shared operational, financial and IP infrastructure

**Revenues & Funding**

High revenue growth; $3.42MM revenues in FY '21, 87% CAGR over the last 3 years

Raised $23.0MM to date, primarily in common shares

Clean capital structure – no material liabilities, no preferred stock issued, no outstanding convertible debt and nominal warrants.

**Intellectual Property**

65+ full-time developers, engineers and 3D artists

Filed 13 initial patent applications - 4 issued,1 allowed

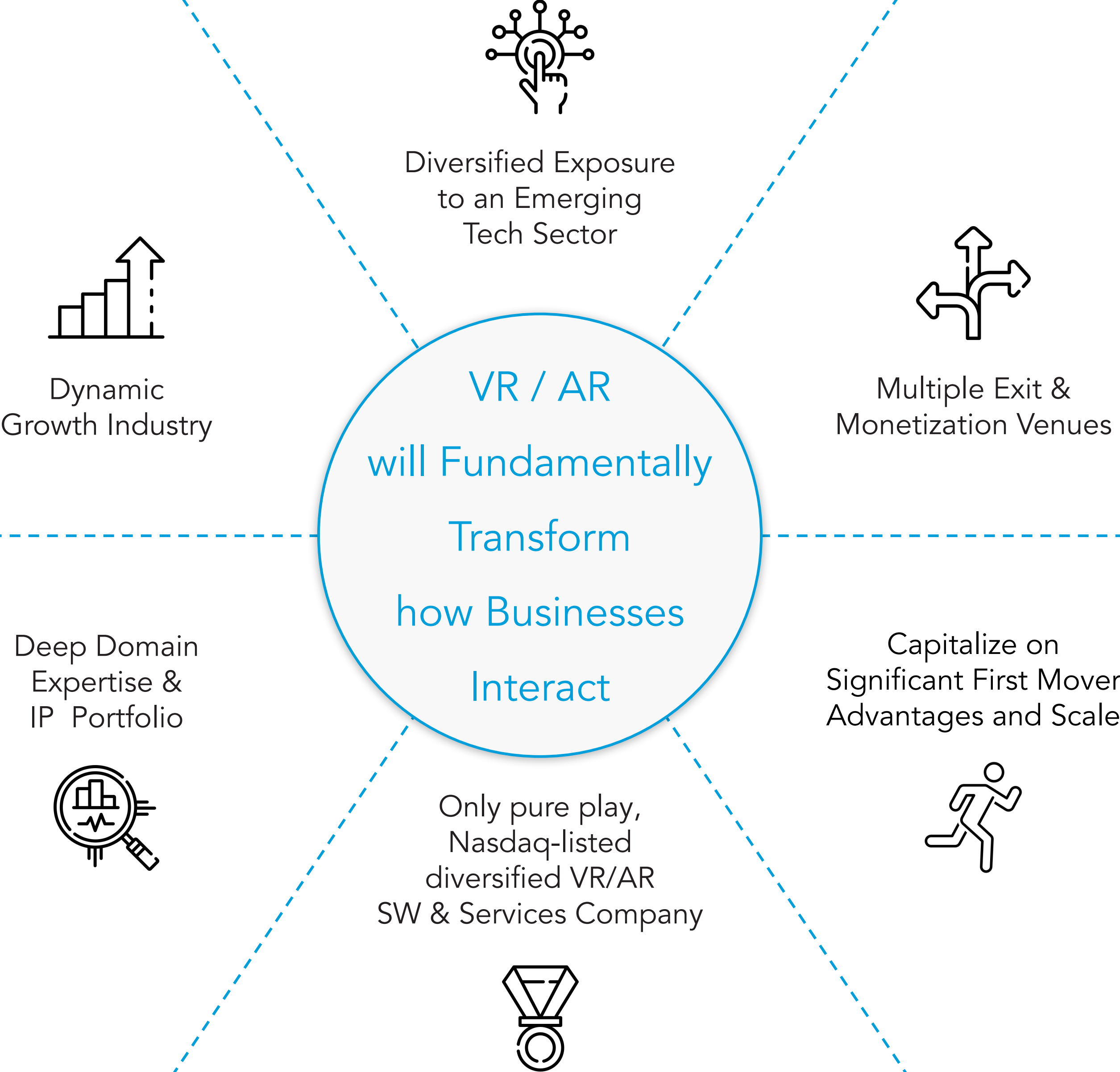Direct tie-in to other emerging technologies: AI, Computer Vision, Big Data, Blockchain/Crypto
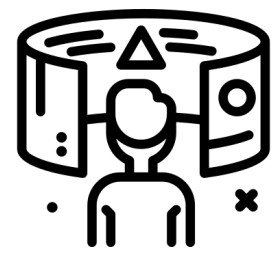
Glimpse Company Video Link

https://player.vimeo.com/video/623623368

# Investment Thesis

Diversified Exposure to an Emerging Tech Sector

Multiple Exit & Monetization Venues

Dynamic Growth Industry

VR / AR will Fundamentally Transform how Businesses Interact

Capitalize on Significant First Mover Advantages and Scale

Deep Domain Expertise & IP Portfolio

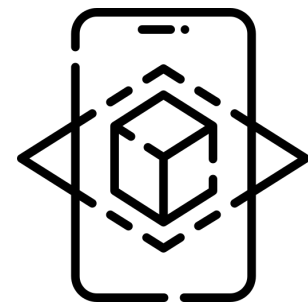Only pure play, Nasdaq-listed diversified VR/AR SW & Services Company

# VR / AR is Expected to Grow Rapidly...

## Virtual Reality (VR)

User enters and interacts with a fully immersive digital reality, away from their immediate physical world
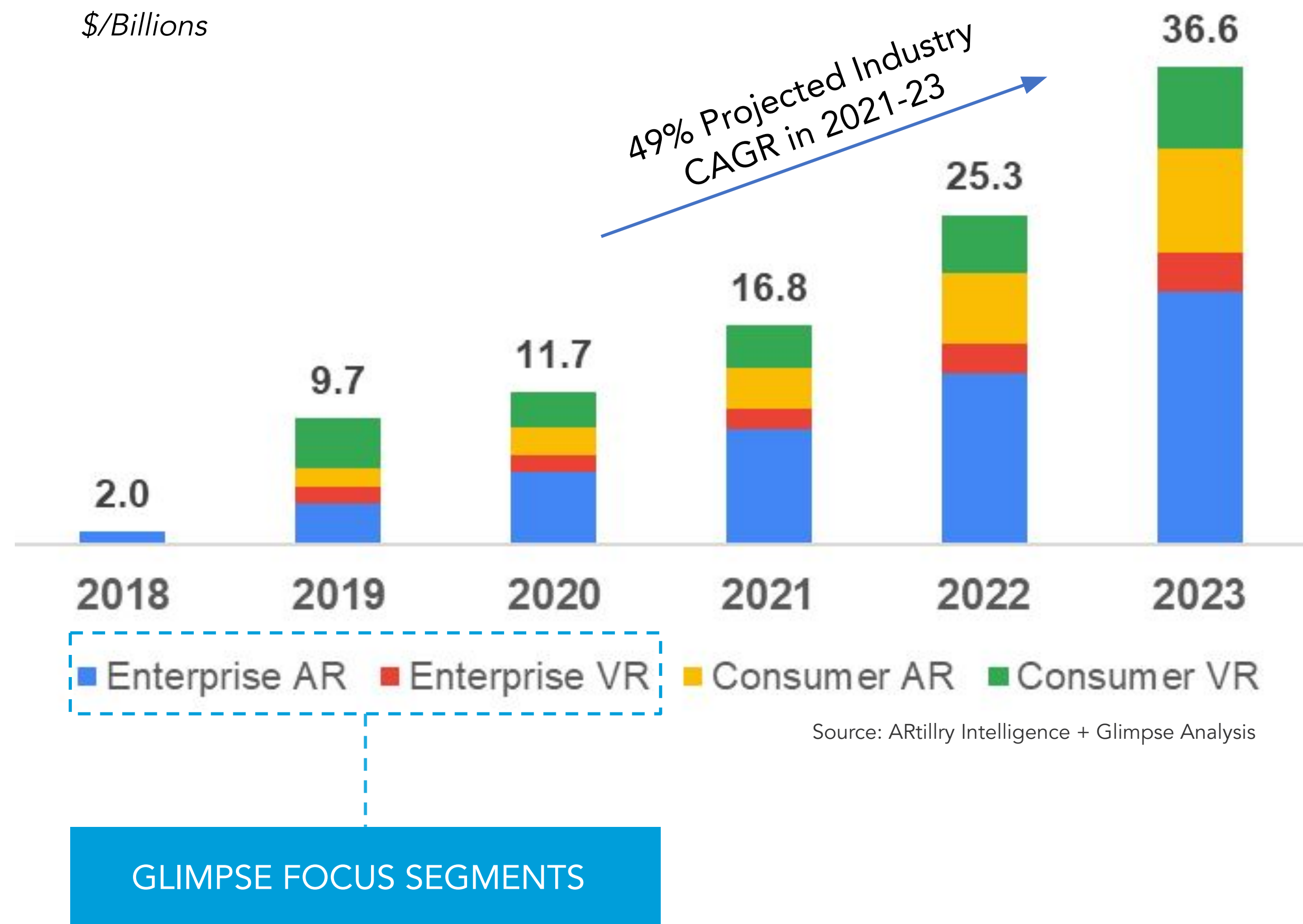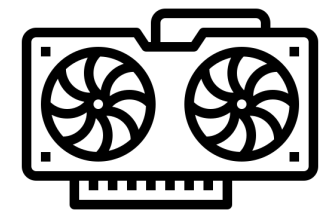
## Augmented Reality (AR)

