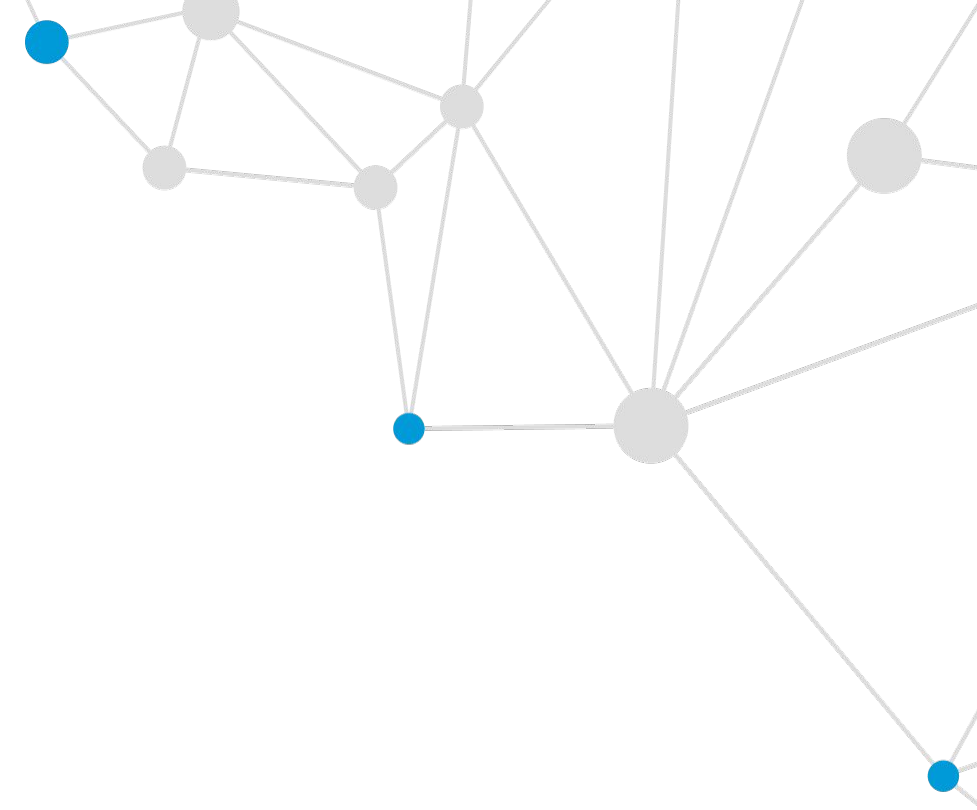




**THE GLIMPSE GROUP**  
Nasdaq: VRAR

# Corporate Presentation

May 2023



# 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.



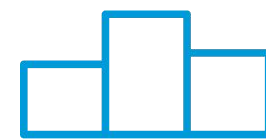
# Overview

**The Glimpse Group is an Immersive Technology Company Comprised of Multiple Enterprise Focused Virtual and Augmented Reality (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 in a collaborative manner



## Scale & Capital Structure

- One of the largest independent SW & Services Immersive tech companies
- High and consistent revenue growth; Approximately \$10.6MM revenue in 9M FY '23 vs. approximately \$4.8MM 9M FY '22
- Cash & Equiv balance of approx. \$8.3MM (including \$2MM S5D acq escrow) as of 3/31/23 + committed to cash flow breakeven in CY '23
- Clean capital structure no material cash liabilities, no preferred equity issued, no outstanding debt



## 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 companies in an emerging industry
- Shared operational, financial and technological infrastructure

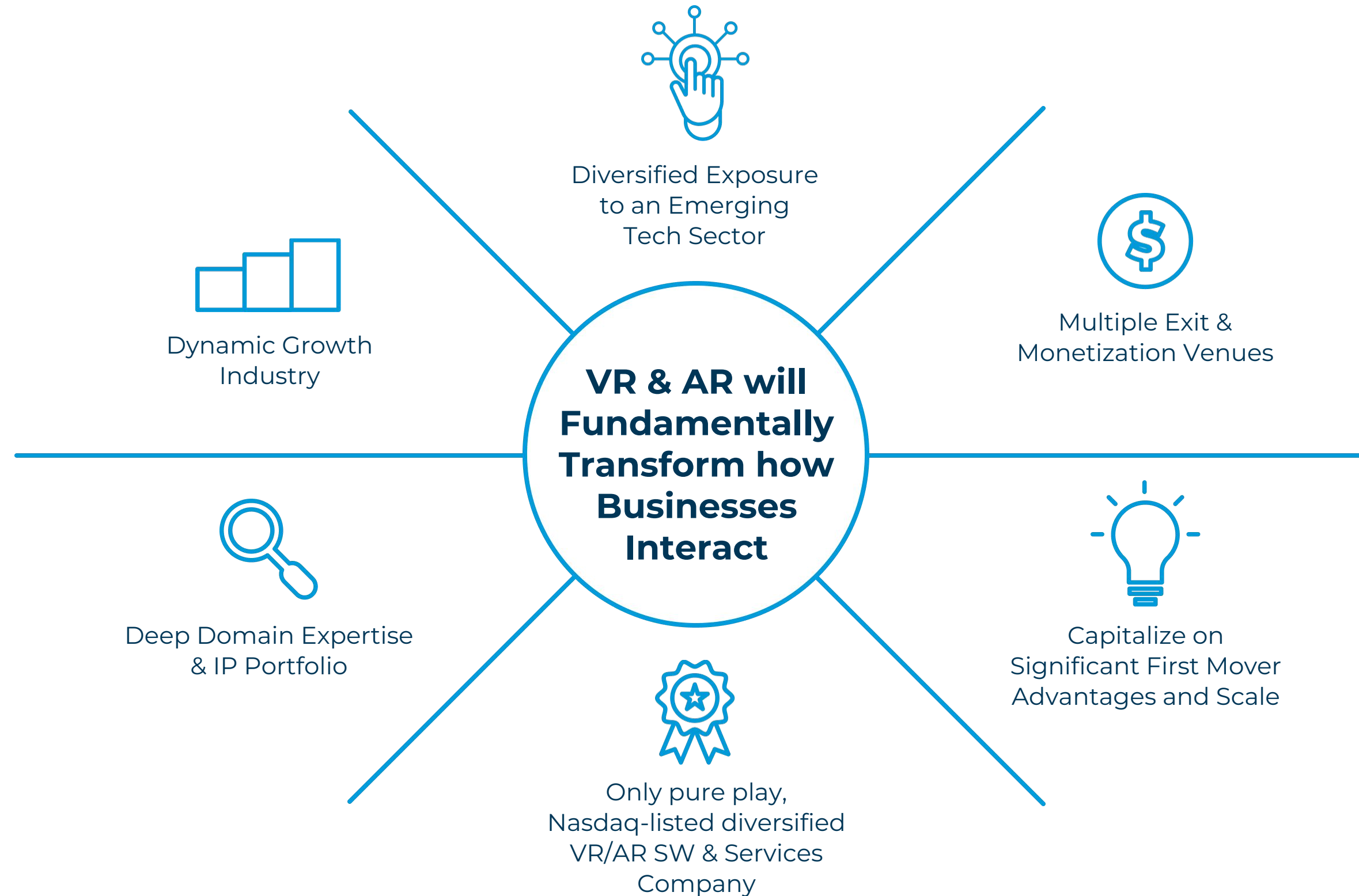


## Intellectual Property

- 200+ full-time developers, engineers and 3D artists
- 10 issued patents + 3 active patent applications
- Direct tie-in to other emerging technologies: AI, Computer Vision, Big Data, Blockchain



