



THE GLIMPSE GROUP
A VR/AR Company
Nasdaq | VRAR

Corporate Presentation
August 2022

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.

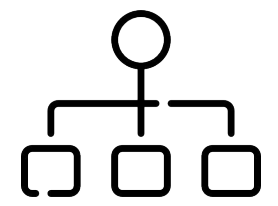
Important factors that could cause actual results to differ materially from those in the forward looking statements include: a continued decline in general economic conditions nationally and internationally; decreased demand for our products and services; market acceptance of our products; the ability 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.

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 multiple VR/AR subsidiary companies

Each focused on a different industry vertical and/or use case 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



Scale & Capital Structure

One of the largest independent SW & Services Immersive tech companies

High and consistent revenue growth; now at potential \$15MM annual revenue run rate vs. \$3.4MM a year ago (4.4X)

Operating cash burn well below net Cash balance (\$15MM)

Clean capital structure – no material liabilities, no preferred equity issued, no outstanding debt



Intellectual Property

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

4 active patent applications + 10 issued

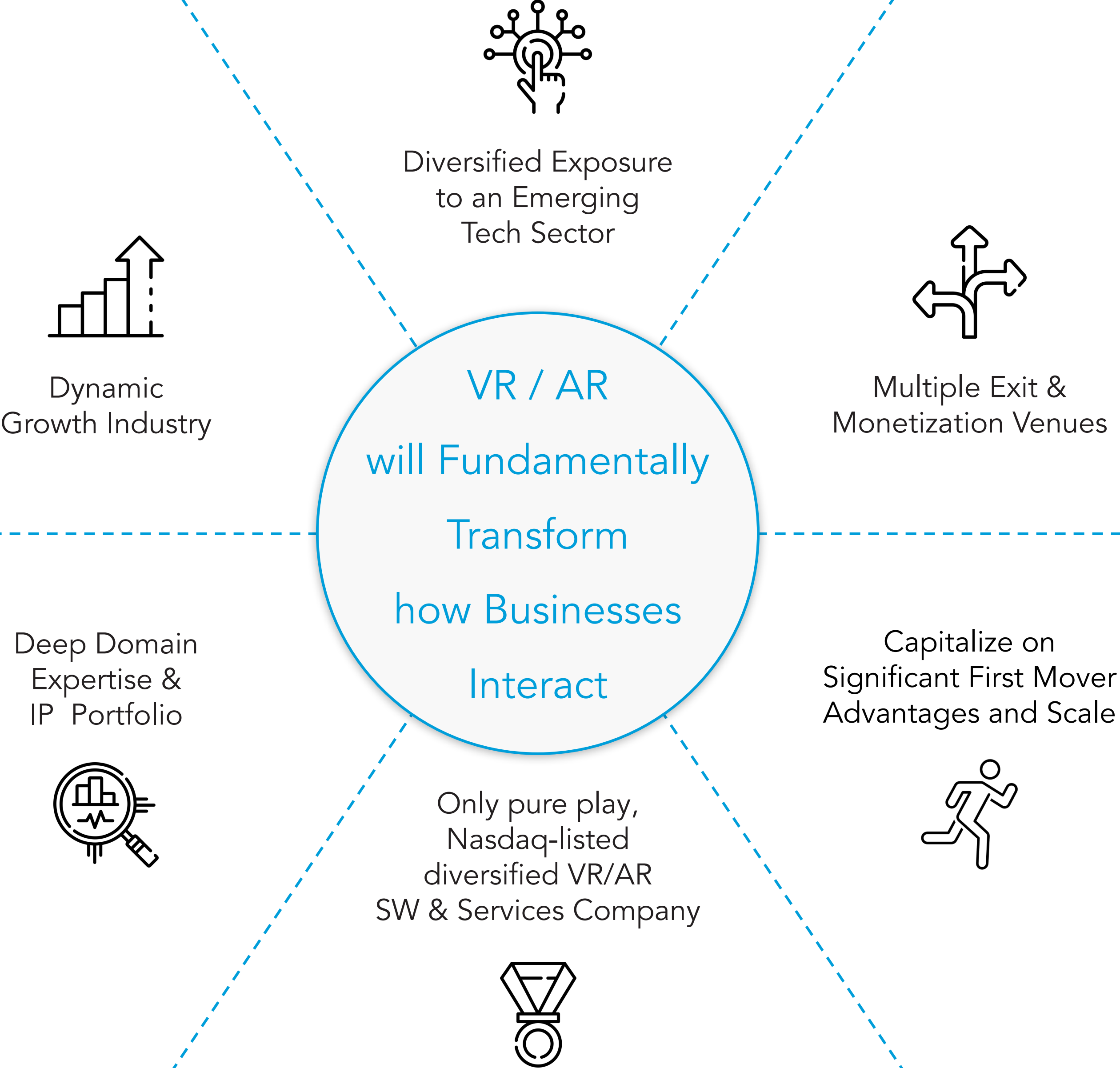
Direct tie-in to other emerging technologies: AI, Computer Vision, Big Data, Blockchain/Crypto/NFT