Text, sound, graphics or video are superimposed within the user's immediate physical world
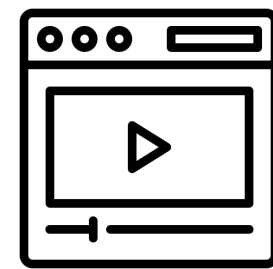
### Global VR/AR Revenue Projection

The VR/AR Industry is Projected to grow to over $35B by 2023

*$/Billions*

**49% Projected Industry CAGR in 2021-23**

- 2018: 2.0
- 2019: 9.7
- 2020: 11.7
- 2021: 16.8
- 2022: 25.3
- 2023: 36.6

■ Enterprise AR    ■ Enterprise VR    ■ Consumer AR    ■ Consumer VR

Source: ARtillry Intelligence + Glimpse Analysis
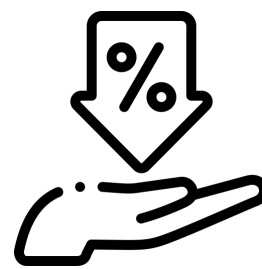
**GLIMPSE FOCUS SEGMENTS**

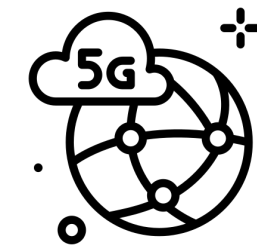# ...as Key Inflection Points Have Been Reached...
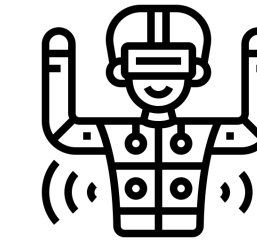
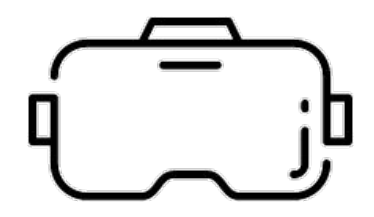| Computation Power (GPU) | Content Creation | Hardware Costs | 5G Network Deployments | Motion Tracking | Display Technologies |

## Increasing Adoption

# ...Key Industry Players Enter

*Note: These entities have generally focused on VR/AR hardware development and to some degree software infrastructure, NOT Industry specific software and services*

# …and Glimpse has Established a Diverse Base of Top Tier Customers and Relationships, Across Multiple Industries



| Medical Institutions | Tech Companies | Architecture & Construction | International Food Company | Global Pharmaceuticals | Global Brands | Publication | Advertising & Media agencies | Universities |
|---|---|---|---|---|---|---|---|---|

# Glimpse's Vision & Competitive Advantages
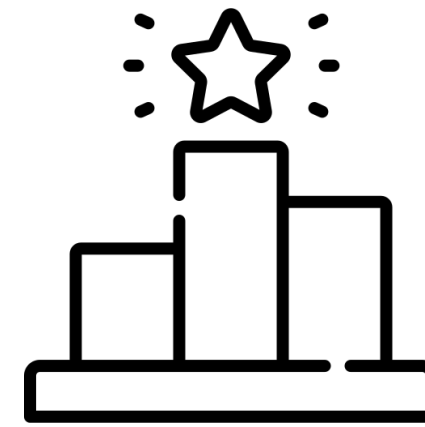
Glimpse is striving to become THE premier VR & AR software and services company

Glimpse is the first Nasdaq-listed pure play, diversified VR & AR software and services company

Glimpse is already a significant player in the VR & AR software and services industry

Platform, scale and ecosystem
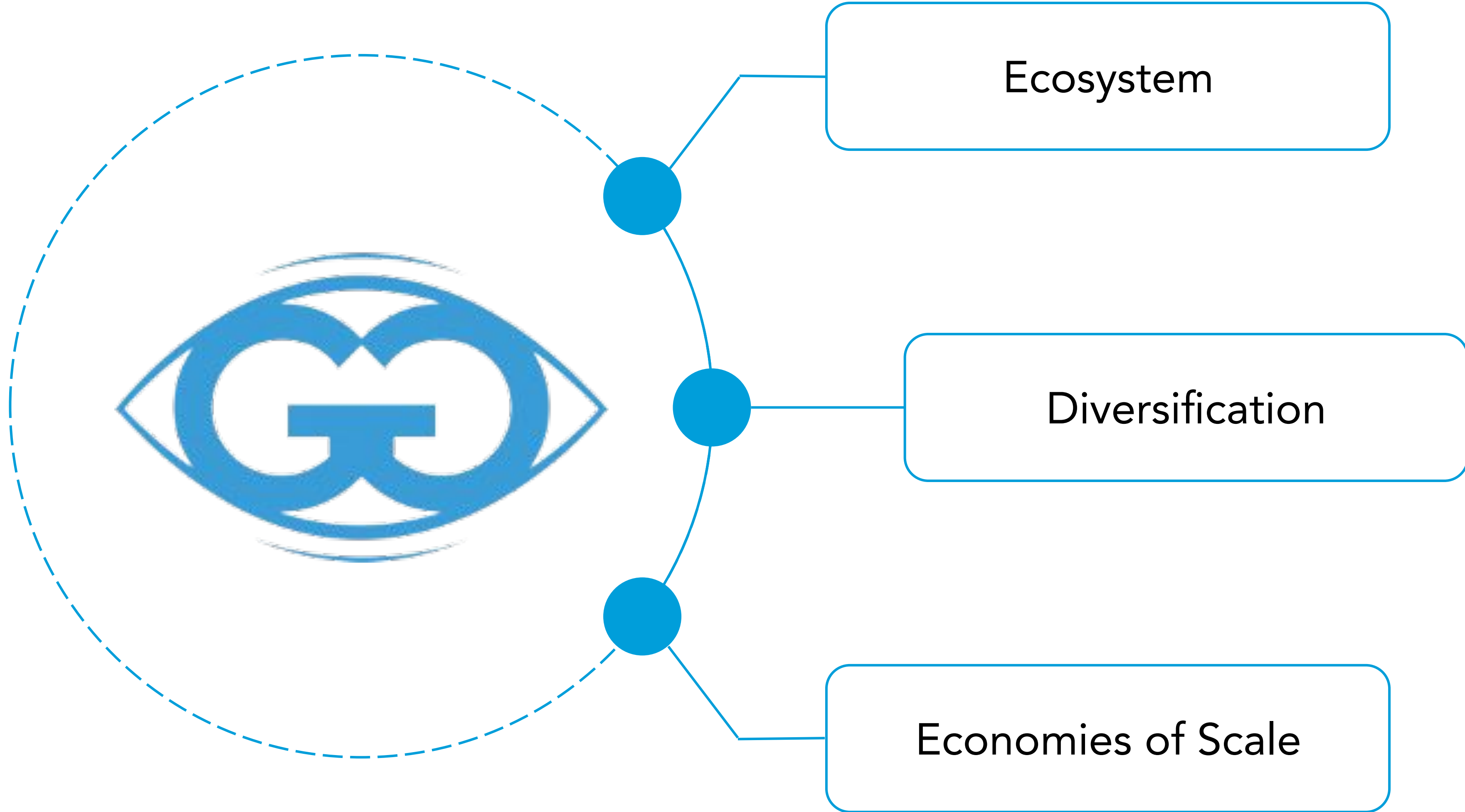
Intent is to leverage position to accretively add VR / AR companies