# Investment Thesis





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

## Virtual Reality (VR)

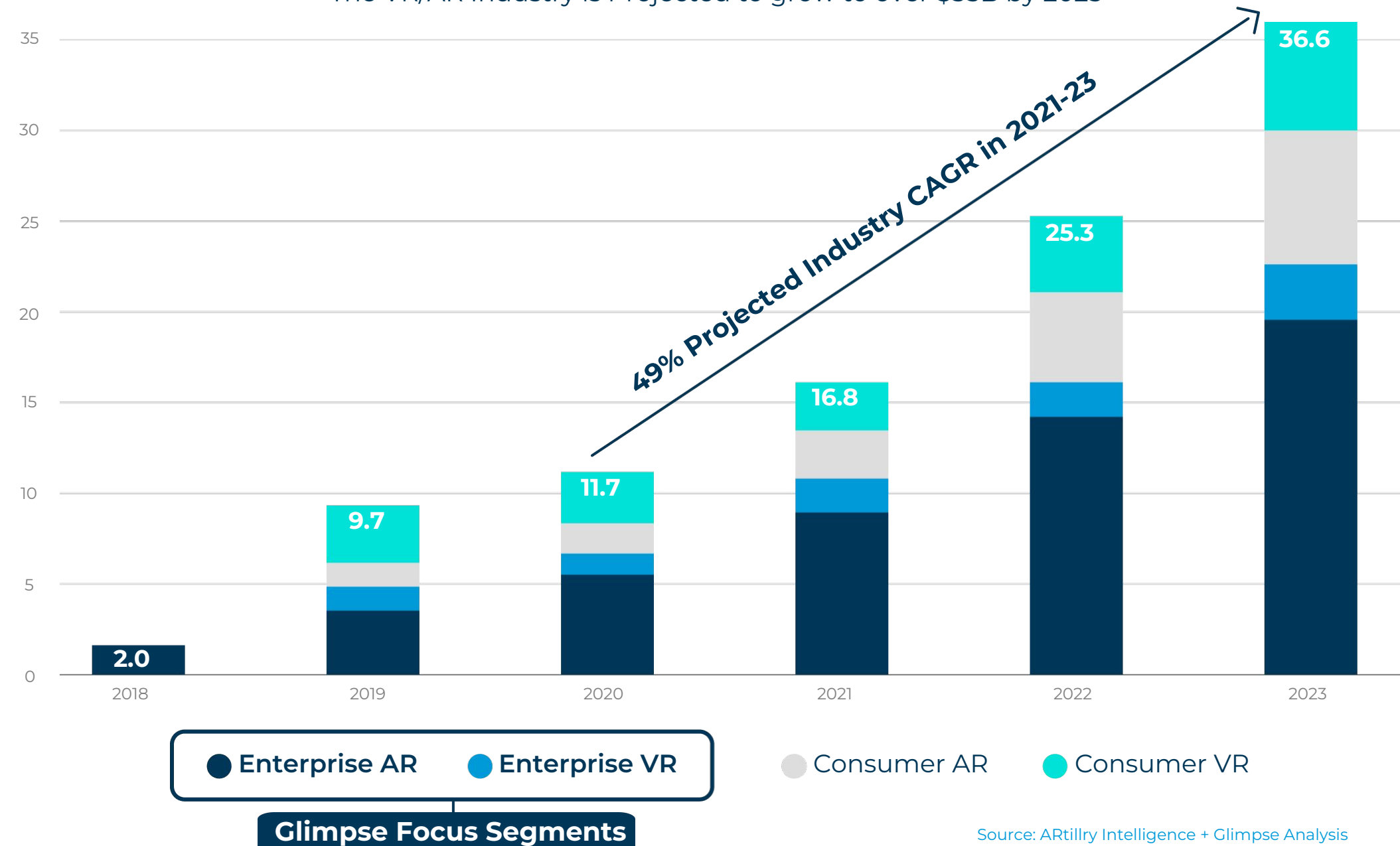
User enters and interacts with a fully immersive digital reality, away from their immediate physical world

## Augmented Reality (AR)

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

## Global VR/AR Revenue Projection

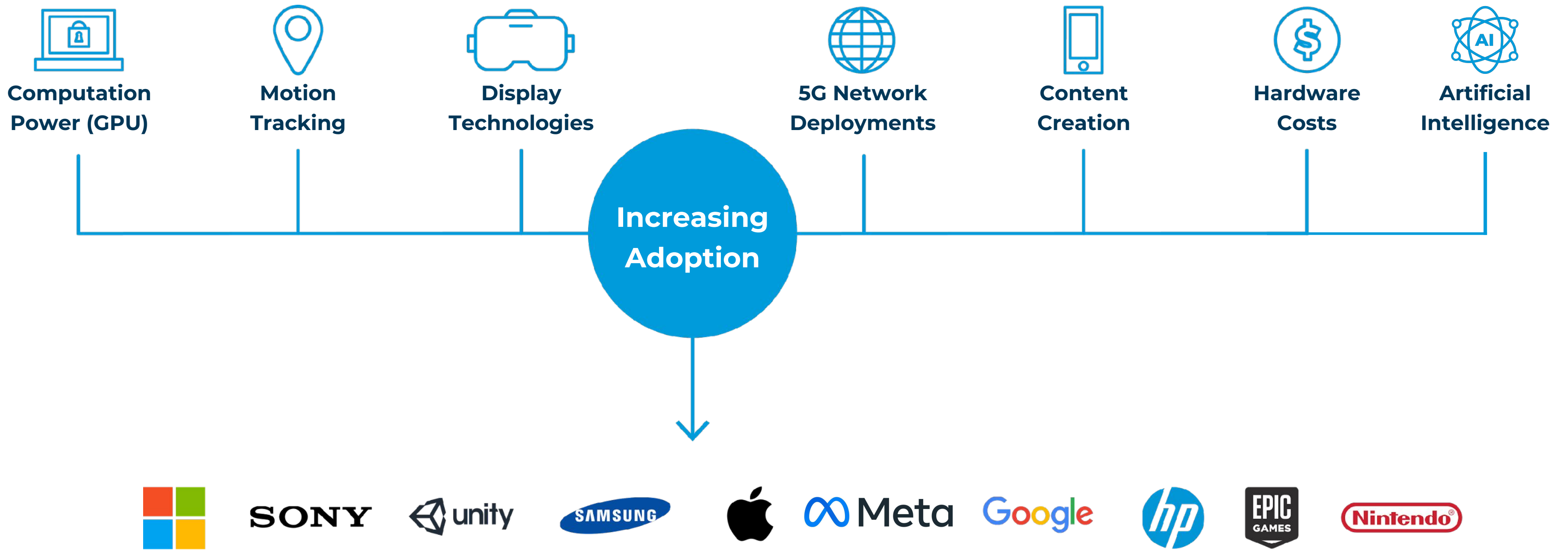
The VR/AR Industry is Projected to grow to over \$35B by 2023