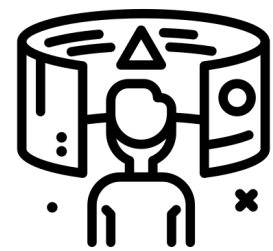
Glimpse Company Video Link

<https://player.vimeo.com/video/667486472>

Investment Thesis



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

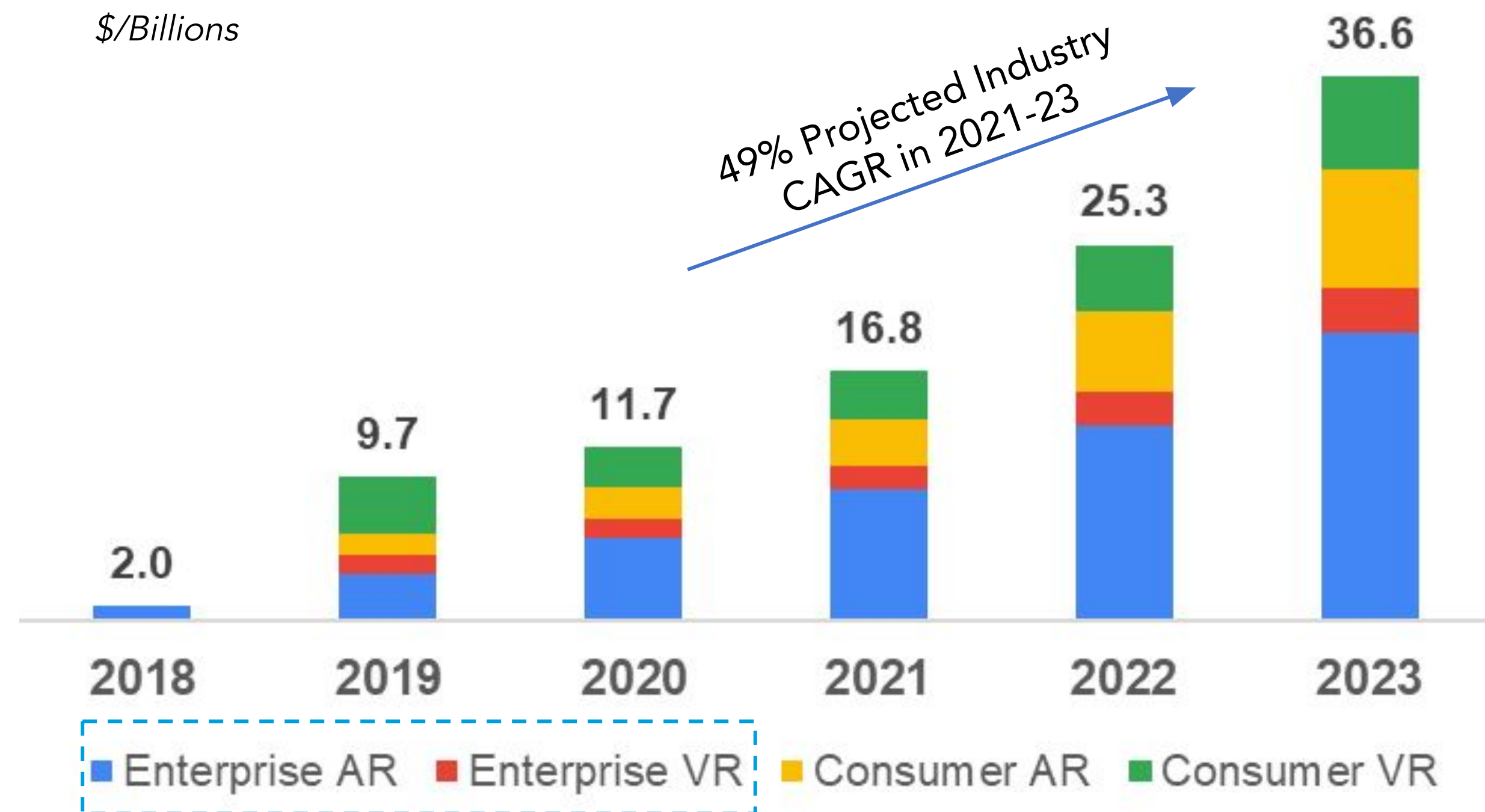


Augmented Reality (AR)

Text, sound, graphics or video are superimposed within the user's immediate physical world

Global VR/AR Revenue Projection

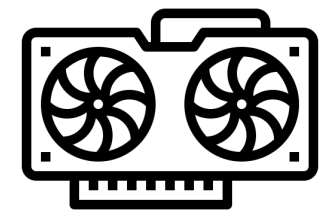
The VR/AR Industry is Projected to grow to over \$35B by 2023



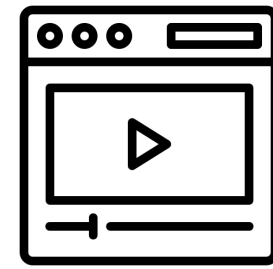
Source: ARtillery Intelligence + Glimpse Analysis

GLIMPSE FOCUS SEGMENTS

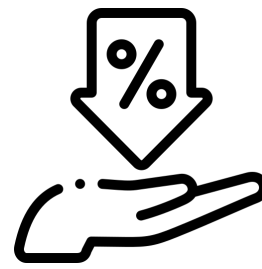
...as Key Inflection Points Have Been Reached...



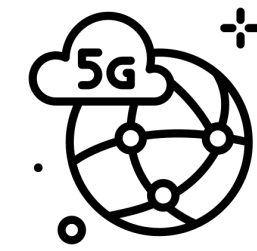
Computation
Power (GPU)



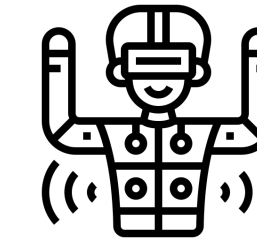
Content Creation



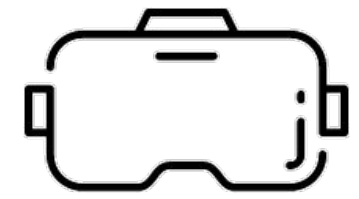
Hardware Costs



5G Network Deployments



Motion Tracking



Display Technologies



Increasing Adoption

...Key Industry Players Enter



SONY



facebook

Google



Nintendo



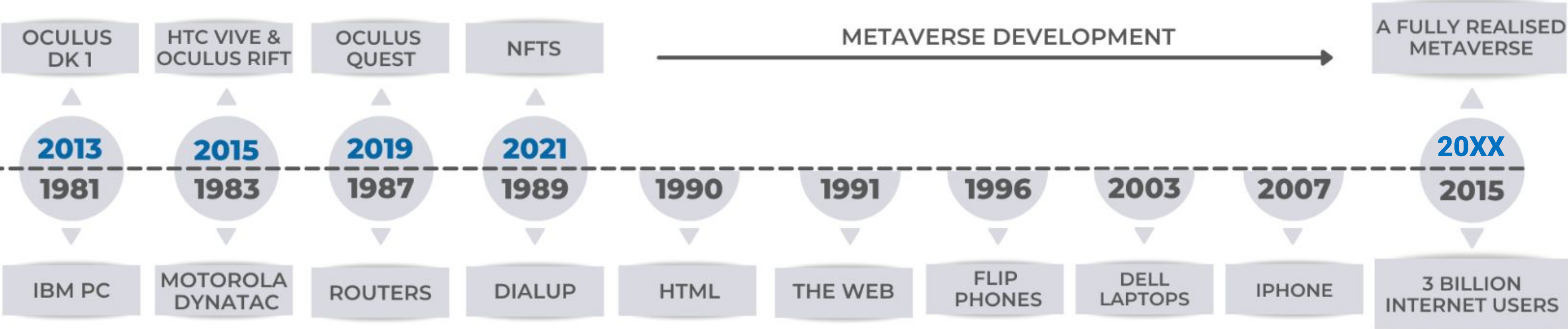
Note: These entities have generally focused on VR/AR hardware development and to some degree software infrastructure, NOT Industry specific software and services

...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	Advertising & Media agencies	Education	Gov/Defense & Industrial
 BOSTON MEDICAL CENTER EXCEPTIONAL CARE. WITHOUT EXCEPTION.								
								