Diversification and risk mitigation

# Glimpse Platform Strategy

### 3 Core Tenets
Form the Foundation of Glimpse's Strategy

Ecosystem

Diversification

Economies of Scale

# Innovative Platform Model

Strong Alignment of Interests Propel Value Creation

## Glimpse's Strategy is Designed to

### Glimpse

Owns Each Subsidiary

Robust VR / AR Ecosystem

Provides & Manages
Resources and infrastructure

Efficient Access to Capital

Create Joint Synergies and Economies of Scale

Minimize Redundancies / Optimize Costs

Maximize Exit Opportunities

Incentivize Employees

Value Multiplier Effect

Diversify Risk

### Subsidiary

Ownership in Parent Company

Collaborates in Diverse
VR / AR Environments

Responsible for Product Development

Economic Interest in their Subsidiary

# Glimpse Organizational Structure



**CEO**
Lyron Bentovim

**CCO**
DJ Smith

**CFO/COO**
Maydan Rothblum

**Therapy & Support**
Social VR Experiences & Environments

**Financial Services**
Data visualization, analysis, presentation & collaboration for VR/AR

**3D Model Creation**
Large Scale Photogrammetry Production

**Corporate & Universities**
Corporate training and e-learning

**Media & Entertainment**
Realtime and on-demand VR broadcasting

**XR Training**
Intensive XR Bootcamps

**Corporate & Universities**
AR activation SaaS platforms

**Brands, Agencies & Retail**
Lifelike 3D models & AR experiences

**Education**
AR/VR for the K-12 education market

**Healthcare & Nurses Training**
VR/AR solutions for medical professional training

**Architecture, Engineering & Construction**
Augmented Reality Software and Services

Glimpse Subsidiary Company Video Link
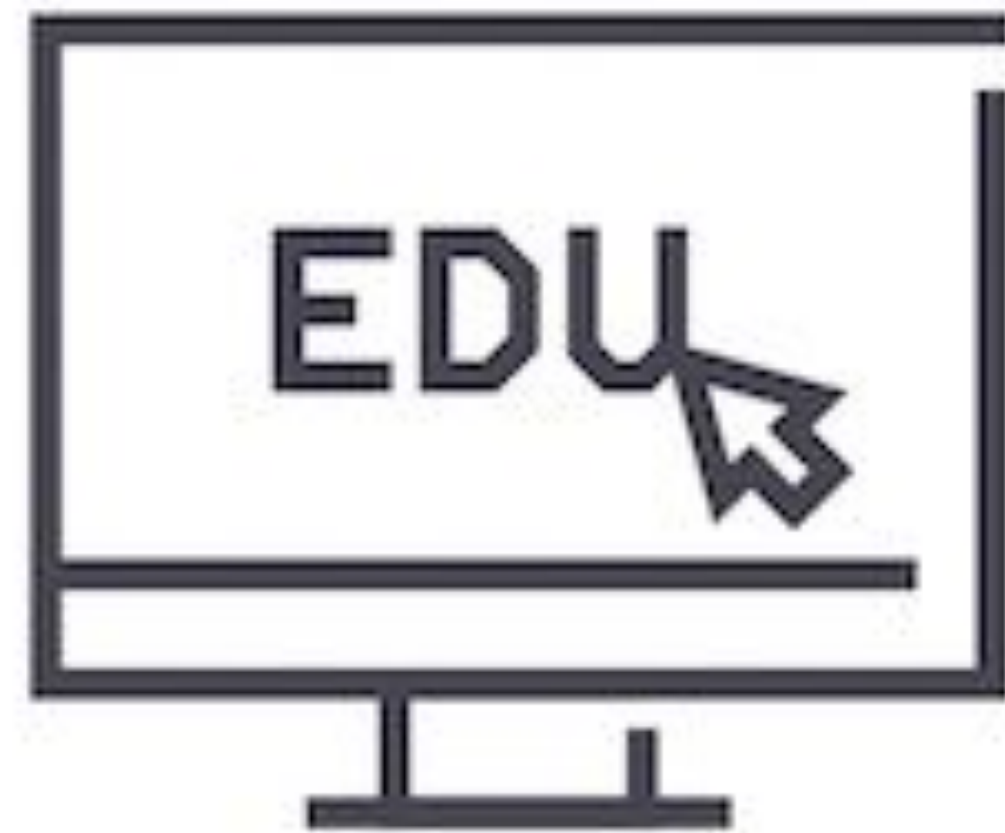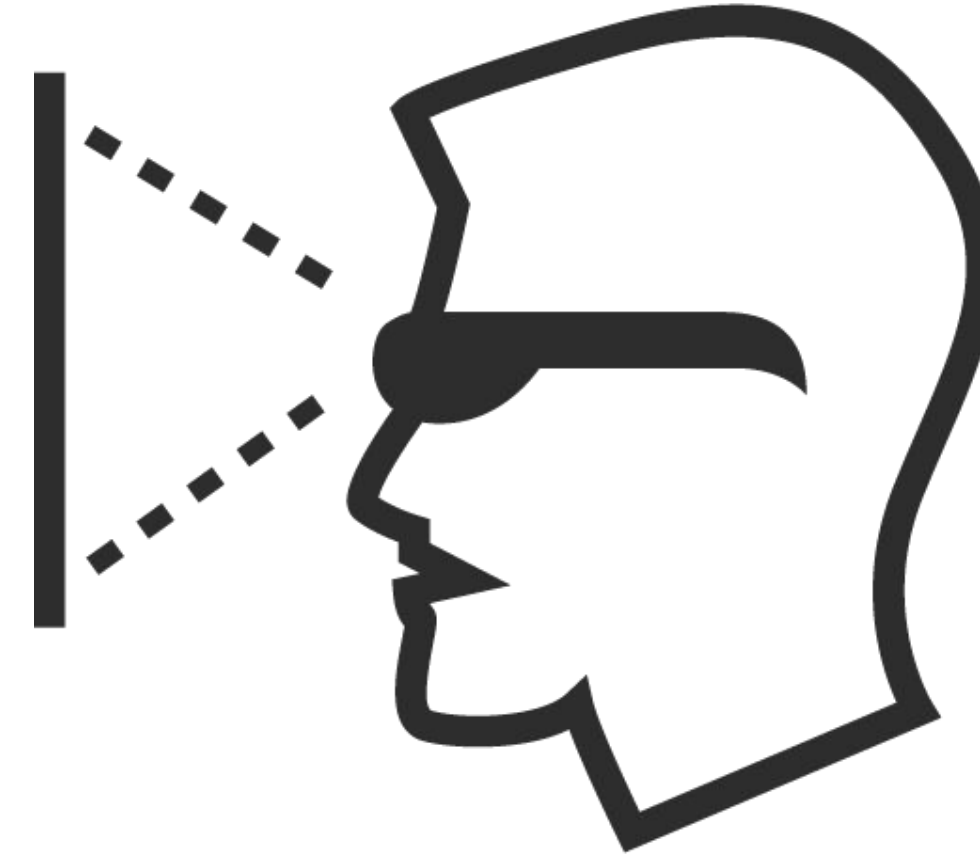https://player.vimeo.com/video/623619093