Source: ARtillery Intelligence + Glimpse Analysis



# As Key Inflection Points have been Reached ...Major Industry Players Enter



# Glimpse has a Diverse Base of Top Tier Customers & Relationships, Across Multiple Industries

## Tech Companies



## Medical Institutions



## International Food Company



## Global Pharma



## Global Brands



## Advertising & Media



## Education

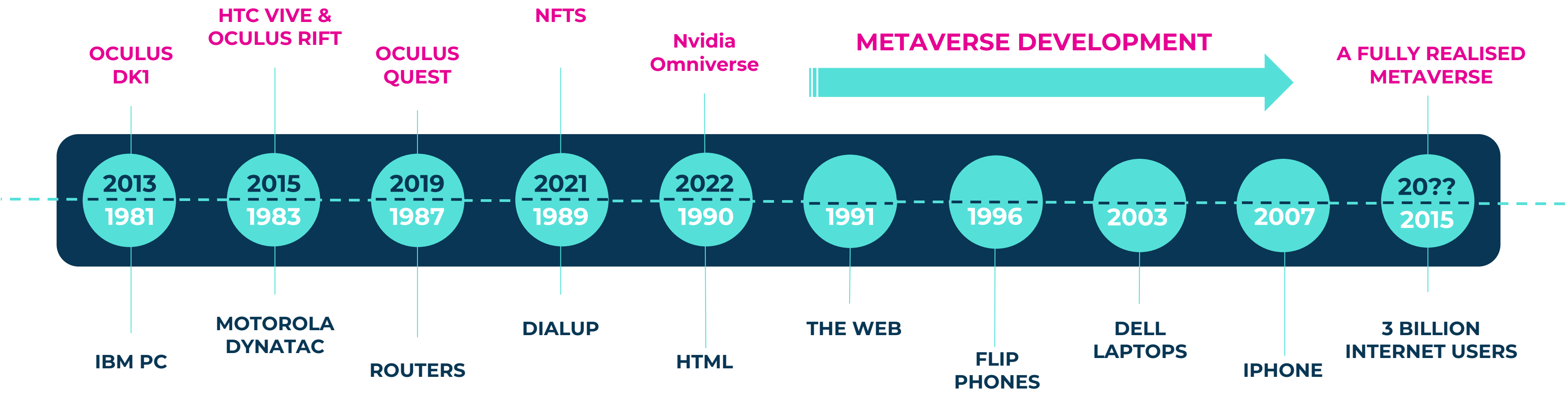


## Govt. Defence & Industrial



# The Metaverse Tech Cycle

□ ————— Digital to Immersive —————▶



□ ————— Analog to Digital —————▶



# Glimpses Vision & Competitive Advantages

**Become THE premier VR & AR software and services company, with a global footprint**

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

**Diversification  
and risk  
mitigation**

**Leverage  
position to  
accretively add  
VR / AR  
companies**

**Platform,  
scale and  
ecosystem**

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





# Innovative Platform Model

## Strong Alignment of Interests Propel Value Creation





# Glimpse Subsidiary Companies



## Creating world-class 3D and AR experiences

Using industry-leading scanning, modeling, and photogrammetry techniques, QReal provides our clients with sales lift, brand recognition and viral content.

**Brands, Agencies & Retail**



## Immersive storytelling for the enterprise sector

Sector 5 Digital is an award-winning creative agency that combines brilliant storytelling with immersive technology for industry leading organizations.

**Enterprise Visualization**



## Immersive Platforms, Deep Tech, and 5G

Brightline designs, builds and integrates immersive and interactive experiences, scenarios, and simulations for both government and commercial customers.

**Corporate & Government Simulations**



## Accelerating adoption of VR in healthcare

Immersive Health Group (IHG) is a VR simulation platform company, leveraging deep experience in tech-enabled enterprise services to simplify the adoption of VR in healthcare.

**Healthcare & Nurse Training**



## Training & upskilling immersive technology builders

XR Terra is the leading US-based XR training & upskilling company, enabling top enterprises to scale up their virtual reality and Metaverse talent.

**XR Training**



## Enhancing human interaction through Virtual Reality

Foretell Reality is a Virtual Reality (VR) platform that brings people together in three-dimensional spaces, opening up new ways to connect, learn and grow.

**Therapy, Universities & Training**



## Using AR to enhance products & narratives

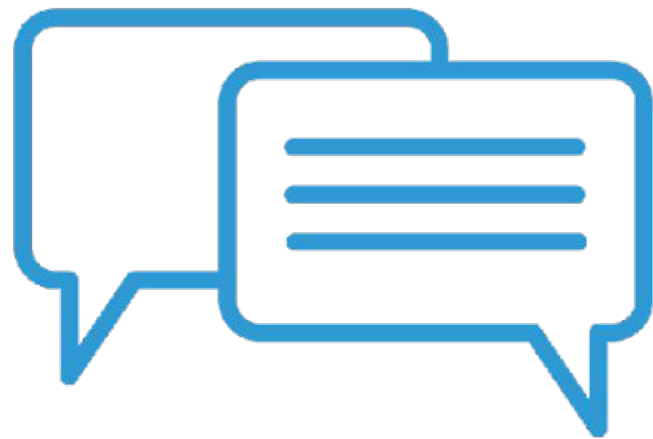
Spear XR develops AR applications and provides related services for clients to enhance their products and solutions by adding an engaging and useful layer of content to their existing assets.