								
								
								
								
								
								

The Metaverse Tech Cycle

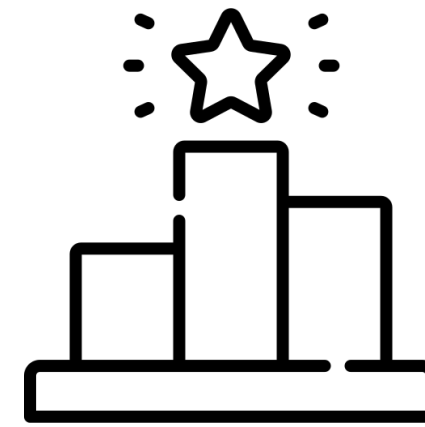
TECH CYCLE 2: THE METAVERSE



TECH CYCLE 1: ANALOG TO DIGITAL



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

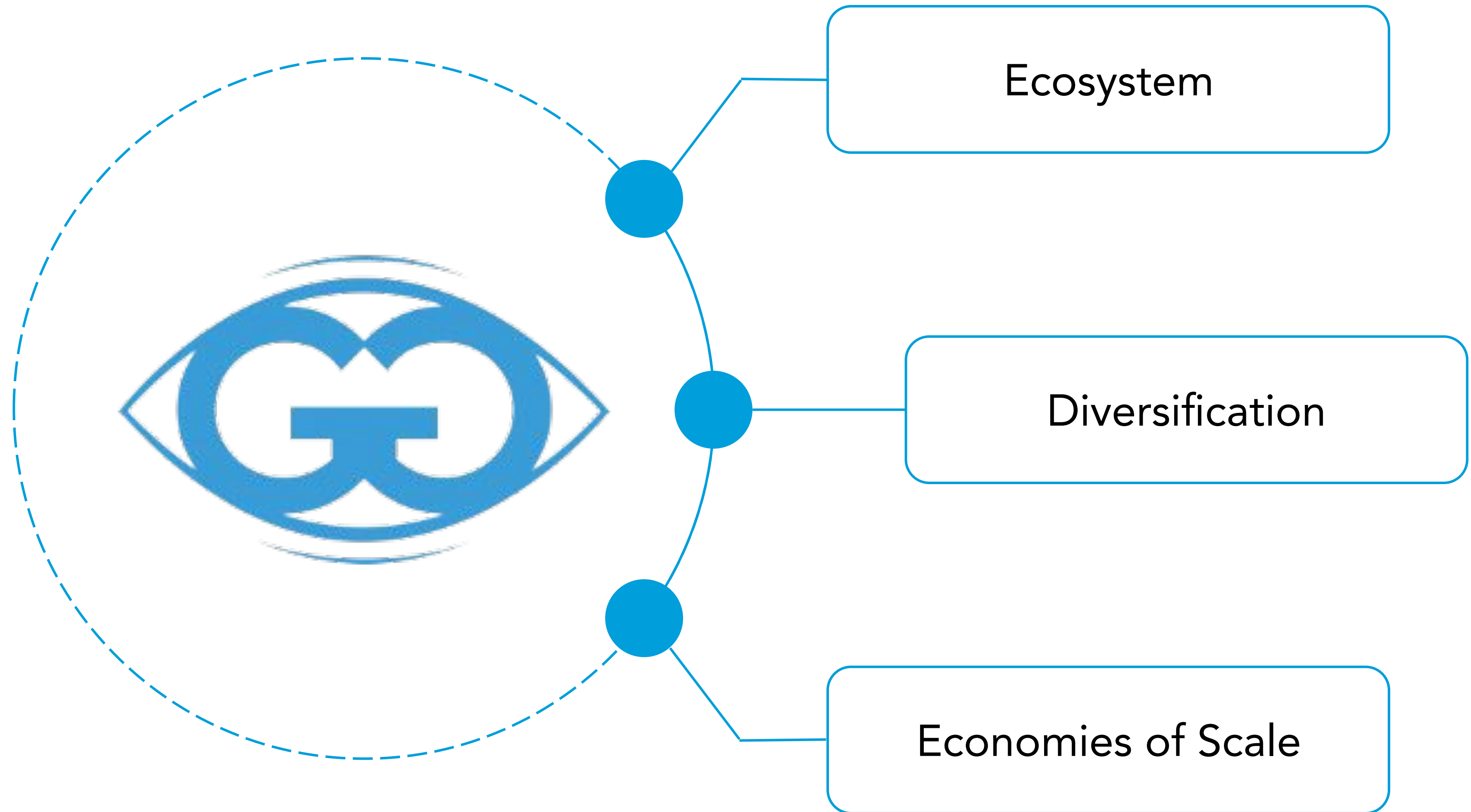
Platform, scale and ecosystem

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



Innovative Platform Model