11

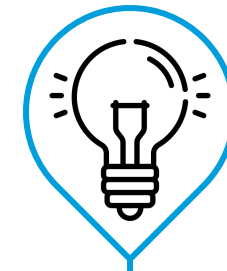# XR Utilization

**Marketing**

**Learning**

**Visualization**

**Metaverse**

# Expanding IP and Technology Platform

Virtual & Augmented Reality IP and
Innovation Across Industries and Companies

Glimpse's Ecosystem provides a key competitive advantage in IP development, access and leverage across all subsidiary companies

Substantial IP concepts can be captured in VR/AR, creating significant potential value as the industry matures

Over time, we expect to file several patent applications for each Glimpse subsidiary company

-  13 Patent Applications To Date -

- 4 issued,1 allowed -

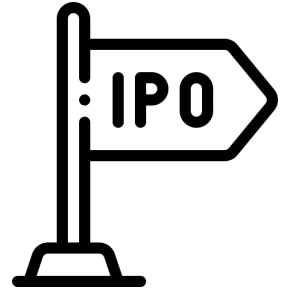-  In aggregate, Glimpse expects to have a robust and diversified portfolio of filed patents -

13

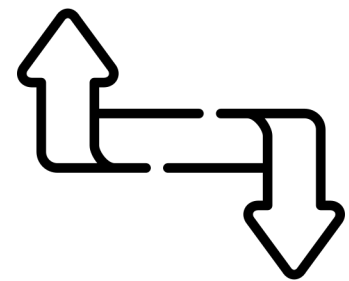# Recognition From Diverse Media Outlets

# Glimpse IPO

Glimpse is the first Nasdaq-listed pure play, diversified VR/AR software & services company
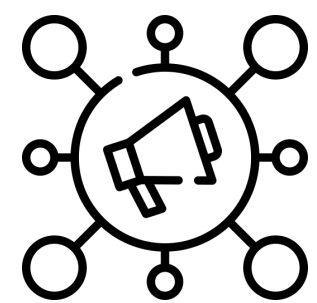
Leverage public currency for accretive acquisitions

Potential for subsidiary company spinoffs

Diversified structure is a driver of substantive news which could help create and sustain trading volume

Utilize public company status to improve positioning with customers, vendors, talent and acquisition targets

# Revenue Growth

## Recognized Revenue ($MM)

### FY Ending June 30

$0.00

$0.52

$0.98

87%CAGR

$1.94

$3.42

FY '17    FY '18    FY '19    FY '20    FY '21
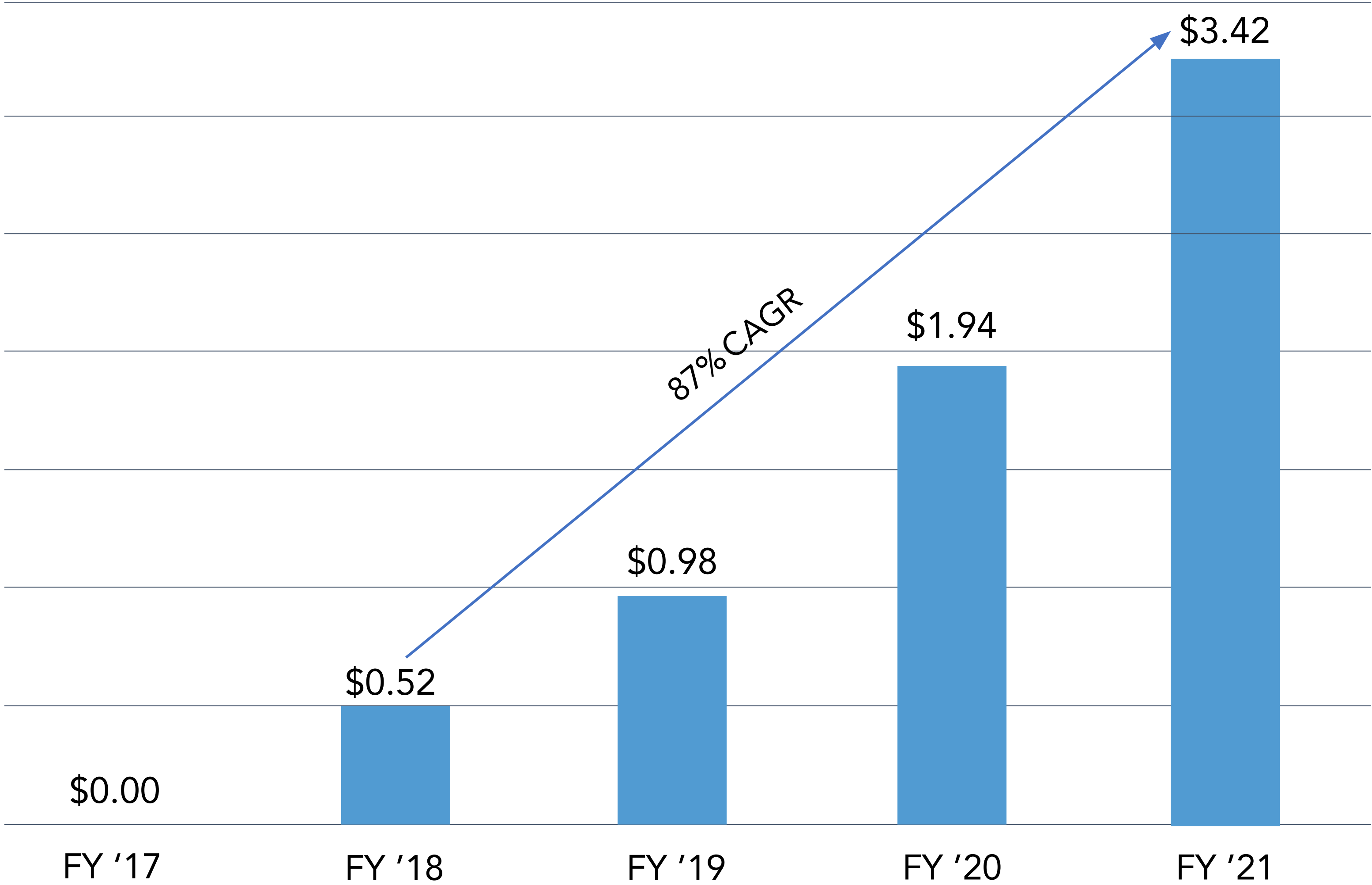
# Software and Services Revenue