**Education, AEC & Universities**



# XR Utilization

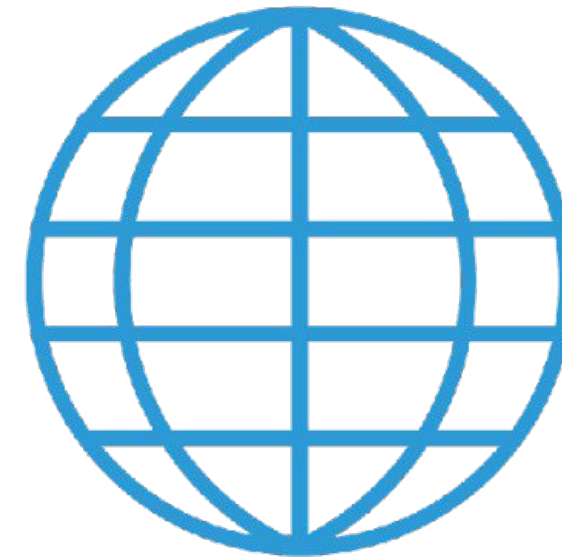
## Marketing



## Learning



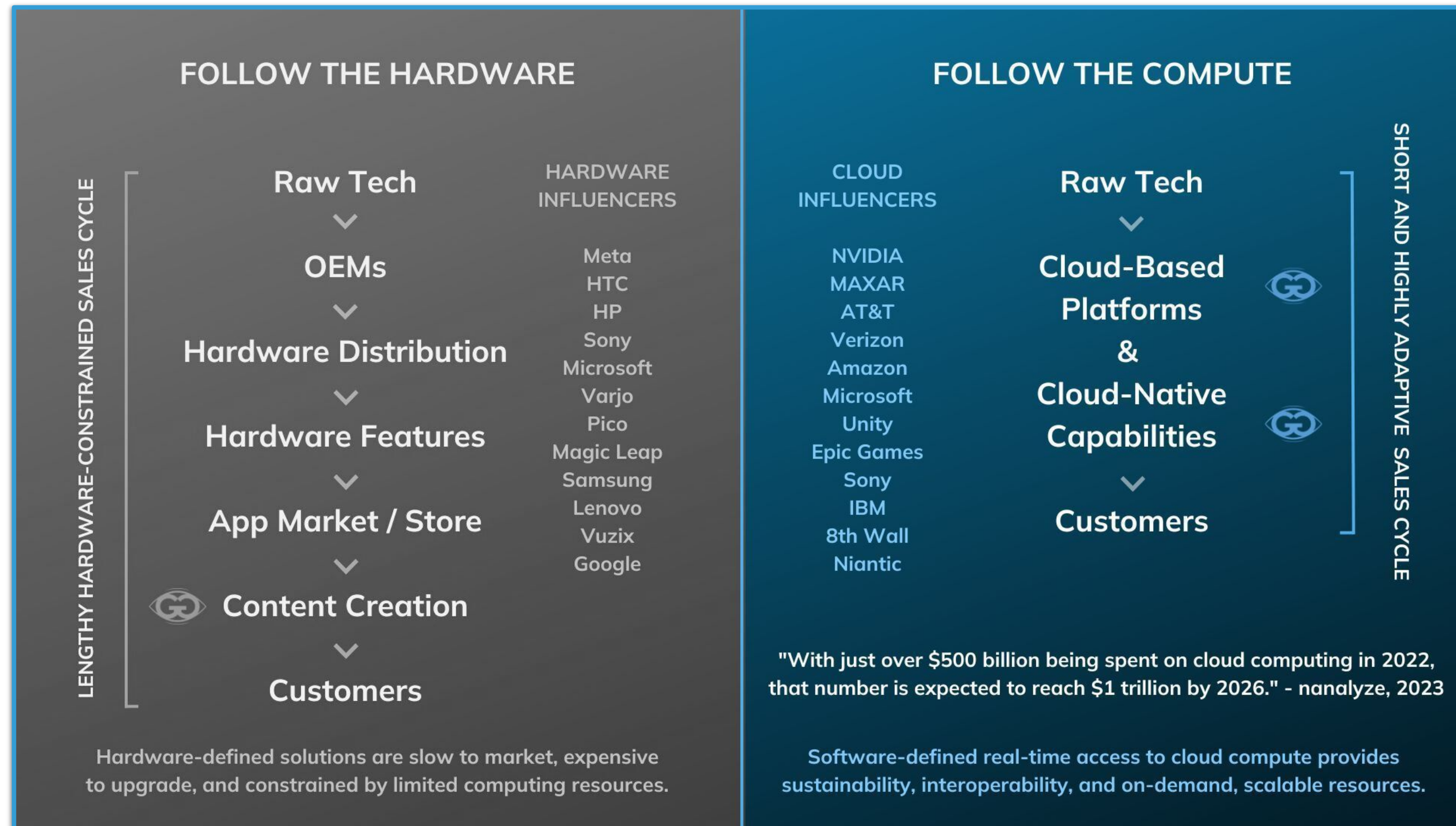
## Visualization



## Metaverse



# AI/Cloud Computing Initiative





# Expanding IP & 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.

**10 Issued Patents**

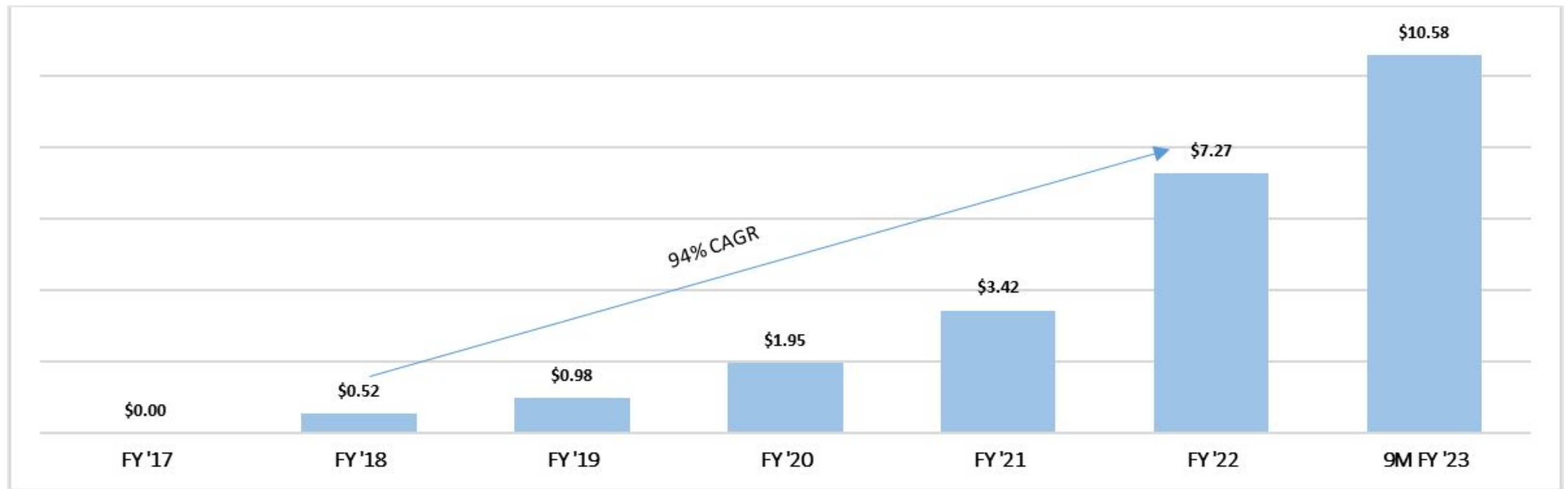
**3 Active Patent Applications**

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



# Revenue Growth

**Recognized Revenue (\$MM)  
FY Ending June 30**



# Financial Overview

## Cash Position

\$8.3MM cash and equivalents,  
(including \$2MM S5D acq escrow)  
as of 3/31/23

## Profitability/Loss

Adj. EBITDA loss for Q3 FY '23 of  
approx. \$1.1MM, compared to approx.  
\$2.6MM in Q2 'FY '23

Cash flow used in Operating Activities  
was approx. \$1.1MM for Q3 FY '23 vs.  
approx. \$3.4MM in Q2 FY '23

## Clean Capital Structure

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

## Revenue Growth

Approximately \$3.7MM revenue in Q3 FY '23 vs.  
approximately \$2.1MM in Q3 FY '22, a 79% increase

Approximately \$10.6MM revenue in 9M FY '23 vs.  
approximately \$4.8MM 9M FY '22, a 122% increase

