



**MINDS4META**  
REVOLUTIONIZING REALITY

# Partner Update EON 2021

Global Winner at Scale in the XR EdTech sector

# Purpose

We **Democratize XR** by making Creation and Sharing XR **Easy** for **Learning, Training And Performing.**





# The VR/AR Problem



\*2018

# The Pandemic Problem

- **1.6 billion Learners** affected by the pandemic
- Learning has moved **online video** classrooms
- **Applying concepts in practice** impossible through online conferencing
- Students have **no ability for hand-on** activities
- Acc to [survey](#) **30%** of students are **bored due to lack of interaction**
- **Students want interactive classes**

82% of Education institutions that have engaged in VR/AR deployment have not moved beyond pilot\*

# 82%

**3 Key Reasons:**

**No Easy Way To Create Content**

**VR/AR Devices too Expensive**

**Lack Of Content Assets**

\*2018 vr/ar in research and education survey conducted by internet2

# 6min

Students **tune out after 6 minutes** of watching an online video. Problem is Learning is not a spectator sport

# The Solution

Learn

Train

Perform



Easy XR Creation

Vast 3D/360 Asset Library

Mob/Desktop/HMD/Glasses

Hands-on XR

Procedure Practice

Remote Training

Virtual Certification

AR Assisted MRO

Remote Expert Assistance

Real Time Data Display



# EON-XR Benefits

- **Easy XR Creation & Sharing** Do it yourself, Intuitive
- **Affordable** access based on flexible localized pricing
- **Agnostic** Mob/Desktop/HMD/Glasses (MR,VR,AR)
- **Vast Library** 1 million 3D models & 360° environments
- **Remote Online XR** Groups interact, no physical exposure
- **Hands on** Immersive learning and training
- **XR Labs** Virtual Classrooms & Product Training
- **Authentic Assessment** features and Quizzes
- **Self-Directed Learning** Co-created student learning
- **Pedagogical** based on deep academic expertise



**EON's Global** Network is making XR Available, Affordable and Accessible anywhere and anytime



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# Use Cases with Volume Roll-out



**Los Angeles City College** agreed to use EON-XR to bring VR and AR solutions to enable LACC's 19,000+ students and faculty members to create, use, and distribute fully interactive and immersive VR and AR lessons both while functioning remotely and upon returning to the classroom.

[Follow Link To View PR](#)

**Mohawk College** partnered with EON to provide immersive solutions to build a skilled workforce and is using the EON-XR for learning and training to provide hands-on experiences in areas such as avionics and healthcare

[Follow Link To View Video](#)

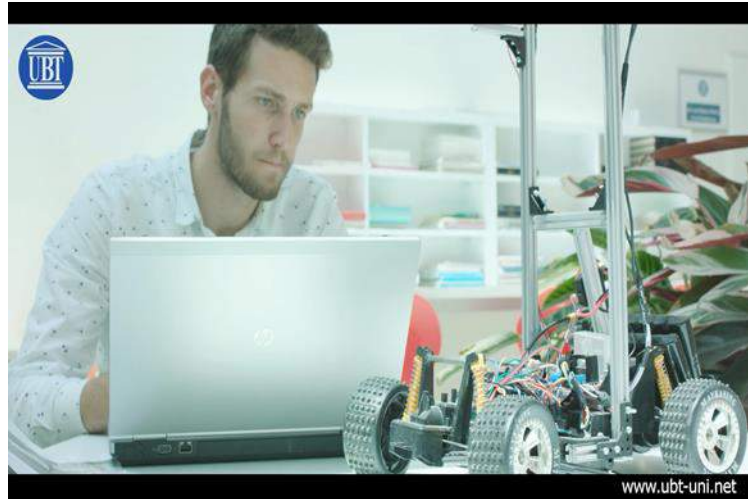
**Mohammed VI Polytechnic University (UM6P)** The EON-XR platform is supporting Morocco's mission to enable the deployment of Classroom 3.0 solutions in order to benefit initially 5,000 students and 1,500 smart workers. Partners: USAID, Moroccan Ministry of Industry, the Ministry of National Education, and Mohammed V University in Rabat.