## Software and Services Revenue* ($MM)

FY Ending June 30



$1.73

$0.51

239% growth

FY '20

26.1% of total revenue

FY '21

50.6% of total revenue

*excluding project revenue
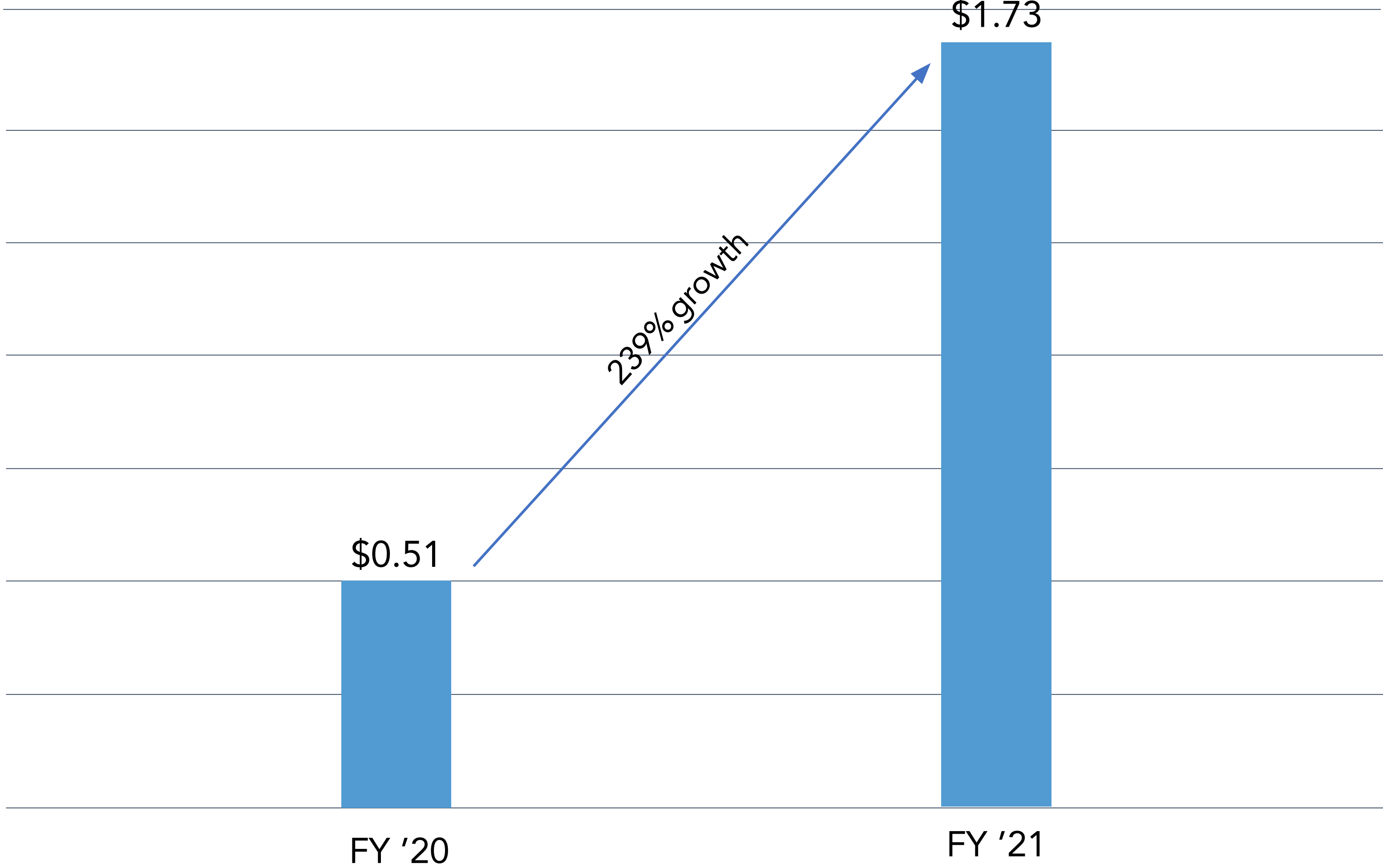
# Financial Overview

## Strong Cash Position

$13.7MM Cash

$1.8MM contracted backlog

## Profitability

Improving EBITDA:

($1.50)MM FY '21 vs. ($1.98)MM for same period FY '20, a 24% improvement

Net Cash used in Operating Activities:

($1.21)MM FY '21 vs. ($2.02)MM for same period FY '20, a 40% improvement

## Clean Capital Structure

No material liabilities, no preferred stock issued, no outstanding convertible debt and nominal warrants.

## Revenue Growth

$3.42MM FY '21 vs. $1.9MM FY '20 vs. $0.98MM FY '19 (* FYE June 30)

## Capital Raised

IPO July 1, 2021 for gross proceeds of approximately $14.1 million

Raised $23.0MM from inception, primarily in common stock

## Ownership

High insider ownership (founders, management, board, employees) with close to 50% of the common stock

| The Glimpse Group | |
|---|---|
| NASDAQ: VRAR | |
| Share Price[1] | $7.04 |
| Market Cap[1] | $72.5M |
| FY '20 Revenue[2] | $1.94M |
| FY '21 Revenue[3] | $3.42M |
| Cash[4] | $13.7M |
| Shares Outstanding[5] | 10.30M |
| Headquarters | New York, NY |

1. As of October 4, 2021
2. As of June 30, 2020
3. As of June 30, 2021
4. As of July 1, 2021
5. As of September 30, 2021

# Executive Team



## Lyron Bentovim

President & CEO

25 years of executive leadership experience
Led numerous tech start-ups & public companies

Yale, MBA



## DJ Smith

Chief Creative Officer (CCO)

VR/AR expert
Organizer of NYVR Meetup

Penn State, BS Civil Engineering



## Maydan Rothblum

CFO & COO

20 years of finance/ops leadership experience
Managing Director of a Tech PE Fund

Columbia Business School, MBA

# Board Members

**Sharon Rowlands**

Independent Board Member

20+ years of executive leadership experience
CEO & Director of larger public companies
& tech start-ups
University of London, MS

**Jeff Enslin**

Independent Board Member

20+ years as senior executive & portfolio
manager, Director of several early-stage
tech companies
NYU, MBA

**Lemuel Amen**

Independent Board Member

25+ years as senior operating & investment
exec, Led global business units at multinational
companies, Director of several companies
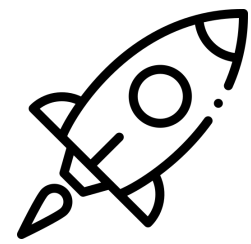Northwestern University, MS Engineering

**Alexander Ruckdaeschel**

Independent Board Member

20+ years of international experience in the
financial, investment and tech industries as a
co-founder, partner and senior exec. Significant
experience in technology company operations

# Key Takeaways

## Glimpse Group

**VR/AR Platform Company**

SW & Services Enterprise Focus

Own and operate 11 subsidiary companies, growing organically and via acquisition

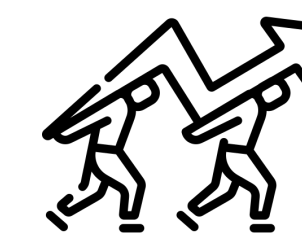Led by experienced and well-rounded Management and Board

Tier 1 customer base

Strong revenue growth

Significant IP

Raised $23.0MM from inception, primarily in common shares

Clean capital structure

**Only Nasdaq-listed pure play, diversified, VR / AR publicly trading company**

## Leading-Edge Innovation

Substantial VR/AR IP portfolio

Wide IP concepts can be captured in an emerging industry

50+ software engineers, developers and 3D artists

Top Tier IP Counsel

## Emerging Growth Industry

VR/AR has significant growth potential

Potential to fundamentally impact how people and businesses interact

Direct tie-in to other emerging technologies (AI, Computer Vision, Big Data, Blockchain, etc)

## Robust Ecosystem

Dynamic, collaborative, with deep domain expertise

Entrepreneurs focus on their core strengths

Shared operational, financial and IP infrastructure

Shorter time to market, higher quality products, reduced development costs

Key competitive advantage
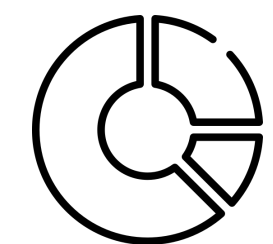
## Highly Diversified

Wholly owned portfolio of VR/AR companies

Numerous large industries targeted

No single point of failure

Mitigate "0-1" binary risk in a nascent industry

Potential for significant cash returns as companies are divested (in addition to the value of Glimpse)