## Capital Raised

Nasdaq IPO July 1, 2021

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

\$100MM S3, effective November 2022; untapped

## Ownership

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

## THE GLIMPSE GROUP

Nasdaq: VRAR

Share Price <sup>1</sup>	\$4.10
Shares Outstanding <sup>2</sup>	14.5MM
Market Cap <sup>1</sup>	\$58.45MM
Cash <sup>3</sup>	\$8.05MM
Debt <sup>3</sup>	\$0.0
EV <sup>1</sup>	\$51.4MM
Q1 FY '23 Revenue <sup>3</sup>	\$3.7MM
EBITDA Q1 FY '23 <sup>3</sup>	(\$1.13)MM
Headquarters	New York, NY

1. As of May 15, 2023
2. As of May 15, 2023
3. As of March 31, 2023





# 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.



**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.



**DJ Smith**  
**CCO**

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



**Tyler Gates**  
**Chief Futurist**

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



# Independent Board of Directors



**Sharon Rowlands**

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



**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.



**Jeff Enslin**

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



**Ian Charles**

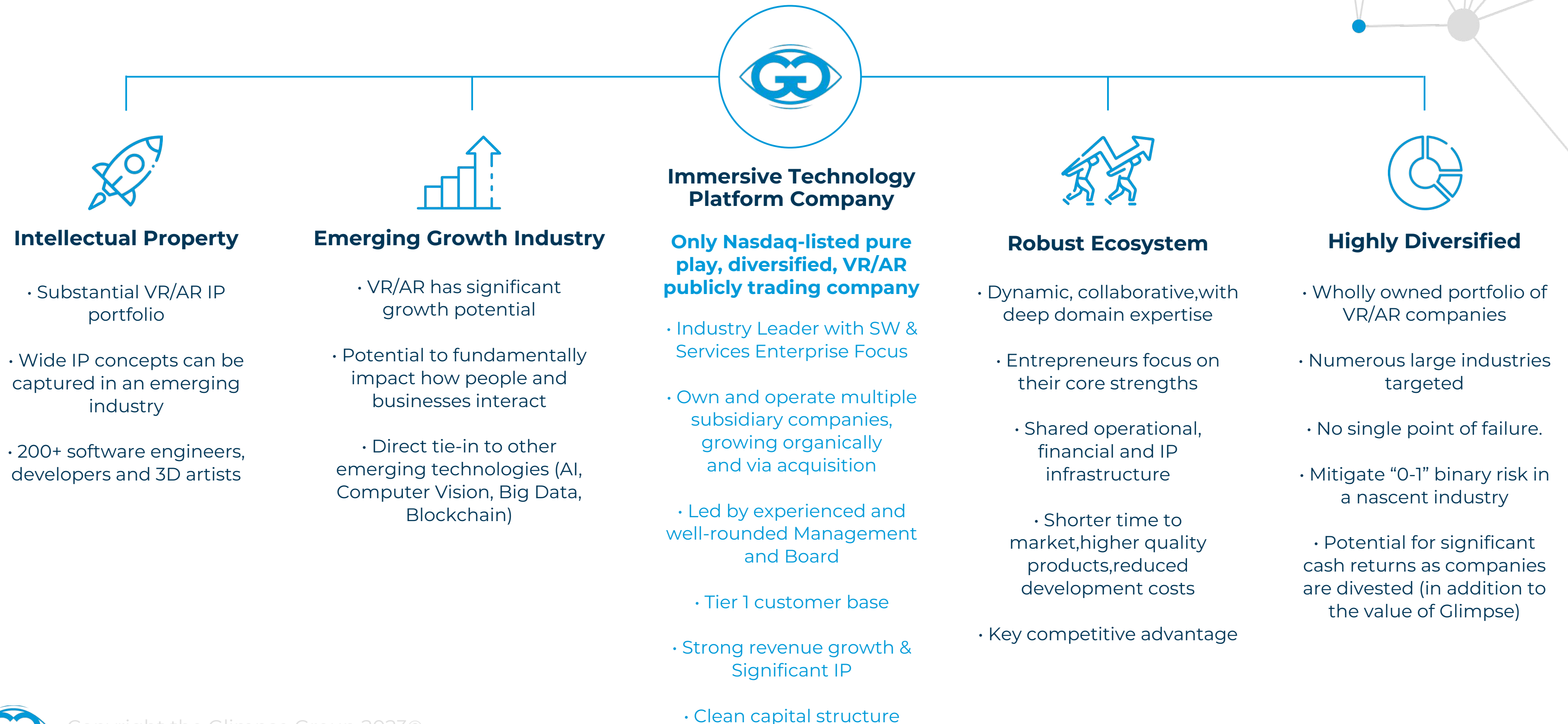
25+ years executive leadership in tech, operations, finance, and acquisitions; CFO of numerous SaaS, tech finance, and digital media companies. USF School of Management, MBA.



**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.

# Key Takeaways



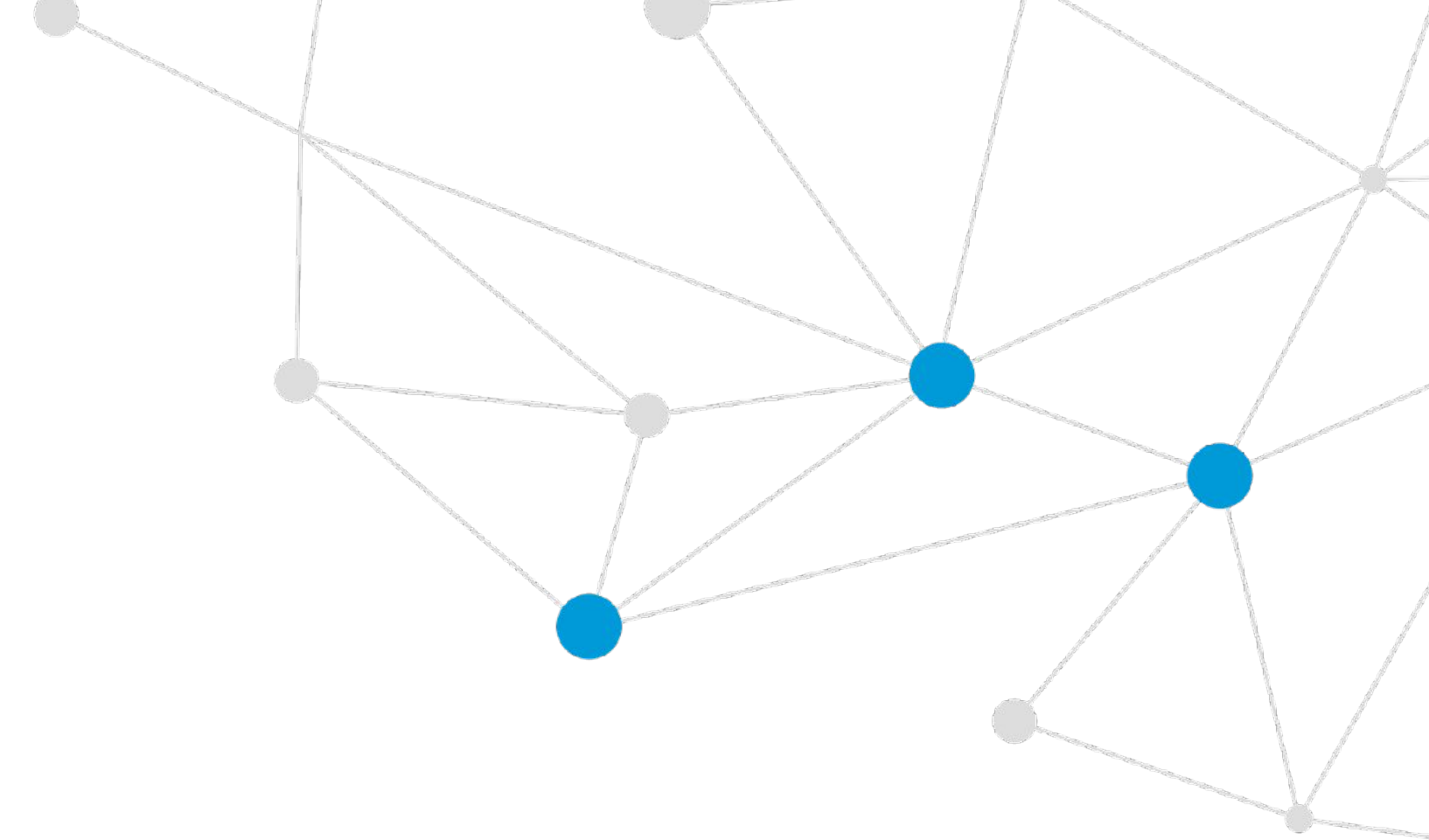
# Thank You!