Strong Alignment of Interests Propel Value Creation



Glimpse Organizational Structure

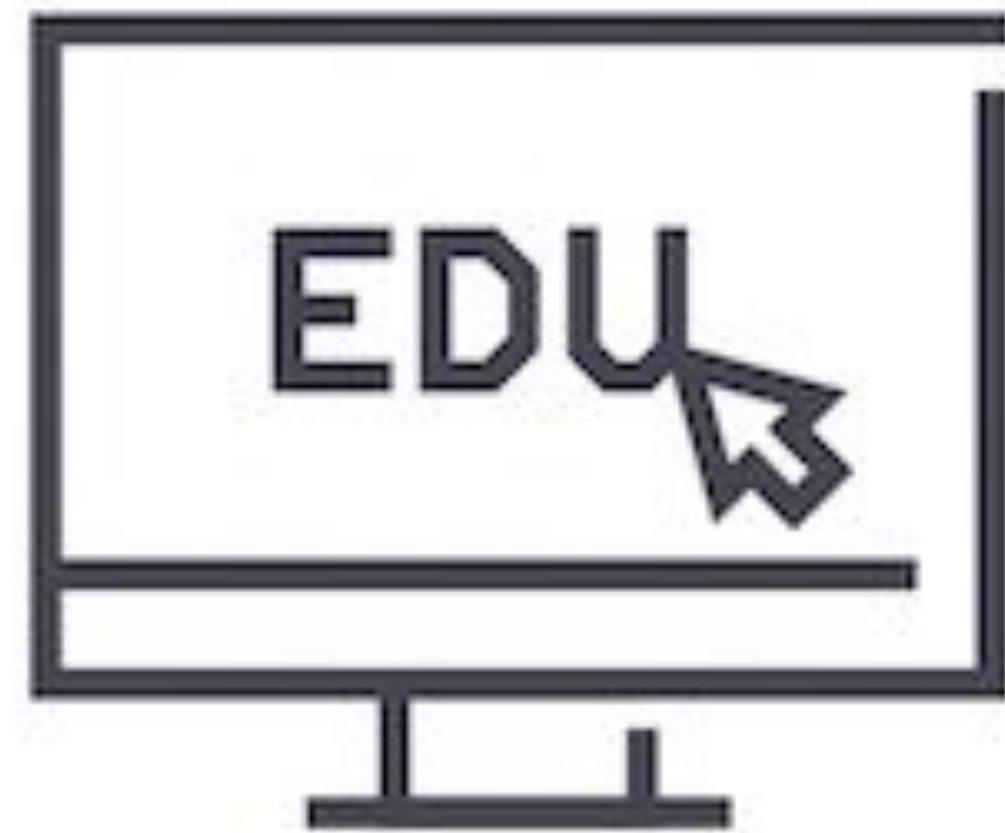


XR Utilization

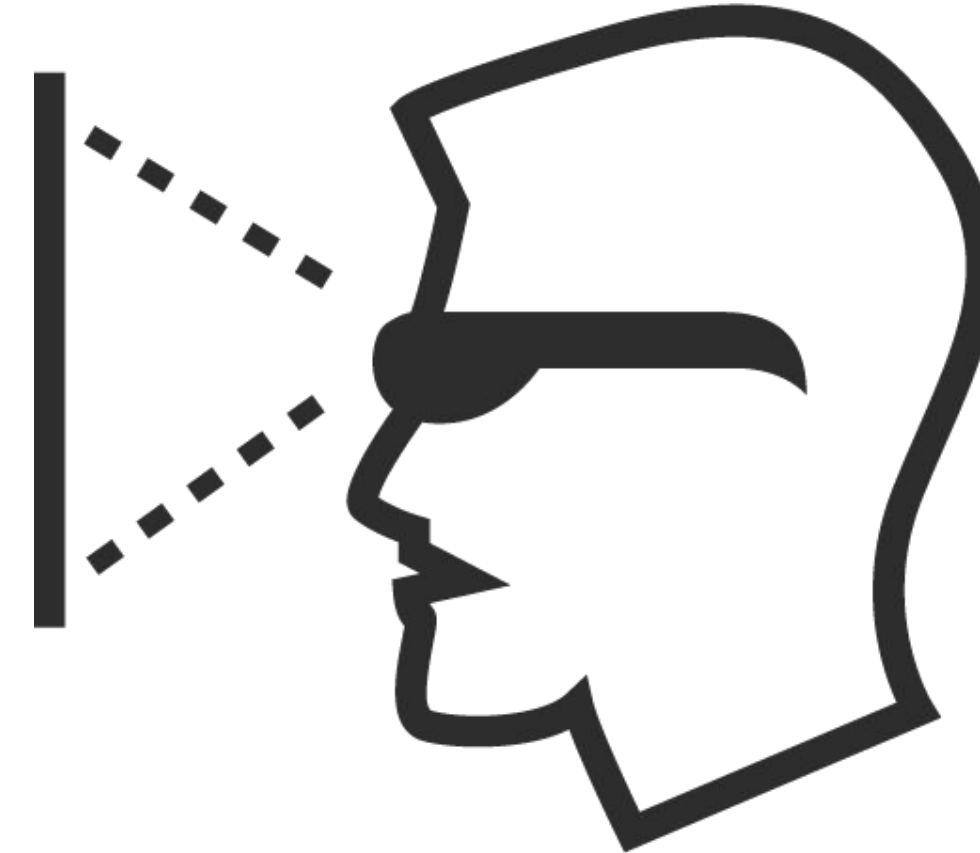
Marketing



Learning



Visualization

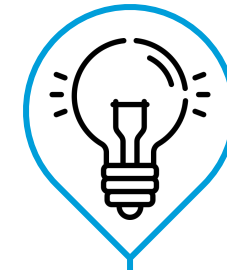


Metaverse



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 patent applications for many of Glimpse's subsidiary companies