# Thank You!



**THE GLIMPSE GROUP**
A VR/AR Company

**Nasdaq | VRAR**

www.TheGlimpseGroup.com

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Investor Inquiries

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Director
MZ Group - North America
Phone: 312-261-6430
Mark.Schwalenberg@mzgroup.us

# Appendix

# Executive Biographies

## Lyron Bentovim | President & CEO | Chairman of the Board

Mr. Bentovim has over 25 years of experience in executive management, technology investing and entrepreneurship. Prior to co-founding the Glimpse Group in 2016, between 2008-2016, Mr. Bentovim served as CFO and COO for several technology companies: Top Image Systems (TISA; a SAAS software company), NIT Health (a healthcare IT company) and Sunrise Telecom, Inc (SRTI; a test and measurement solutions for telecom, wireless and cable networks). He also founded DarklightPartners, a strategic advisory to small and mid-cap companies. Between 2002 and 2008, Mr. Bentovim was a co-founder and Managing Director of Skiritai Capital LLC, a San Francisco based hedge fund focused on small cap technology investing. Prior to this, Mr. Bentovim was an entrepreneur, as co-founder and President/COO of Webrix, Inc. Additionally, Mr. Bentovim has held positions as a Senior Engagement Manager with strategy consultancies: USWeb/CKS, the Mitchell Madison Group LLC and McKinsey & Company Inc. He has also serves on the board of directors for multiple public and private companies. Mr. Bentovim holds an MBA from Yale School of Management and a Law degree from the Hebrew University.

## D. J. Smith | Chief Creative Officer | Board Member

Mr. Smith is the Organizer of the 2nd Largest Virtual Reality Meetup in the world called NYVR, founded in 2013. Mr. Smith has extensive domain expertise and knowledge of virtual and augmented reality hardware, software and content creation. In addition, his role as NYVR Organizer provides a deep understanding of the virtual reality industry, a real-time access to current industry developments, as well as a direct connection to virtual reality entrepreneurs and startups. In parallel with NYVR, Mr. Smith founded VRTech Consulting, Inc. whose purpose was to educate businesses in the field of virtual reality and assist in procuring virtual reality services. Mr. Smith holds a BS in Civil Engineering from Pennsylvania State University and brings 18 years of project management in construction and real estate development.

## Maydan Rothblum | CFO & COO | Board Secretary, Treasurer

Mr. Rothblum has 20 years of experience in finance, operations, business development and M&A. From 2004-2016, he was co-founder, Managing Director and COO of Sigma Capital Partners, a middle-market private investment firm, where he sourced, structured and led negotiated investments into publicly traded and private companies, primarily in the technology and business services sectors. Additionally, he oversaw the Fund's portfolio, held board positions and managed the fund's day-to-day operations, including financial statement preparation, cash flow management, audit, portfolio valuation and financial reporting. Prior to Sigma, Mr. Rothblum held positions at Apax Partners, a global private equity fund and Booz, Allen & Hamilton, a global strategic consultancy. Mr. Rothblum served as an engineer in the Israeli Defense Forces, where he focused on designing and implementing large logistics, information technology and inventory management projects. Mr. Rothblum holds an MBA from Columbia Business School and a BS in Industrial Engineering and Management from the Technion - Israel Institute of Technology.

# Independent Board of Directors

## Sharon Rowlands I Independent Board Member

Ms. Sharon Rowlands has more than 20 years of experience leading multi-billion-dollar companies serving small and medium-sized businesses, financial markets and enterprise customers. Since January 2019, she has been the CEO of Web.com. Prior to that, she was the CEO of ReachLocal, Inc. (previously Nasdaq: RLOC, acquired by Gannett Co., Inc [NYSE: GCI] in August 2016) and the president of the USA TODAY's Network Marketing Solutions business. Prior to ReachLocal, she served as CEO of Penton Business Media Holdings, Inc., CEO of Altegrity, LLC and CEO of Thomson Financial. Underscoring her leadership expertise, Ms. Rowlands was named Customer Focused CEO of the Year in the 2016 CEO World Awards, won the Gold Stevie Award for Female Executive of the Year in 2016, and was also named Female CEO of the Year in the 2016 One Planet Awards. In addition to Glimpse, Ms. Rowlands currently serves as a director of PegaSystems, Inc. (Nasdaq: PEGA). Previously, she was a director of Constant Contact (Nasdaq: CTCT) and Automatic Data Processing, Inc. (Nasdaq: ADP). Ms. Rowlands received her Postgraduate Certificate in Education from the University of London and her Bachelor of Arts in History from the University of Newcastle, Newcastle-Upon-Tyne.

## Jeff Enslin I Independent Board Member

For over 20 years, Mr. Enslin worked as Global Macro/Emerging Market portfolio manager and Partner at Caxton Associates LP - a leading macro focused hedge fund. Mr. Enslin was also actively involved in the management of the firm. Prior to Caxton, Mr. Enslin worked at Kiloran Corporation, a macro focused hedge fund. He also worked as a commercial lender, managing banking relationships with middle market companies, while at Maryland National Bank (now part of Bank of America). Since 2010, Mr. Enslin has served on both the Investment Committees at Lehigh University ($1B+ Endowment) and the Peddie School (Chair - $300mm+ Endowment). For the last several years, Mr. Enslin has been actively involved as an angel investor across a wide spectrum of start-up businesses. Mr. Enslin received a B.S. in Finance from Lehigh University and an MBA in Finance and International Business from New York University's Stern School of Business.

## Lemuel Amen I Independent Board Member

Mr. Lemuel Amen is the Founder and Chairman of Altius Manufacturing Group, LLC., an equity growth management firm, and has held senior executive positions and led global business units for Electronic Data Systems (EDS) and 3M. He has served as a board director for a privately technology firm, AbeTech Inc., since 2009; and the board of advisors of private industrial firm, Diversified Chemical Technology, Inc., since 2018. Additionally, Mr. Amen is an experienced board member serving high-growth technology, industrial services, and application software firms, including: Chairman of Viking Engineering and Development Inc (2011-2017); Bauer Welding & Metal Fabricators, Inc., (2013-2016); lead director for HighJump Software, Inc.(2005-2008). He served as Chairman for the Federal Reserve Bank of Minneapolis, Ninth District Advisory Council (2012-2015). Additional board director posts include: University of Michigan – Dearborn, College of Business, Board of Advisors (2019-present); State of Minnesota Governor's Workforce Development Council (2016-2019); Ordway Center for the Performing Arts, (2015-2018); Junior Achievement Worldwide Inc., Global Board of Directors (2003-2008); Northwestern University, McCormick School of Engineering & Computer Science, Industrial Advisory Board, (2000-2006). Mr. Amen earned his M.S. in Civil and Environmental Engineering from Northwestern University, and his B.S. in Mechanical Engineering at California State University-Northridge.

## Alexander Ruckdaeschel I Independent Board Member

Alexander Ruckdaeschel has worked in the financial industry for over 20 years in the U.S. and Europe as a co-founder, partner and senior executive. Since 2012 and until recently, he served on the Board of Directors of Vuzix, a leading supplier of smart glasses and AR technology products and services and was the Chairman of Vuzix's Compensation Committee. Mr. Ruckdaeschel co-founded Herakles Capital Management and AMK Capital Advisors in 2008. He was also a partner with Alpha Plus Advisors and Nanostart AG, where he was the head of their U.S. group. Mr. Ruckdaeschel has significant experience in startup operations as the manager of DAC Nanotech-Fund and Biotech-Fund, and sits on several boards. Following service in the German military, Mr. Ruckdaeschel was a research assistant at Dunmore Management focusing on intrinsic value and identifying firms that were undervalued and had global scale potential.