## General Inquiries

Lyron Bentovim  
President & CEO  
Mobile: 510-367-2212  
Lyron@TheGlimpseGroup.com

## Investor Inquiries

Maydan Rothblum  
CFO & COO  
Mobile: 917-292-2685  
Maydan@TheGlimpseGroup.com

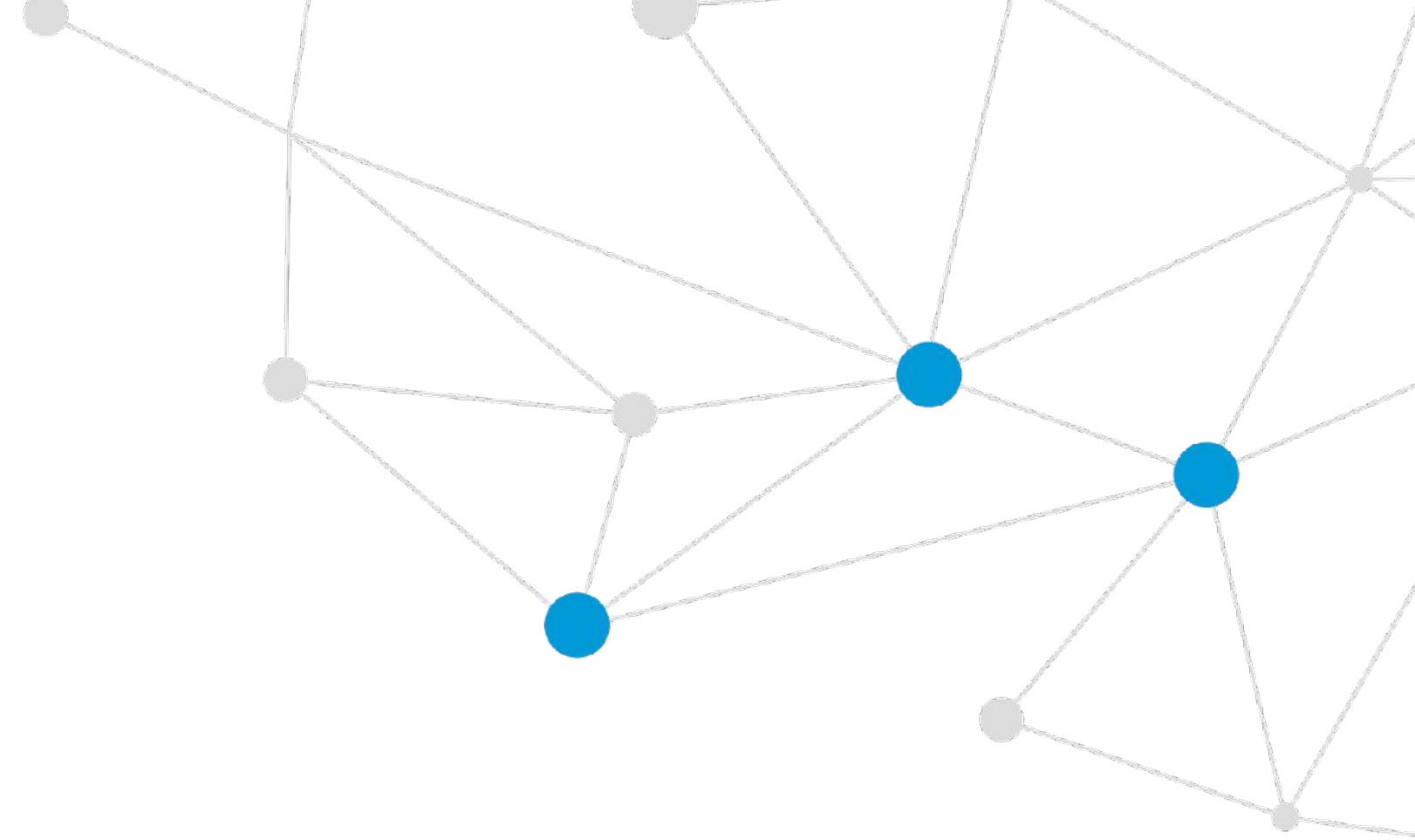


**THE GLIMPSE GROUP**  
Nasdaq: VRAR





# Appendix



**THE GLIMPSE GROUP**  
Nasdaq: VRAR





# 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 25 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 Newfold Digital (previously 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.



# Subsidiary Companies (I)



## Brightline

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

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

<https://brightlineinteractive.com/>



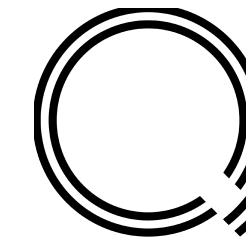
## Sector 5 Digital

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

<https://www.sector5digital.com/>



QReal

## QReal

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

<https://www.qreal.io/>



# Subsidiary Companies (II)



## Spear XR

Spear XR'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

<https://www.postreality.io/>



## XR Terra

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

<https://www.xrterra.com/>



## Foretell Reality

Foretell Reality provides VR multi-person spaces for collaboration, Corporate Training and eLearning

Enhance productivity and human communications that overcome geographic and physical constraints

