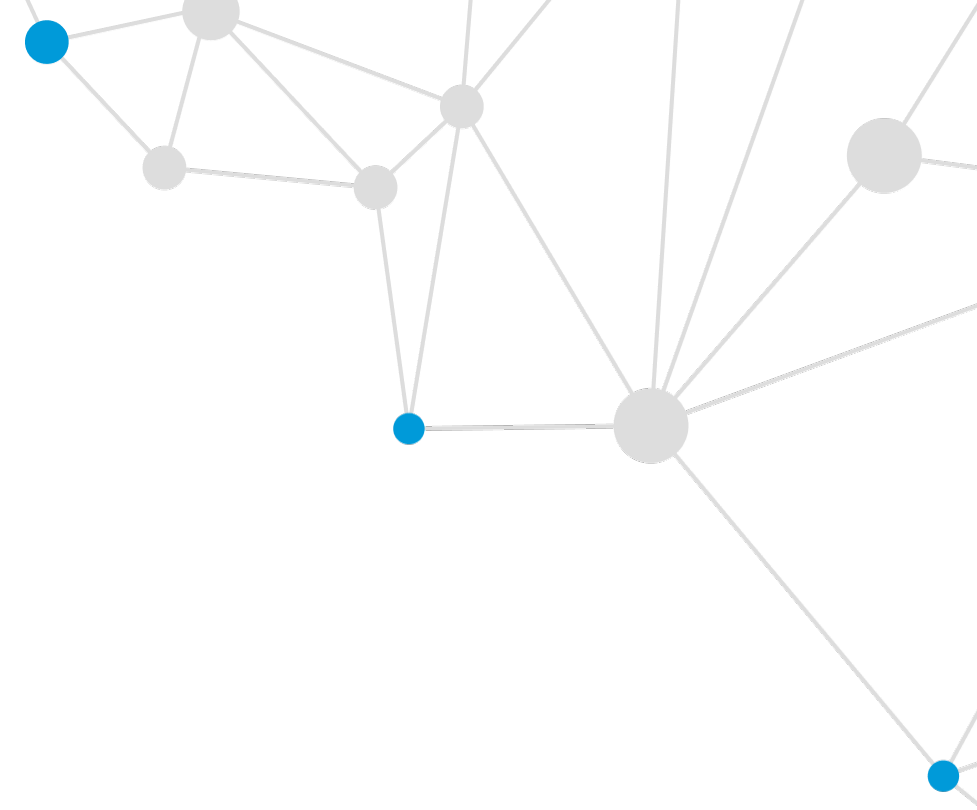**THE GLIMPSE GROUP**

Nasdaq: VRAR

Corporate Presentation

November 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 Immersive Technology Software & Services Companies, Addressing a <u>Potential Trillion $ Market Opportunity</u>

Glimpse Structure

- **Only pure play, Nasdaq-listed diversified Immersive SW & Services Company (Nasdaq: VRAR)**

- Fully own and operate multiple Immersive tech subsidiary companies

- Each focused on a different industry vertical in a collaborative manner
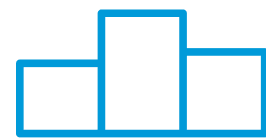
Scale & Capital Structure

- **One of the largest independent SW & Services Immersive tech companies**

- High and consistent annual revenue growth; Approximately $13.5MM revenue FY '23

- Cash balance of approx. $6.5MM as of 10/3/23

- Clean capital structure no material cash liabilities, no preferred equity issued, no outstanding debt, high insider ownership

Unique Platform Strategy

- **Scale with shared operational, financial and technological infrastructure**

- Experienced Management and dynamic ecosystem of Immersive Tech professionals with deep domain expertise