# Revenue Generating Subsidiary Companies (I)

**ADEPT XR LEARNING**

Adept provides VR/AR Corporate Training and eLearning experiences for Enterprises and Universities

Learning-by-doing perspective compresses time to competence for employees and students

SaaS platform manages deployment of experiences, user controls and analytics

**D6**

D6 VR provides a comprehensive VR-based workspace with multi-dimensional tools for data visualization

Facilitates deeper, faster analysis of complex datasets and clearer, more powerful presentation

Connects people virtually from any location, elevating collaboration

**EARLY ADOPTER**

Early Adopter creates innovative and interactive products for K-12 educators and students

VR/AR solutions can increase student engagement and retention

Improve school marketing and branding

**FORETELL REALITY**

Foretell Reality provides Social VR multi-person spaces, collaboration and interpersonal interaction

Enhance productivity and human communications that overcome geographic and physical constraints

Secure platform, suitable for sensitive and/or confidential meetings

**IMMERSIVE HEALTH GROUP**

Immersive Health Group (IHG) provides outcome-driven VR & AR solutions for the healthcare and nursing industry

Utilize VR/AR technologies to measurably improve the patient's user-experience and health outcomes

Increased access to care, optimized care delivery, cost-effectively educate and train clinicians and practitioners

# Revenue Generating Subsidiary Companies (II)

Post Reality's tools help users rapidly and easily create, edit and deploy targeted, personalized AR presentations

SaaS Solutions provide drag & drop web/mobile AR creation tool and usage data analytics

Current industries targeted include: Education, Events, Scientific Research, CPG and Real Estate

Pagoni VR understands the challenges and opportunities in 360/180 degree immersive video workflow and distribution

Facilitate immersive video solutions in the Media, Security, Education industries

Current tools include Chimera (real-time and VOD, multi participant VR environments), VR Sidekick and Festival Player

QReal provides photorealistic, lifelike 3D models and experiences

Content is optimized, distributed and managed for AR, VR, Web, Mobile and Social Media

Virtual and Augmented Reality experiences to support brands, retail and agencies

Glimpse Turkey develops and creates 3D models, primarily for QReal

Development is based in Turkey

Specializes in photogrammetry to create web optimized models

Auggd creates AR software and services for the Architecture, Engineering & Construction (AEC) industries

Seeks to improve building quality, lower construction costs, provide clearer planning and impactful marketing

Based historically in Australia and Europe, looking to expand in US; base for Glimpse Australia

XR Terra provides XR bootcamps for software engineers, graphic designers, 3D modelers, and artists

Industry-driven training program with the goal of graduating market-competitive XR talent

Real-world experience, Unity authorized training, career services, small class sizes

# Snapchat AR Filters



Trusted as an official Snapchat partner, QReal's lifelike AR content brings any brand to life

Increased social media engagement results in higher reshares, in-app purchases, brand awareness, and brand recognition

Video: https://vimeo.com/555498845/d490bcb7ca

# Warehouse Inventory Accounting



AdeptXR created a VR simulation that brings a virtual warehouse to students containing interactive boxes needing to be accounted for

Students are given a set of 12 randomly placed boxes they need to locate and record the condition of

This VR simulation compliments NSU's Sophomore Accounting 5010 class while emphasizing the learning objects of the class

Video: https://vimeo.com/555498869/1f0b95d8c5

# VR For Financial Research



D6 VR's 18-screen virtual display space allows users to absorb research in a faster, more effective and easily remembered manner

With D6 multi-dimensional charting, users can immediately explore and interact with a coverage space

Analysts can connect with clients 'face-to-face' in VR either as avatars or using live-streaming 3D video

Video: https://vimeo.com/555498934/4088ab2fe4
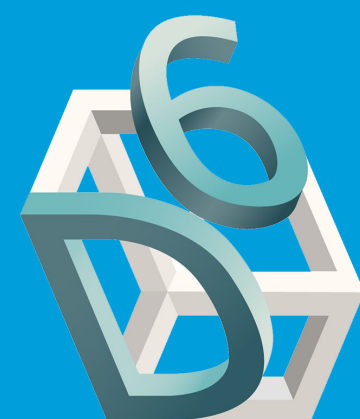
# Continuum XR (BU)



Boston University was looking to find innovative ways to train new social workers on how to conduct difficult conversations

ContinuumXR simulated various situations and responses that are common to social work in a hospital

The platform connects to a custom analytics panel, allowing the BU staff to review the performance of the student social workers after completing the experience

Video: https://vimeo.com/555498981/fa8d6cc12b

IMMERSIVE HEALTH GROUP

BOSTON UNIVERSITY

# Chimera Entertainment



Chimera Entertainment combines a virtual environment with the ability to stream multiple live broadcasts

Chimera Entertainment allows entertainers to stream their shows live using an off-the-shelf camera to multiple VR headsets worn by audience members

As the way audiences consume live content evolves, venues and entertainers alike are exploring integrating this technology into their shows to expand accessibility and reach more fans

Video: https://vimeo.com/555499007/f49f87c56e

PAGONI VR

# VR Enterprise Training



Adept XR worked with Takeda, a leading pharmaceutical company, to create a virtual reality training experience outlining the Chromaflow process, a series of steps that result in a batch of pharmaceutical product

The project included 3D modeling an entire Chromaflow room and all of the necessary equipment and interactions
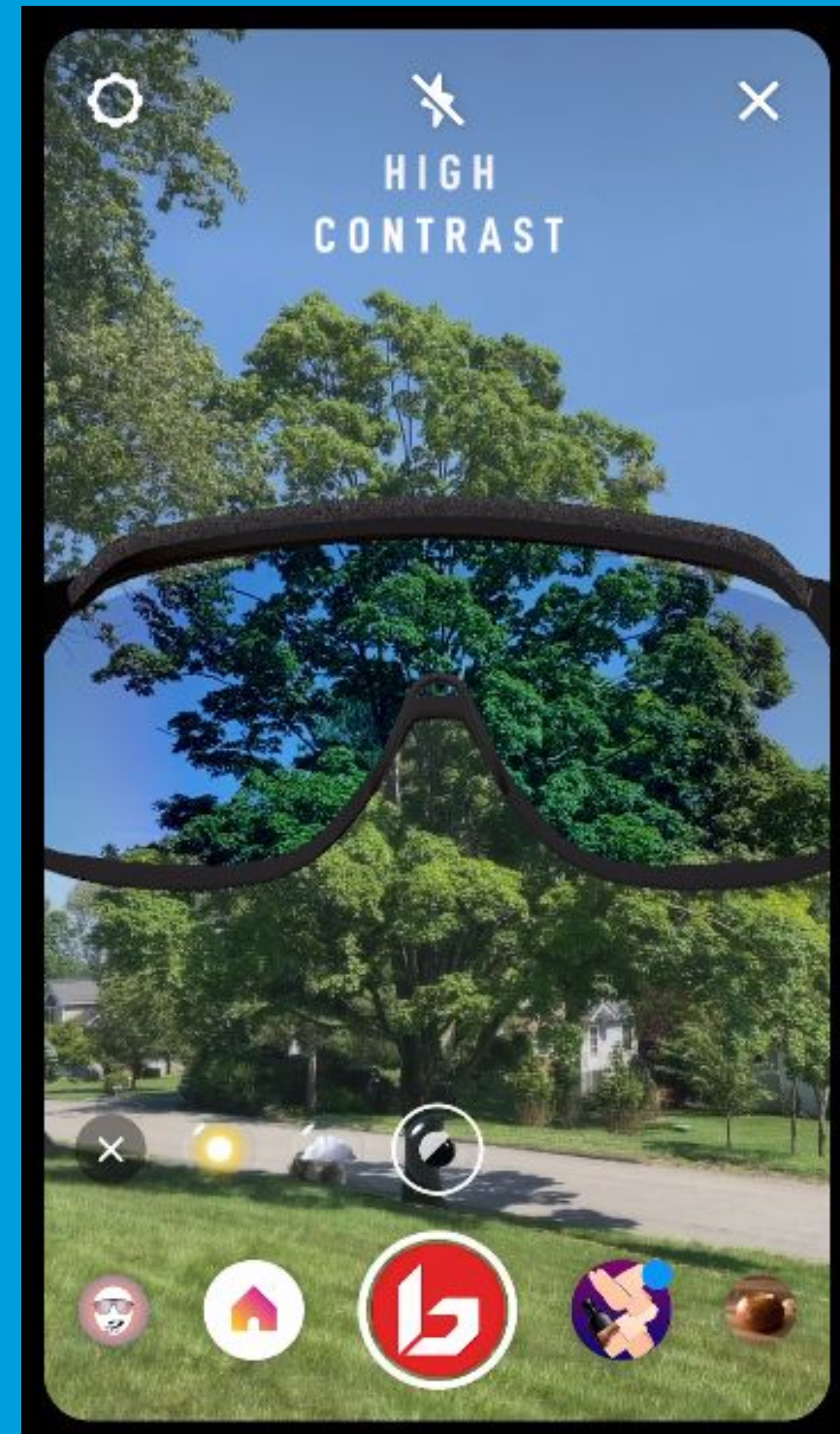
The training solution was measured for effectiveness and resulted in a significant decrease in risk for onboarding new employees