Secure platform, suitable for sensitive and/or confidential meetings

<https://foretellreality.com/>



## Immersive Health Group

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

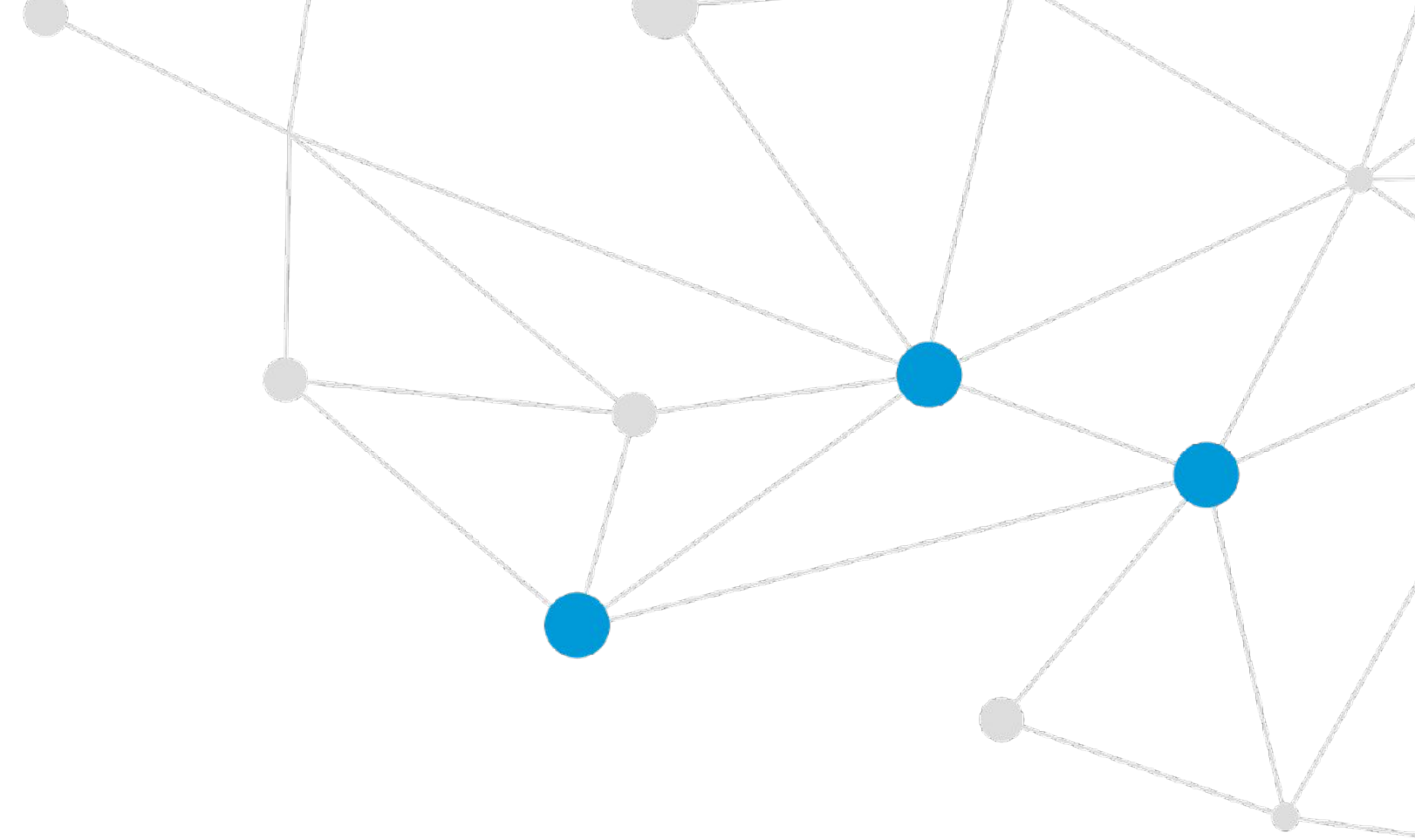
Utilize VR/AR technologies to measurably improve the patient's user-experience and health outcomes

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

<https://immersivehealthgroup.com/>



# Use Cases



**THE GLIMPSE GROUP**  
Nasdaq: VRAR





# Enhancing the Dining Experience with Augmented Reality Menus

**GLIMPSE SUBSIDIARY:** QReal

**CLIENT:** Denny's

**SECTOR:** Retail

Denny's partnered with QReal, a subsidiary of The Glimpse Group, to create an Augmented Reality (AR) experience for their menu. With QReal's expertise, Denny's launched an AR-integrated menu that immerses diners in the brand's history, highlights limited time specials, and shares ingredient stories.

The AR menu features high quality 3D assets and can be accessed through 8th Wall's web-based AR platform, which runs seamlessly on mobile and tablet browsers without requiring a separate app download.

[Read the Full Case Study](#) (Link not live yet)





# Sephora Increases Online Makeup Sales by 35% with Virtual Try-on Experience

**GLIMPSE SUBSIDIARY: QReal**

**CLIENT: Sephora (Turkey)**

**SECTOR: Retail**

Sephora (Turkey) knew it had to keep pace with the growing trend of virtual try-ons to maintain its position as a top player in the industry.

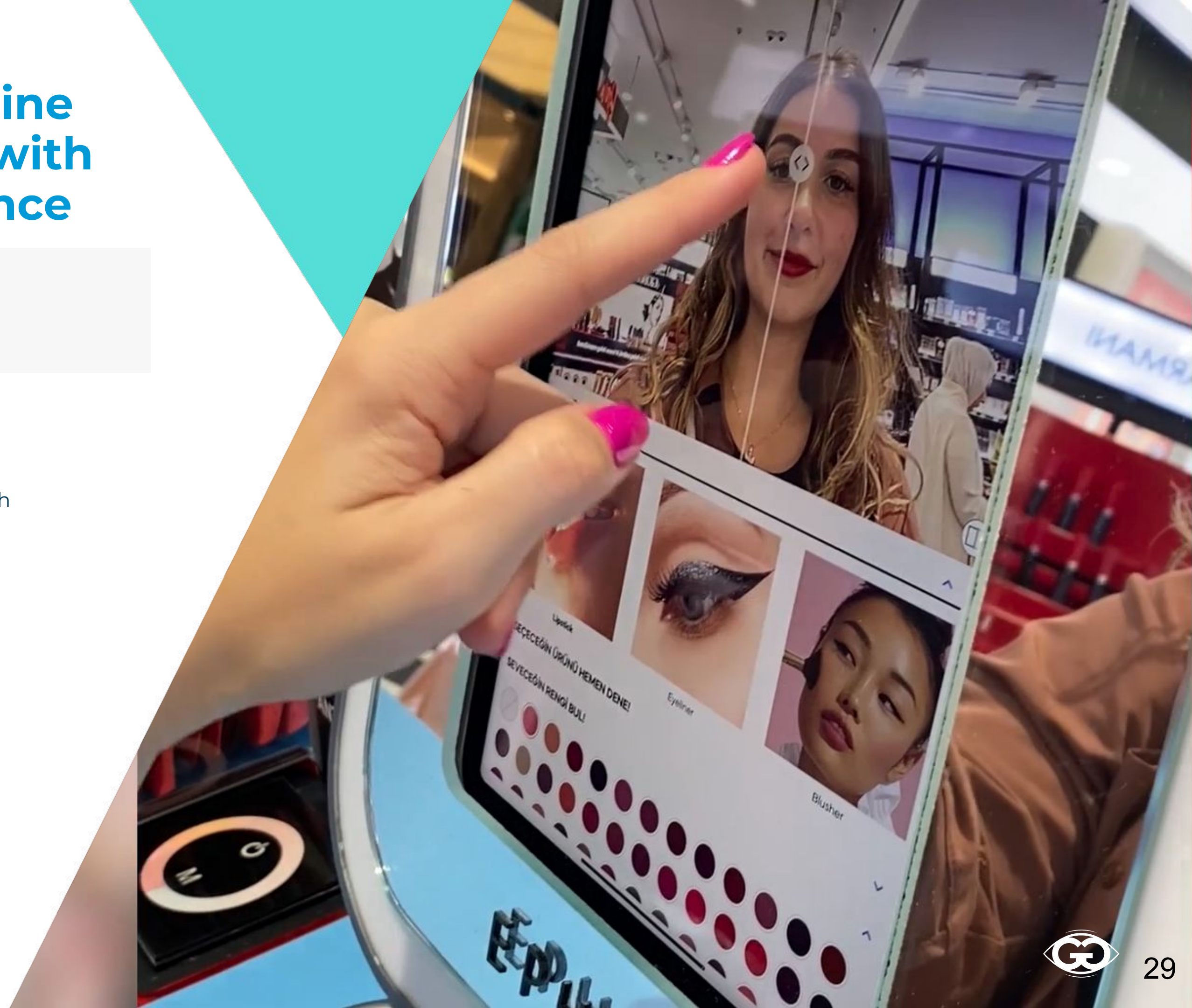
To overcome this challenge, Sephora teamed up with PulpoAR, part of QReal. They developed a makeup try-on feature that allowed customers to virtually try on different makeup using a phone or webcam. The AR feature applied the makeup to a customer's face in real-time, providing a realistic preview of how the product would look on them.