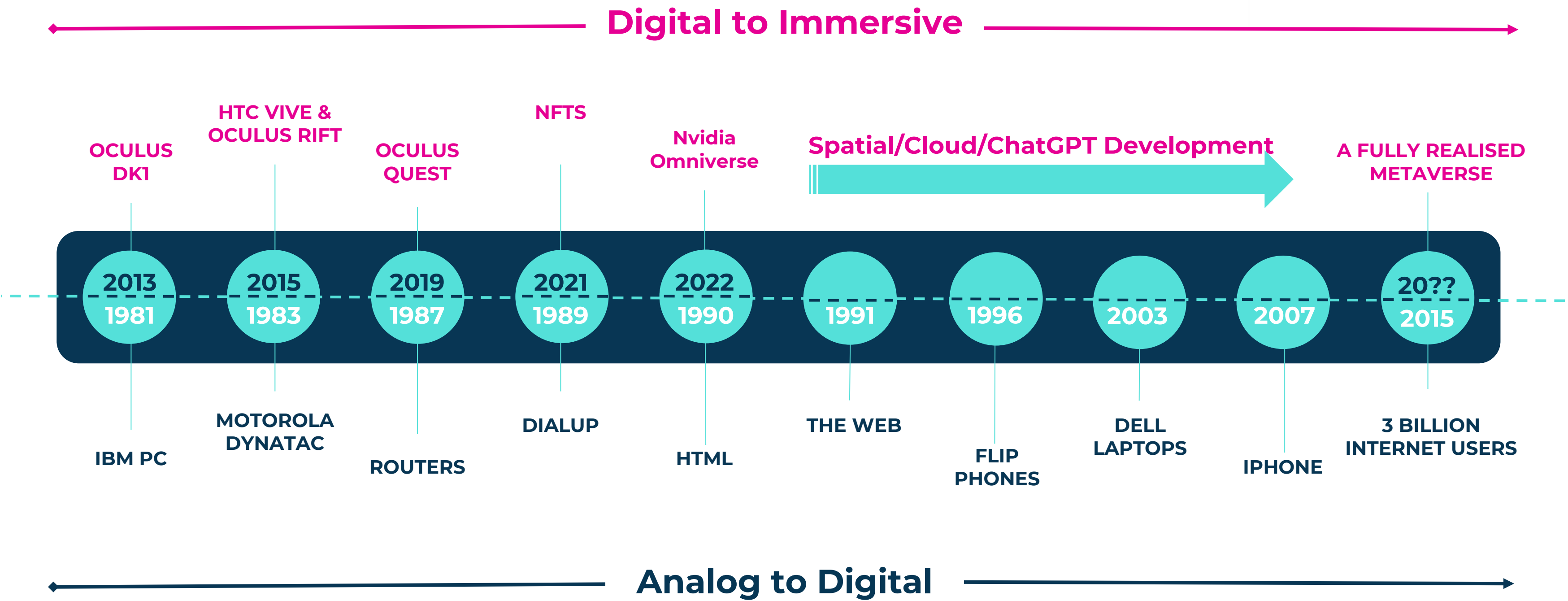- Work collaboratively to address the challenges faced by companies in an emerging industry

Intellectual Property

- **Core Technologies: VR, AR, Spatial Computing, AI, Computer Vision, Big Data, Blockchain**

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

- 10 issued patents + 5 active patent applications

The Immersive Tech Cycle

Digital to Immersive

OCULUS DK1

HTC VIVE & OCULUS RIFT

OCULUS QUEST

NFTS

Nvidia Omniverse

Spatial/Cloud/ChatGPT Development

A FULLY REALISED METAVERSE

| 2013 / 1981 | 2015 / 1983 | 2019 / 1987 | 2021 / 1989 | 2022 / 1990 | 1991 | 1996 | 2003 | 2007 | 20?? / 2015 |