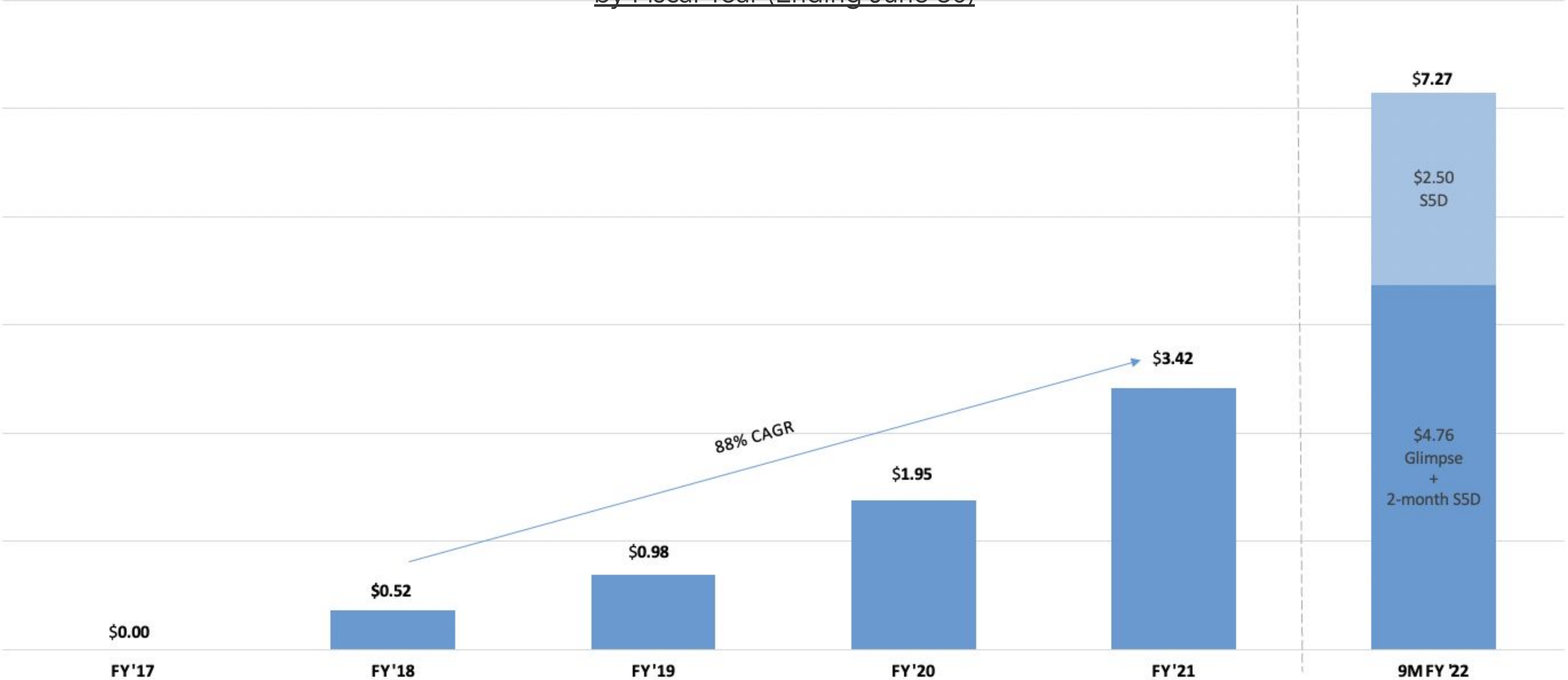
- 4 Active Patent Applications -

- 10 Issued Patents -

- In aggregate, Glimpse has a robust and diversified portfolio of filed and issued patents -

Financials

Recognized Revenue* (\$MM)
by Fiscal Year (Ending June 30)



*Excluding Brightline Revenue (~\$5MM annual)

\$15MM annual revenue run rate

Financial Overview

Strong Cash Position

\$15MM Cash (including \$2MM in escrow for S5D acquisition)

Profitability/Loss

Expecting approximately \$4MM annual cash burn for this FY, significantly below cash position

Clean Capital Structure

No material liabilities, no preferred stock issued, no outstanding convertible debt

Revenue Growth

\$15MM potential annual revenue run rate with recent Brightline Interactive acquisition vs. approximately \$3.4MM a year ago (4.4X)

Capital Raised

Nasdaq IPO July 1, 2021
Raised \$38MM from inception, primarily in common stock (approx. \$29MM IPO+)

Ownership

High insider ownership (founders, management, board, employees) with approx. 40% of the common stock

The Glimpse Group NASDAQ: VRAR	
Share Price ¹	\$5.63
Shares Outstanding ²	13.5MM
Market Cap ¹	\$76MM
Cash ²	\$15MM
Debt ²	\$0.0
EV ¹	\$61MM
9-Month Period Revenue ³	\$4.8MM ⁴
EBITDA 9M FY '22 ³	(\$2.5)MM
Headquarters	New York, NY

1. As of August 8, 2022
2. As of August 1, 2022
3. As of March 31, 2022
4. \$7.3MM including S5D acquisition, Excluding Brightline ~\$5MM in annual revenue

Executive Team



Lyron Bentovim

President & CEO

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



Maydan Rothblum

CFO & COO

20 years of finance/ops leadership experience
Managing Director of a Tech PE Fund
Columbia Business School, MBA



DJ Smith

Chief Creative Officer (CCO)

VR/AR expert, Organizer of NYVR Meetup
Penn State, BS Civil Engineering



Jeff Meisner

CRO

25+ years of executive leadership experience
Founder and General Manager of Sector 5 Digital
University of Waterloo, BS Engineering



James Watson

CMO

20+ years of marketing leadership experience
Founder of XRTech Marketing & co-chair of VRAR Association
University of Essex, BA (Hons) Economics & Politics



Tyler Gates

Chief Futurist

Founder and General Manager of Brightline Interactive, VRARA DC Chapter President
Lenoir-Rhyne University, BS Communications & Interpersonal Psychology

Independent Board Members



Sharon Rowlands

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



Jeff Enslin

20+ years as senior executive and portfolio manager at global hedge fund, Director of several early-stage tech companies
NYU, MBA



Lemuel Amen

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



Alexander Ruckdaeschel

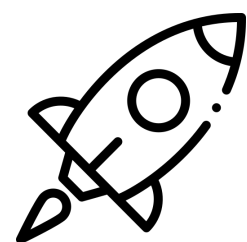
20+ years of international experience in the financial, investment and tech industries as a co-founder, partner and senior exec. Significant experience in technology company operations



Ian Charles

25+ years executive leadership in tech, operations, finance, and acquisitions; CFO of numerous SaaS, tech finance, and digital media companies
USF School of Management, MBA

Key Takeaways



Leading-Edge Innovation

Substantial VR/AR IP portfolio

Wide IP concepts can be captured in an emerging industry

200+ 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)



Glimpse Group

VR/AR Platform Company

Industry Leader

SW & Services Enterprise Focus

Own and operate 13 subsidiary companies, growing organically and via acquisition

Led by experienced and well-rounded Management and Board

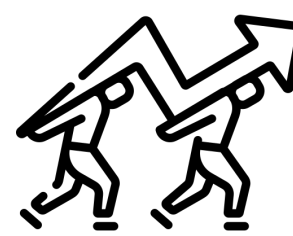
Tier 1 customer base

Strong revenue growth

Significant IP

Clean capital structure

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



Robust Ecosystem

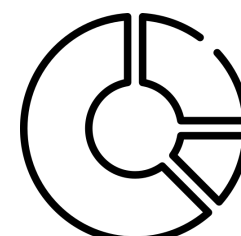
Dynamic, collaborative, with deep domain expertise

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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Mark Schwalenberg
Director
MZ Group - North America
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Mark.Schwalenberg@mzgroup.us

Appendix

Executive Biographies (I)

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 Member, 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.