As a result, Sephora saw a 25% increase in add-to-basket rate and a staggering 35% increase in conversions.

[Read the Full Case Study](#)



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# Augmented Reality Virtual Try-on Experience Revolutionizes Online Shopping

**GLIMPSE SUBSIDIARY: QReal**

**CLIENT: Multi-Brand**

**SECTOR: Retail**

TRYO was developed by Glimpse Group subsidiary QReal, whose advanced AR technology allows users to experience wearing fashion accessories virtually before purchasing them.

TRYO offers a one-stop shopping experience where users can virtually try on footwear, watches, hats, and eyewear from a vast library of 3D branded models. The library includes over 500 items at launch, with new brands and products added weekly.

[Read the Full Case Study](#)





# Revolutionizing Aircraft Sales Demos with Immersive VR

**GLIMPSE SUBSIDIARY:** Sector 5 Digital

**CLIENT:** Textron

**SECTOR:** Marketing

Textron partnered with Sector 5 Digital (S5D), a Glimpse Group subsidiary to create a unique Virtual Reality marketing experience for their new aircraft. The experience offered users the chance to fly from New York to Paris, and by leveraging the HTC Vive VR headset along with an actual seat from the aircraft, users were able to experience a 1:1 representation of the real thing.

This multi-sensory approach created a memorable experience for users, which caught the attention of many prospective buyers. The VR experience proved to be a highly effective selling tool, helping Textron Aviation to generate interest in their new aircraft and gain traction in a highly competitive market.

[Read the Full Case Study](#)

**TEXTRON**  **AVIATION**





# Engaging Stakeholders and Clients with Experiential Storytelling

**GLIMPSE SUBSIDIARY:** Sector 5 Digital

**CLIENT:** Nalco

**SECTOR:** Marketing

Ecolab Nalco Water partnered with Sector 5 Digital (S5D) to utilize their expertise in storytelling and innovative technology to produce captivating content for their six core digital offerings.

To enhance the learning experience for Nalco Water's customers, S5D and its partners developed a physical holodeck, complete with nine edge-blended 3D projectors, to allow for virtual immersion in their customers' respective industries and promote understanding of ENW's new digital offerings.

[Read the Full Case Study](#)

**NALCO** Water  
An Ecolab Company





# Bringing Dallas Cowboys Players and Fans Together with Augmented Reality

**GLIMPSE SUBSIDIARY:** Brightline Interactive

**CLIENT:** AT&T

**SECTOR:** Marketing

Brightline Interactive developed a product called Pose with the Pros in collaboration with the Dallas Cowboys and AT&T. The product leveraged spatial interactive design to create a digital photo booth experience that captured full-body video of the Dallas Cowboy players.

The virtual players were used as interactive characters, allowing fans to capture photos with them in a virtual environment. A WebAR on-the-go version was also created, allowing fans to enjoy the same experience from the comfort of their living rooms using a mobile phone.

[Read the Full Case Study](#)





# Helping Educators Bridge the Virtual Reality & Augmented Reality Skills Gap

**GLIMPSE SUBSIDIARY:** XR Terra

**CLIENT:** Verizon

**SECTOR:** Education & Training

Verizon partnered with XR Terra to create the XR Foundations for Educators program. This program is designed to help teachers gain confidence in the fundamentals of the latest immersive technologies, including AR and VR.

The program provides live instruction and mentorship to help teachers gain the fundamental skills needed to create simple XR experiences. The program is approved for professional development credits by Boston University and is offered at no cost in partnership with the Verizon Foundation.

[Read the Full Case Study](#)





# Creating Augmented Reality Experiences to Showcase Oral Health Benefits

**GLIMPSE SUBSIDIARY:** SpearXR

**CLIENT:** Colgate

**SECTOR:** Marketing

Leading oral healthcare company Colgate, wanted to make a lasting impression at the Consumer Electronics Show (CES) and create a memorable and engaging experience for attendees.

Colgate collaborated with SpearXR to develop an AR experience that superimposed a digital set of teeth over a sculpture at the Colgate booth at CES. The AR experience allowed users to learn more about how Colgate Total helps improve oral health and prevent cavities in an engaging and interactive way.

[Read the Full Case Study](#)





# Supporting Pediatric Cancer Patients with Collaborative VR Support Groups

**GLIMPSE SUBSIDIARY:** Foretell Reality

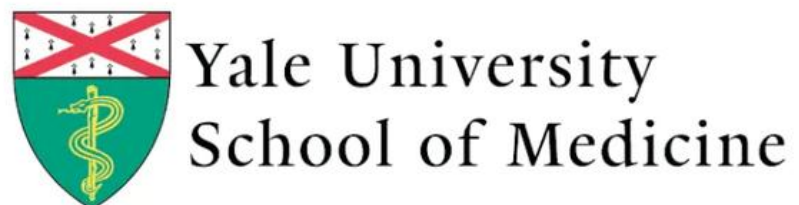
**CLIENT:** Yale University School of Medicine

**SECTOR:** Healthcare & Pharma

The Yale School of Medicine joined forces with Glimpse Group subsidiary Foretell Reality to create a virtual reality (VR) app for support group therapy. Patients were equipped with VR headsets and participated in virtual chat rooms with other patients and a social worker.

The use of avatars instead of live video feeds made patients feel more comfortable sharing their personal experiences, and also relieved patients' self-consciousness. VR provided a unique solution for patients to receive support and connect with others, without the added stress and physical strain of in-person meetings.

[Read the Full Case Study](#)





# Training Social Workers On Specialized Skills Using Virtual Reality

**GLIMPSE SUBSIDIARY:** Immersive Health Group

**CLIENT:** Boston University

**SECTOR:** Healthcare & Pharma

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

IHG 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/555498934/4088ab2fe4>

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