MOTOROLA DYNATAC

IBM PC

ROUTERS

DIALUP

HTML

THE WEB

FLIP PHONES

DELL LAPTOPS

IPHONE

3 BILLION INTERNET USERS

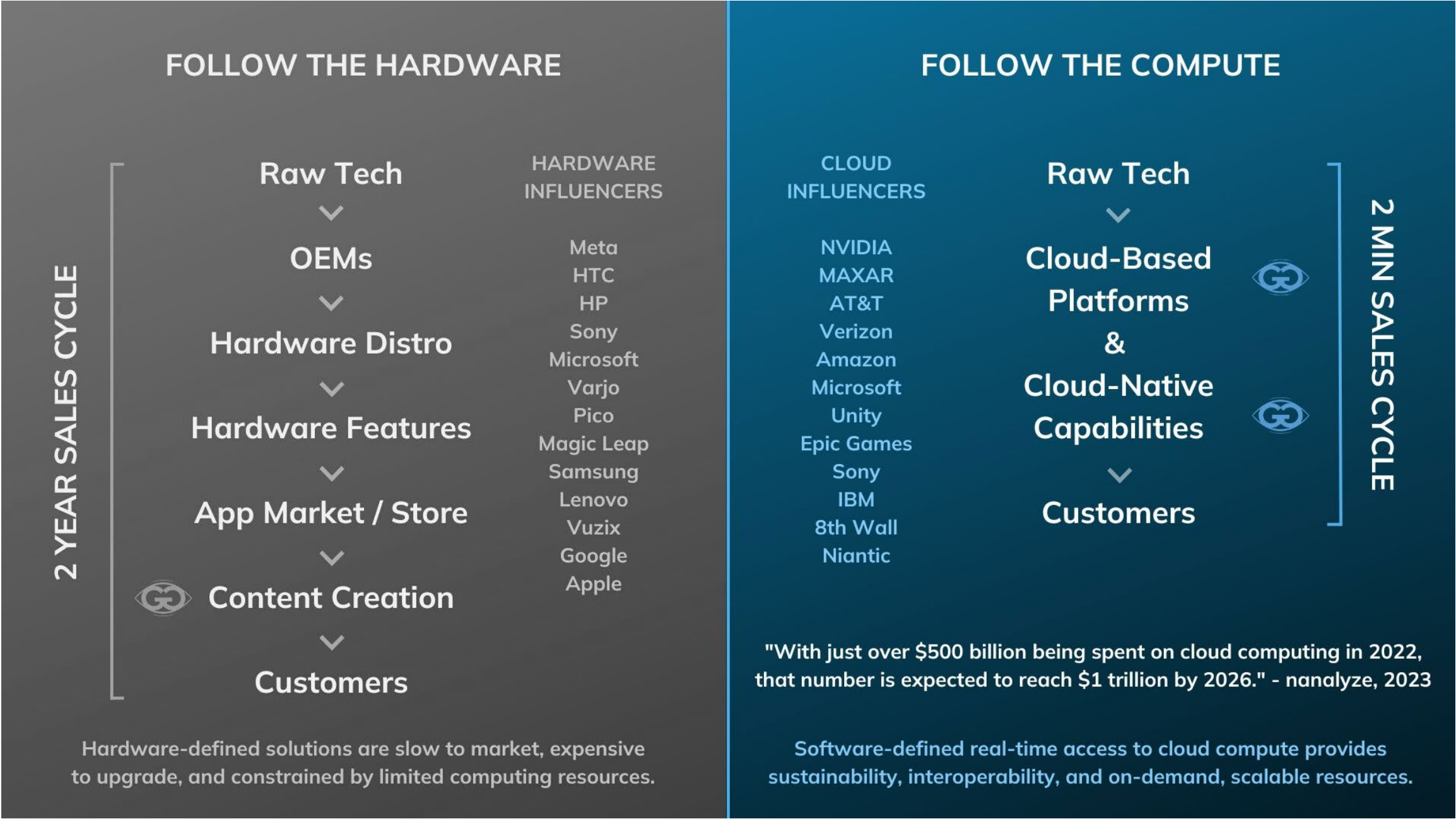**Analog to Digital**

Investment Thesis

Become the Leading Provider of Immersive Cloud Enterprise Software Solutions - Driven By Spatial Computing, AI, Cloud Rendering and Blockchain

FOLLOW THE HARDWARE

2 YEAR SALES CYCLE

Raw Tech
⌄
OEMs
⌄
Hardware Distro
⌄
Hardware Features
⌄
App Market / Store
⌄
Content Creation
⌄
Customers

HARDWARE INFLUENCERS

Meta
HTC
HP
Sony
Microsoft
Varjo
Pico
Magic Leap
Samsung
Lenovo
Vuzix
Google
Apple

Hardware-defined solutions are slow to market, expensive to upgrade, and constrained by limited computing resources.