Executive Biographies (II)

Jeff Meisner | Chief Revenue Officer | Board Member Mr. Meisner has over three decades of experience serving as an executive leader in technology companies. Mr. Meisner first served as Vice President of the Speedware Corporation, an Internet solutions and IT company. He then founded and served as CEO of Skyline Sector 5, a tradeshow and event marketing solutions development company. In 2014, Mr. Meisner became the General Manager of Sector 5 Digital, an award-winning creative studio developing innovative digital content for industry-leading brands. Under his leadership, S5D continues to design VR and AR solutions for major brands in marketing, communications, entertainment, virtual events, training, and simulation. Now, as CRO of The Glimpse Group, Mr. Meisner identifies and develops synergies between subsidiaries to facilitate comprehensive enterprise solutions that maximize their ROI. Mr. Meisner also serves on the Board of Directors for Cristo Rey Fort Worth High School, a non-profit high school focused on educating students from low-income backgrounds. Mr. Meisner holds a BS in Electrical Engineering from the University of Waterloo.

James Watson | Chief Marketing Officer Mr. Watson launched his career at a travel tech start-up in Sydney over 20 years ago. From there he went on to work for globally renowned advertising agency Ogilvy, leading marketing programmes for clients including Cisco and Philips. Over the past 10 years he has built up substantial marketing experience in the immersive technology sector (VR, AR and MR), advising a range of organisations from start-ups through to Fortune 500 companies. More recently, as Chief Marketing Officer for Immerse, he helped them to become the market leader in enterprise VR, winning numerous industry awards along the way. He has since established XRTech Marketing, a company that specialises in providing marketing services for the immersive technology sector.

Tyler Gates | Chief Futurist Mr. Gates has spent over a decade as a visionary for immersive technology, spatial computing, and the exploration of the human experience in the virtual world. He is the General Manager at Brightline Interactive, an award-winning creative technology agency. He is a visionary for the applications of VR/AR technology for enterprise, branding and government solutions and an expert in transforming client needs into tangible concepts and ideas through the use of VR/AR technology. Mr. Gates is dedicated to growing the use of VR and AR technology through thought-leadership, speaking worldwide and hosting the VR/AR Association's (VRARA) podcast, "Everything VR/AR", as well as the President of the DC Chapter of VRARA. He is an active member of the National Defense Industrial Association (NDIA). Additionally, he served on various subcommittees for the Interservice/Industry, Training, Simulation, and Education Conference (I/ITSEC), sponsored by the National Training and Simulation Association (NTSA), an affiliate of NDIA since 2019.

Independent Board of Directors

Sharon Rowlands | Independent Board Member Ms. Sharon Rowlands has over 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 earned her Postgraduate Certificate in Education from the University of London and her B.A. in History from Newcastle University.

Jeff Enslin | 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 | 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 for Electronic Data Systems (EDS) and 3M. He has served as a board director for a private technology firm, AbeTech Inc. since 2009, and on the board of advisors of private industrial firm, Diversified Chemical Technology, Inc., since 2018. Mr. Amen is an experienced board member serving 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 | 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.

Ian Charles | Independent Board Member Ian Charles is a veteran CFO with over 25 years of executive leadership experience in technology, public markets, mergers and acquisitions, and multinational operations. He currently serves as the CFO of Filevine, a leading provider of SaaS legal solutions, and has previously served as CFO at a wide range of SaaS, finance, technology, and digital media companies, including: Flexe (2021); Scoop Technologies, Inc. (2019-2021); Planful (2014-2019); The Brenner Group (2012-2015); and RMG Networks (2010-2012). Mr. Charles co-founded and formerly served as the CFO of Unison (2003-2009), a real estate equity investment firm. His years of experience as a tech-oriented CFO across a variety of sectors has equipped him with substantial expertise in finance and operational infrastructure. Mr. Charles earned his MBA in Finance from the USF School of Management, and his BA in Political Science from University of Colorado Boulder.

Revenue Generating Subsidiary Companies (I)



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 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 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 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 (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



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



Sector 5 Digital creates VR and AR solutions for marketing, communications, sales, entertainment, and more

Combines brilliant storytelling with emerging technology for industry leading organizations

[Full-service partner that elevates brands](#) with innovative digital content

Revenue Generating Subsidiary Companies (III)



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

PULPOAR

Pulpo AR creates easy to deploy and scalable AR Software-as-a-Service (SaaS) plugins virtual try-on solutions

Primarily targeting the Beauty industry

Approximately 40 software developers based in Turkey, with AI and Computer Vision expertise



GLIMPSE TURKEY

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

Development is based in Turkey

Specializes in photogrammetry to create web optimized models

brightline

Brightline Interactive provides VR, AR, 5G integration, spatial computing, and deep tech software and service solution.

Designs, builds, and installs immersive and interactive experiences, training scenarios, and simulations

Supports events, permanent display areas, and simulation environments for both government and commercial customers

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>

Walmart



RAGÚ

Applebee's

PAC SUN

SONY

Barilla

TRUIST

The Economist

LIQUIDIV.
Fueling Life's Adventures



SUBWAY



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>

NSU
Florida

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>



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>



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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