Video: https://vimeo.com/555499049/3c7c5f2eab

**ADEPT XR**
L E A R N I N G

# AR Social Media
# For Bolle



QReal launched a novel "Try-out" AR marketing Campaign for Bolle's Chronoshield Goggles

The Instagram lens allowed users to "Try-on" the goggles to see how they look when wearing them. Then, by switching to the "world view", it allowed users to "Try-out" the goggles and see how the actual goggle lenses would filter out real-world light glare

The activation was widely popular generating 3 million views on Instagram in the first 3 weeks of the launch

Video: https://vimeo.com/555499087/bcb56ffd31

bollé

# Event Activation Colgate CES



Colgate-Palmolive wanted to stand out from competitive booths at CES

Mezmos collaborated with Colgate to create an AR experience that super-imposed a digital set of teeth over a sculpture so the user could learn more about how Colgate Total helps improve oral health

The experience ended with a game similar to "whack-a-mole" which increased foot traffic to the booth and caught the attention of leaders in the emerging tech space

Video: https://vimeo.com/555499122/4c6165c838

# AR Poster
# For Allergan



PostReality and Allergan worked together to create an AR promotion of their new liver medicine

The activation featured hyper-realistic, 3D renders of livers in various degrees of liver disease

The application was shared at numerous events and Allergan continues to collaborate with PostReality on updating the application with additional anatomical 3D models

Video: https://vimeo.com/555499144/429a6c3cf5
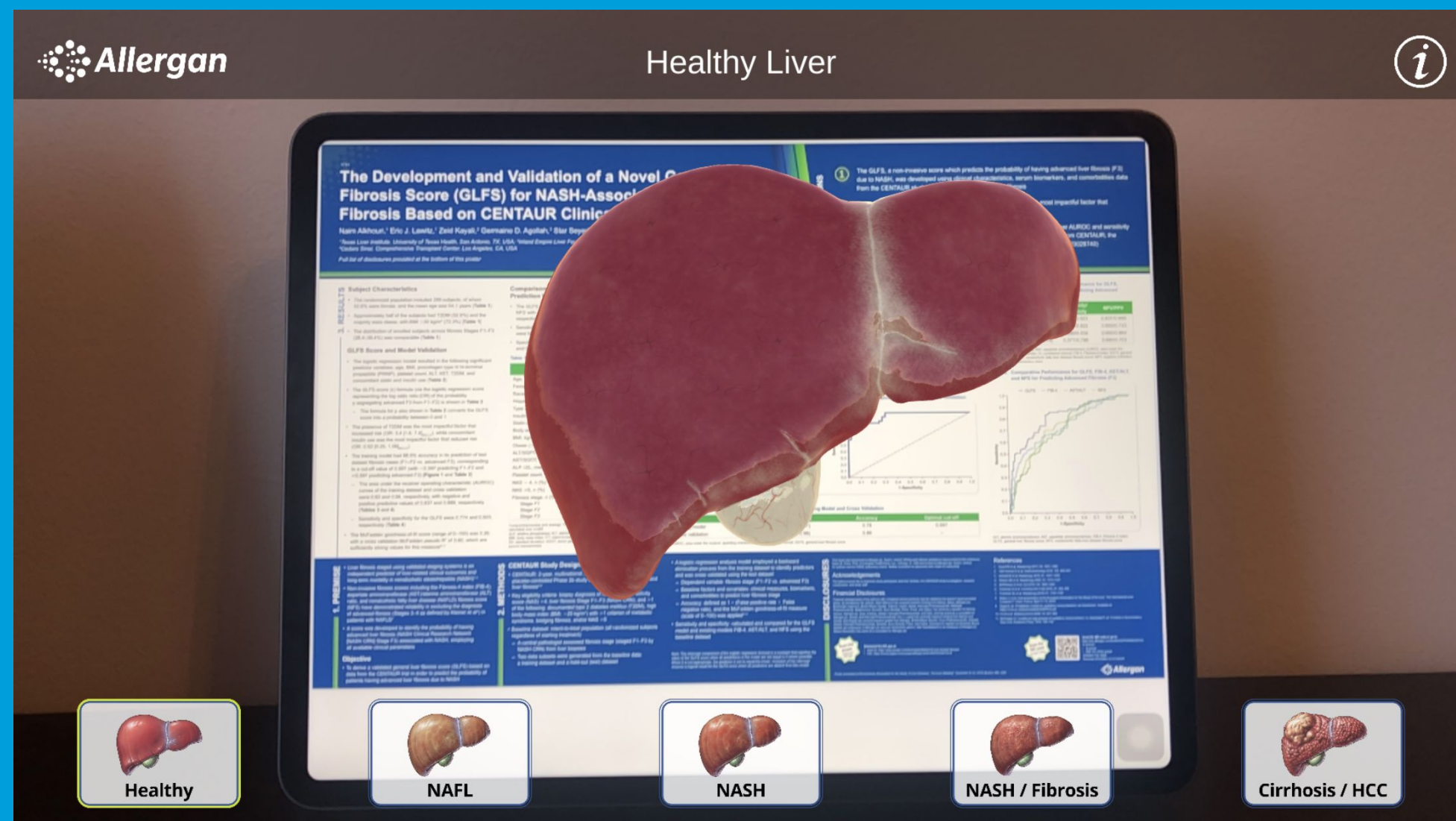
# Support Groups For XR Health



Foretell has partnered with XR Health to host support groups in virtual reality

Foretell Reality's platform allows users to participate in support groups anonymously as well as remotely

Administrators can schedule sessions and create breakout sessions if further privacy is required

Video: https://vimeo.com/558347774/ca36a0257b

# AR Visualization for AEC



Auggd visualizes design intent to all stakeholders throughout the construction project lifecycle, reducing the costs associated with rework

ADCO Construction Pty Ltd, a top 100 private Australian company with approximately $1B in revenues, used the Auggd platform to bring projects to life for its clients during the proposal phase, and engaged with stakeholders during project delivery

Most recently, full size, 1:1 scale visualizations of upcoming projects have allowed ADCO to visualize developments for its stakeholders in a uniquely engaging way; its users only need an iPad to view and explore a project on the actual site

Video:
https://player.vimeo.com/video/586889339?h=21bde86413

# XR Training

XR Terra's Unity-authorized training and career services prepare graduates with real-world experience in their desired field.

XR Terra's industry-driven training program created by XR experts, enterprise partners, and academic institutions allows users to graduate with market-competitive XR talent.

Users enrolled in XR Terra's outcome-focused courses for AR and VR will create a professional portfolio in engineering, design for XR applications, or programming.

Video: https://player.vimeo.com/video/618400041