FOLLOW THE COMPUTE

CLOUD INFLUENCERS

NVIDIA
MAXAR
AT&T
Verizon
Amazon
Microsoft
Unity
Epic Games
Sony
IBM
8th Wall
Niantic

Raw Tech
⌄
Cloud-Based Platforms
&
Cloud-Native Capabilities
⌄
Customers

2 MIN SALES CYCLE

"With just over $500 billion being spent on cloud computing in 2022, that number is expected to reach $1 trillion by 2026." - nanalyze, 2023

Software-defined real-time access to cloud compute provides sustainability, interoperability, and on-demand, scalable resources.

Goal: Untether Immersive experiences from the computing limitations inherent in current immersive technologies hardware (VR headsets, tablets, phones).

Result: Powerful immersive experiences with endless use cases throughout industries, driven by cutting edge Spatial AI capabilities, processed and computed in real time on the Cloud and delivered over true 5G networks to devices with a far smaller and lighter form factor.

Partners: Our Immersive Cloud-based development is powered by, and is being done in, collaboration with industry leaders such as NVIDIA, Microsoft, AT&T and the U.S. military.

Immersive Industry Market Opportunity

"We project the metaverse could reach a market size of $700 billion to $900 billion by 2030. Furthermore, the next 5 to 10 years will likely determine the metaverse's major winners"

Bain Capital, 2023

"Users should increasingly be able to access a host of use cases, including commerce, art, media, advertising, healthcare, and social collaboration. A device-agnostic Metaverse would be accessible via personal computers, game consoles, and smartphones, resulting in a large ecosystem. Using this broad definition, the total addressable market for the Metaverse could be between $8 trillion and $13 trillion by 2030, with total Metaverse users numbering around five billion."

Citi Global Perspectives & Solutions, 2022

"we arrive at a ~$2.6tn total market opportunity and in the most bullish scenario of ~33% of the digital economy shifting to the Metaverse and ~25% market expansion, we arrive at a ~$12.5tn opportunity. While the range is quite broad, we acknowledge that we are still 20 years into web 2.0 and expect the timing of web 3.0 will be similar, if not longer."

Goldman Sachs Research, 2022

Immersive Technology Utilization

Marketing

Learning

Visualization

Metaverse

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

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

Tech Companies
Snap Inc.
NVIDIA
Meta
Microsoft
at&t
verizon
Google
motorola
EPIC GAMES

Medical Institutions
BOSTON MEDICAL CENTER — EXCEPTIONAL CARE. WITHOUT EXCEPTION.
Montefiore
Mount Sinai
NYU Langone Health
Yale-New Haven Hospital
BU Boston University School of Medicine
IVX HEALTH

International Food Company
Coca-Cola
Nestlé
Panera BREAD
P.F. CHANG'S
Denny's
Domino's
SWISS CHALET

Global Pharma
BAYER
Takeda
Shire
abbvie
Allergan
GALDERMA EST. 1981

Global Brands
Colgate
CHANEL
bollé
YVES ROCHER
Walmart
AMERICAN EAGLE OUTFITTERS
TiLLYS
SUFFOLK

Advertising & Media
Anomaly
RED FUSE
WPP
IPG Interpublic Group
The Economist
ADWEEK

Education
FORDHAM UNIVERSITY
Sacred Heart UNIVERSITY
TEMPLE UNIVERSITY
UNIVERSITY OF MARYLAND 1856
STATE OF ISRAEL MINISTRY OF EDUCATION
UCONN UNIVERSITY OF CONNECTICUT
pwc