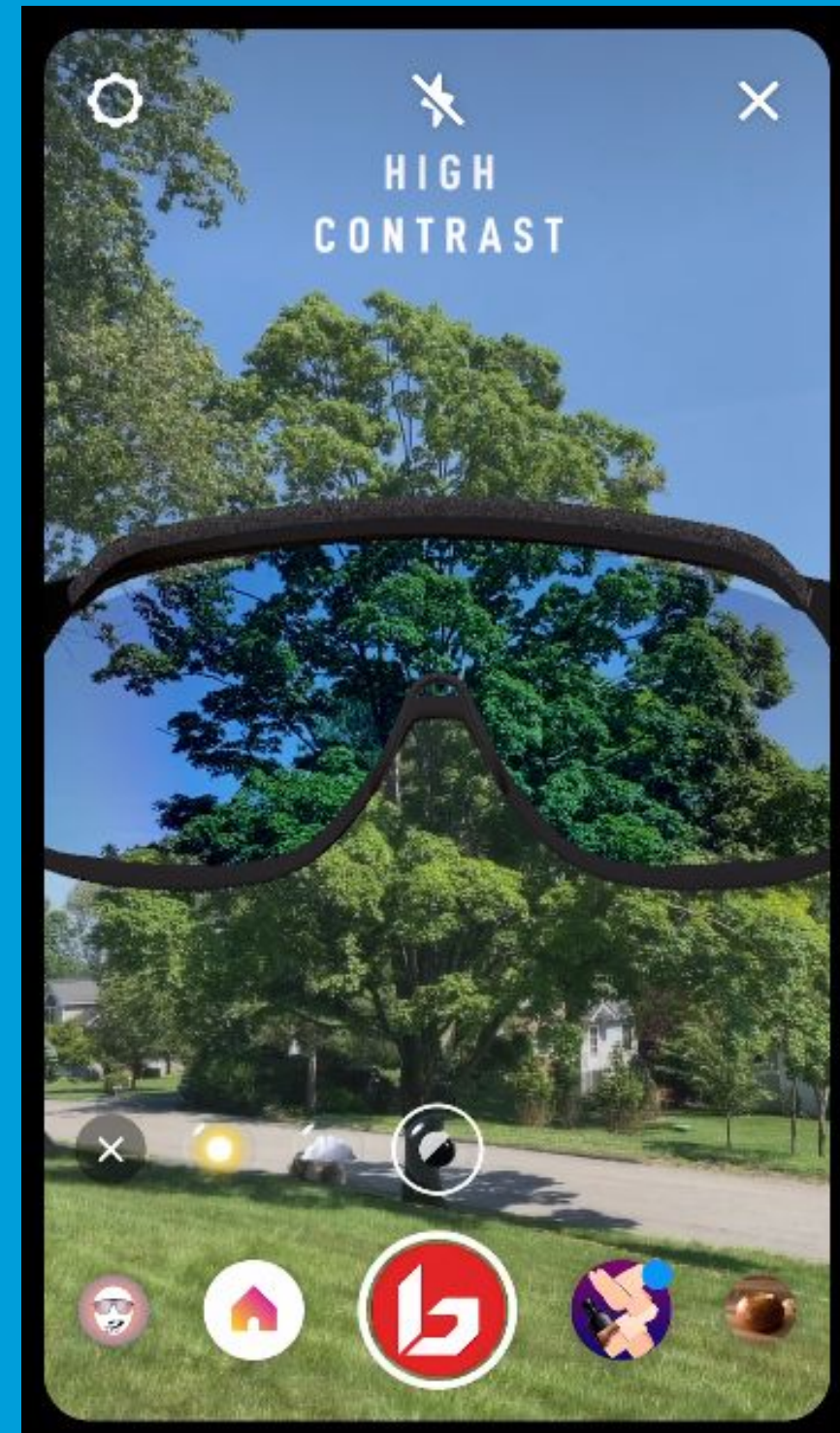
The project included 3D modeling an entire Chromaflow room and all of the necessary equipment and interactions

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>



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>

bolle

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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>



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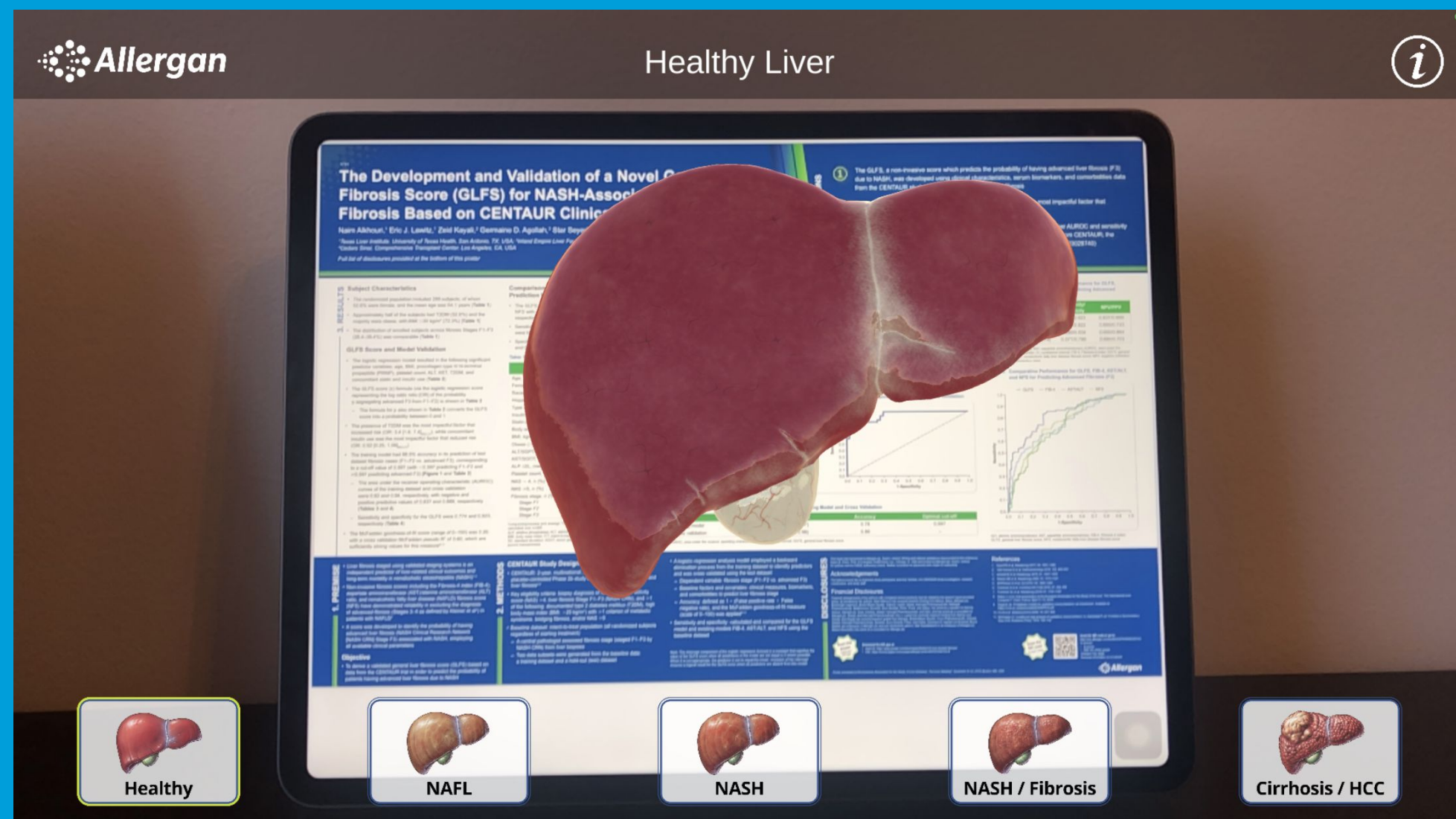
AR Poster For Allergan