Govt. Defense & Industrial
AIRBUS
DEPARTMENT OF DEFENSE
UNITED STATES NAVY
AFWERX
HALLIBURTON
TEXTRON
American Airlines
BAE SYSTEMS
DUPONT
ECOLAB

Expanding IP & Technology Platform

Immersive Technology IP and Innovation Across Industries and Companies
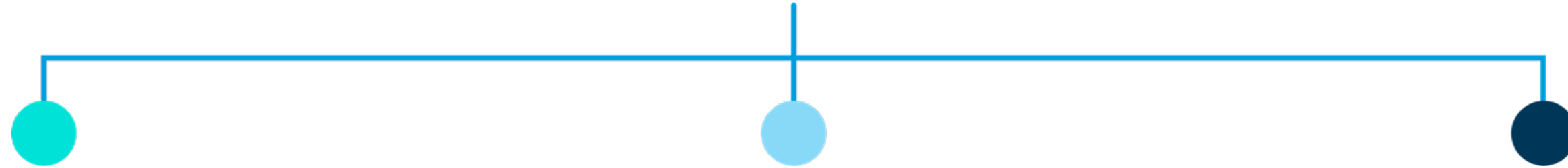
Glimpse's Ecosystem provides a key competitive advantage in IP development, access and leverage across all subsidiary companies.

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.
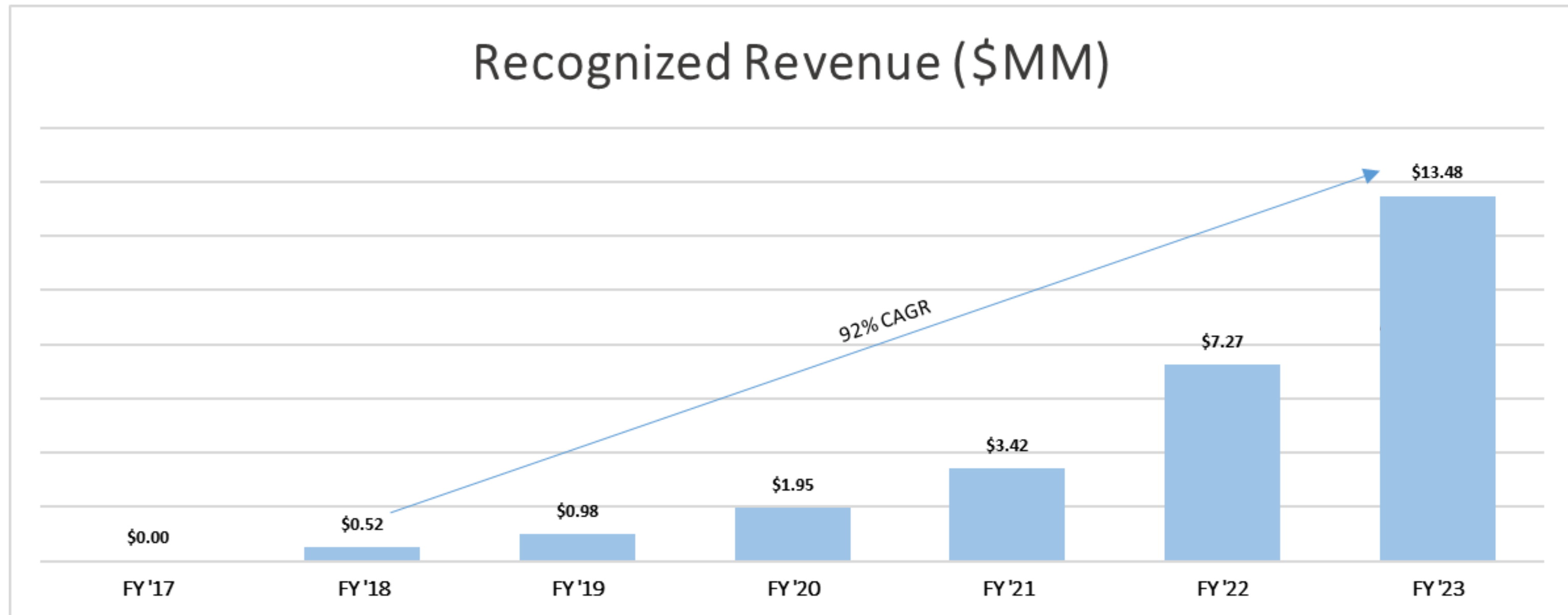
10 Issued Patents

5 Active Patent Applications

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

Revenue Growth

Recognized Revenue ($MM)

92% CAGR

FY '17	FY '18	FY '19	FY '20	FY '21	FY '22	FY '23
$0.00	$0.52	$0.98	$1.95	$3.42	$7.27	$13.48

Financial Overview

Cash Position

Approx. $6.5MM cash and equivalents as of 10/3/23

Profitability/Loss

Adj. EBITDA loss for Q1 FY '24 of approx. $1.3MM

Going forward breakeven at approx. $12MM annual revenue, excluding growth investments

Clean Capital Structure

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

Revenue Growth

$13.5M revenue in FY '23 vs. $7.3MM in FY '22, an 85% increase

Annual revenue has grown by ~4X since IPO

Q1 FY'24 revenue of $3.1MM, up 7% Q-Q but down 22% Y-Y from record Q1 FY '23

Capital Raised

Nasdaq IPO July 1, 2021

Raised $44MM from inception, primarily in common stock

$100MM S3, effective November 2022; largely untapped

Ownership

High insider ownership (founders, management, board, employees) with approx. 33% of the common stock outstanding

THE GLIMPSE GROUP
Nasdaq: VRAR

Share Price[1]	$1.17
Shares Outstanding[2]	16.6MM
Market Cap[1]	$19.5MM
Cash[3]	$6.5MM
Debt[3]	$0.0
EV[1]	$13.0MM
Revenue FY '23[3]	$13.5MM
EBITDA FY '23[3]	($6.5)MM
Headquarters	New York, NY

1. As of November 13, 2023
2. As of November 13, 2023
3. As of June 30., 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.

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

Intellectual Property

- Substantial Immersive tech IP portfolio

- Wide IP concepts can be captured in an emerging industry

- 150+ software engineers, developers and 3D artists

Emerging Growth Industry

- Trillion $ Market Potential in time

- Potential to fundamentally impact how people and businesses interact

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

Immersive Technology Platform Company

- Only Nasdaq-listed pure play, diversified, Immersive tech publicly traded company

- Industry Leader with Spatial Computing, AI, Cloud Driven SW Immersive Focus

- Tier 1 customer base

- Strong revenue growth & Significant IP

- Clean capital structure

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 Immersive tech 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!

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Investor Inquiries
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CFO & COO
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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.

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 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)

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)