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



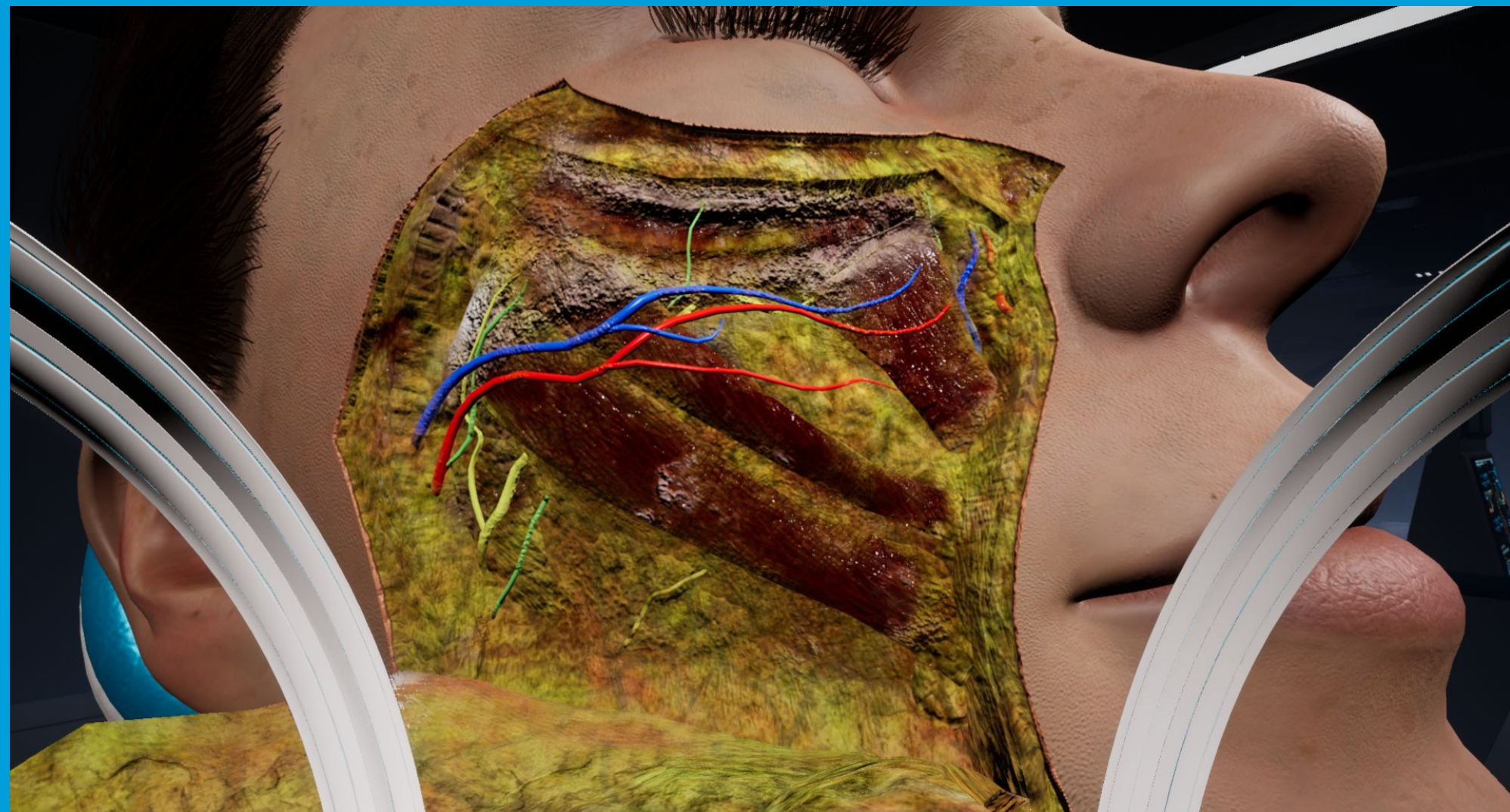
XR Terra's Unity-authorized training and career services prepare graduates with real-world experience in their desired field.

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>

Galderma Interactive Anatomy VR



Galderma partnered with Sector 5 Digital to create an immersive motion-based VR experience to take their anatomy training to the next level in order to teach doctors and injectors who are non-physicians how to inject safely and effectively for optimal patient results.

The immersion makes for a memorable experience, helping the trainee apply what they've learned much quicker than previous training methods and retaining the information afterwards.

Based on the positive results they saw, Galderma plans on deploying this program to the thousands of aesthetics partners worldwide to improve their anatomy-based education.

Video: <https://vimeo.com/412458172>

GALDERMA

EST. 1981



AR Interactive Displays



In collaboration with AT&T 5G, Brightline Interactive created The Virtual Layer, a shared, location-based AR experience. Using their 5G-connected device, users can interact with virtual content strategically positioned throughout the AT&T Experience store.

The first two deployments were branded AR experiences which brought Looney Tunes and Wonder Woman 1984 content packs to life at the AT&T Dallas Discovery District flagship store.

The Virtual Layer is scalable and adaptable, able to easily integrate new intellectual properties and content packs on top of the base platform within any physical location.

Video: <https://vimeo.com/734736530>



brightline