© The Glimpse Group 2023

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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
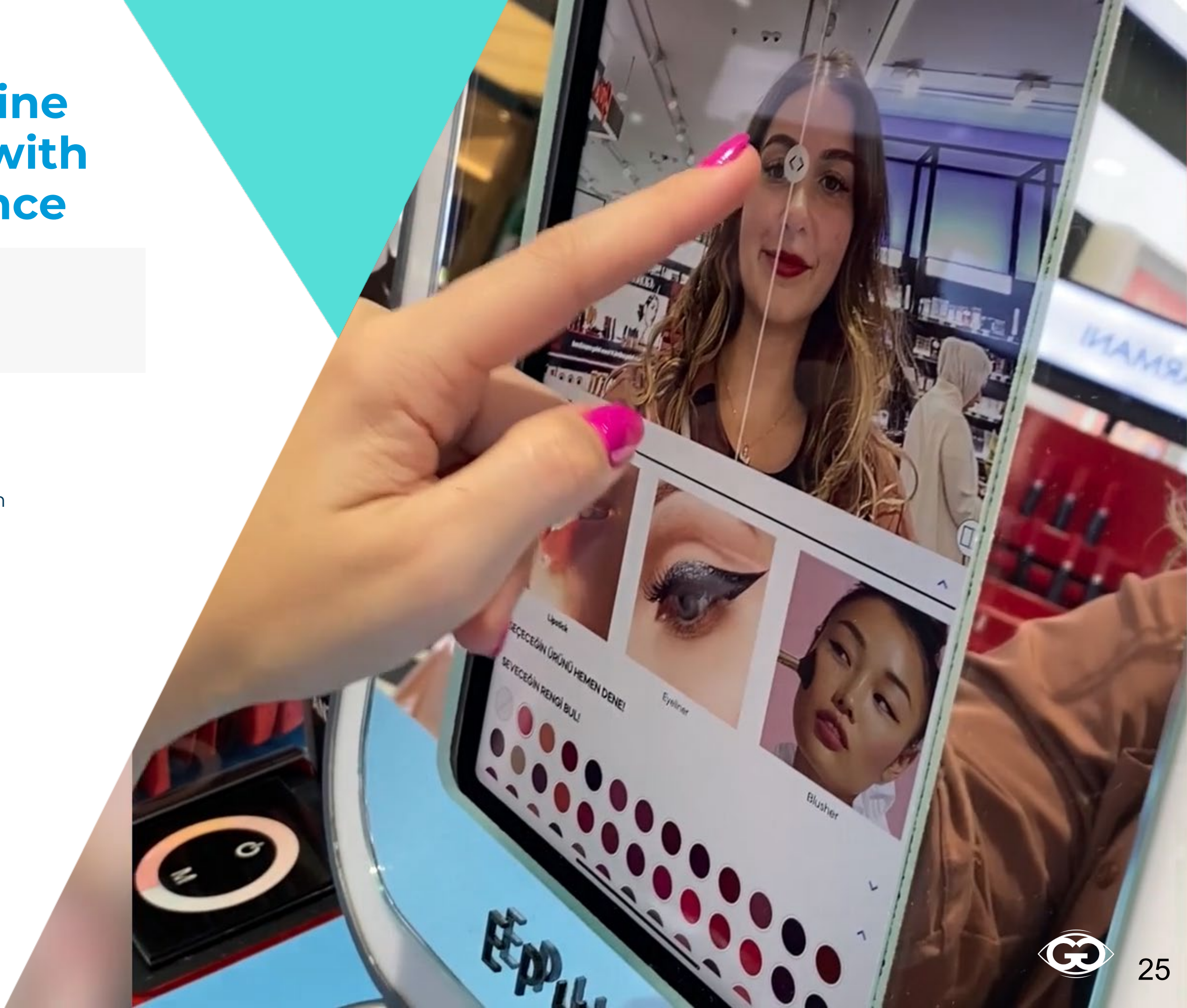
Augmented Reality Virtual Try-on Experience Revolutionizes Online Shopping

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

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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

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

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

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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

verizon✓

Creating Augmented Reality Experiences to Showcase Oral Health Benefits

GLIMPSE SUBSIDIARY: S5D
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
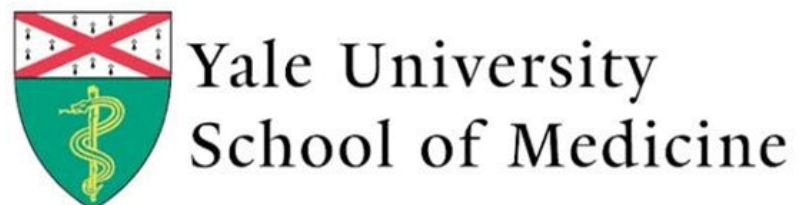
GLIMPSE SUBSIDIARY: Foretell Reality
CLIENT: Yale University School of Medicine
SECTOR: Healthcare & Pharma

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