[Follow Link to View Details](#)

[Follow Link to View PR](#)



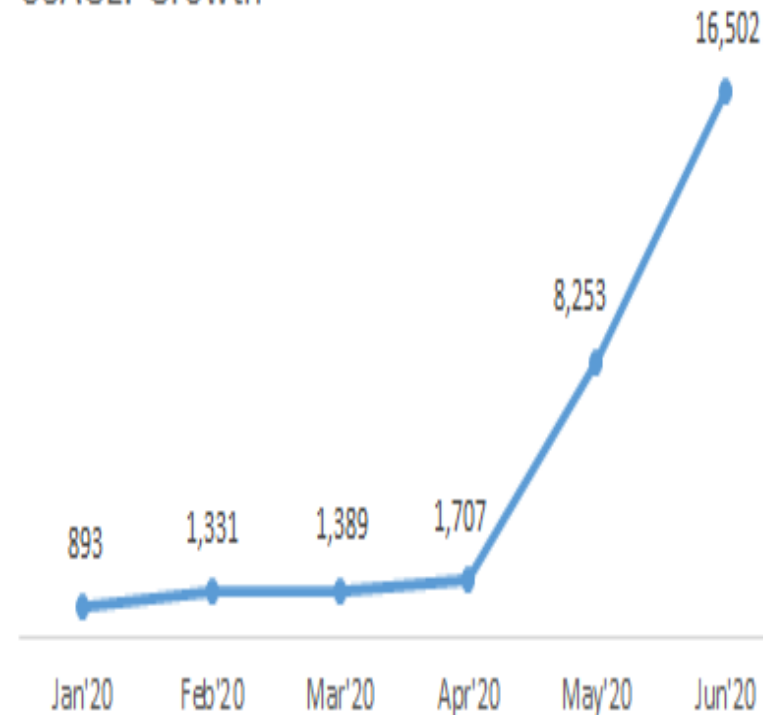
# Use case EON-XR growth



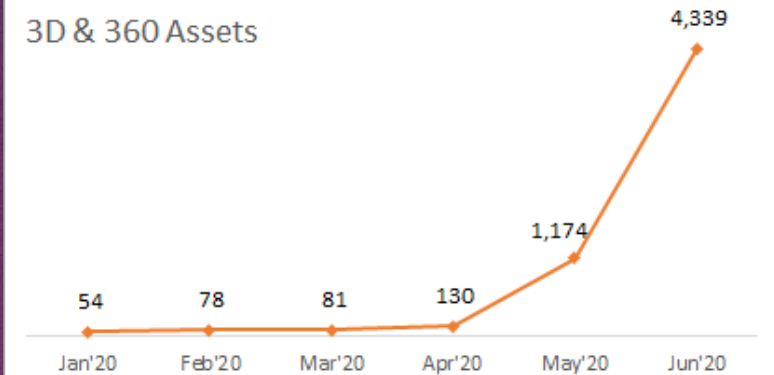
**University for Business and Technology** students and professors are utilizing the EON-XR Platform to create XR applications spanning 20 different programs to enhance their remote learning during pandemic

[Follow Link To PR Example of the Self-Directed Program Topics](#)

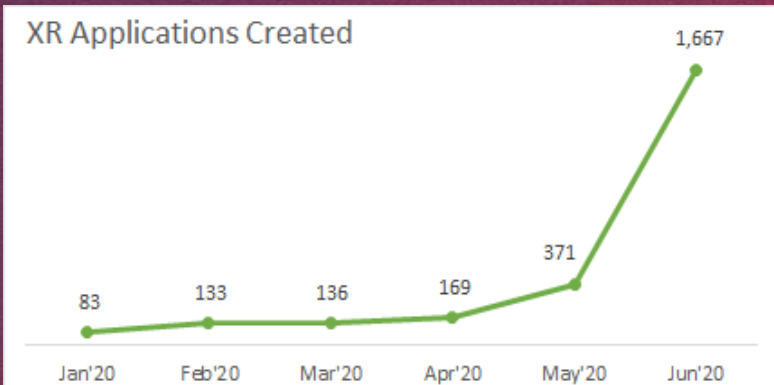
## USAGE: Growth



## 3D & 360 Assets



## XR Applications Created



University for Business and Technology use EON-XR to create XR apps for 20 different programs to enhance their remote learning during the pandemic

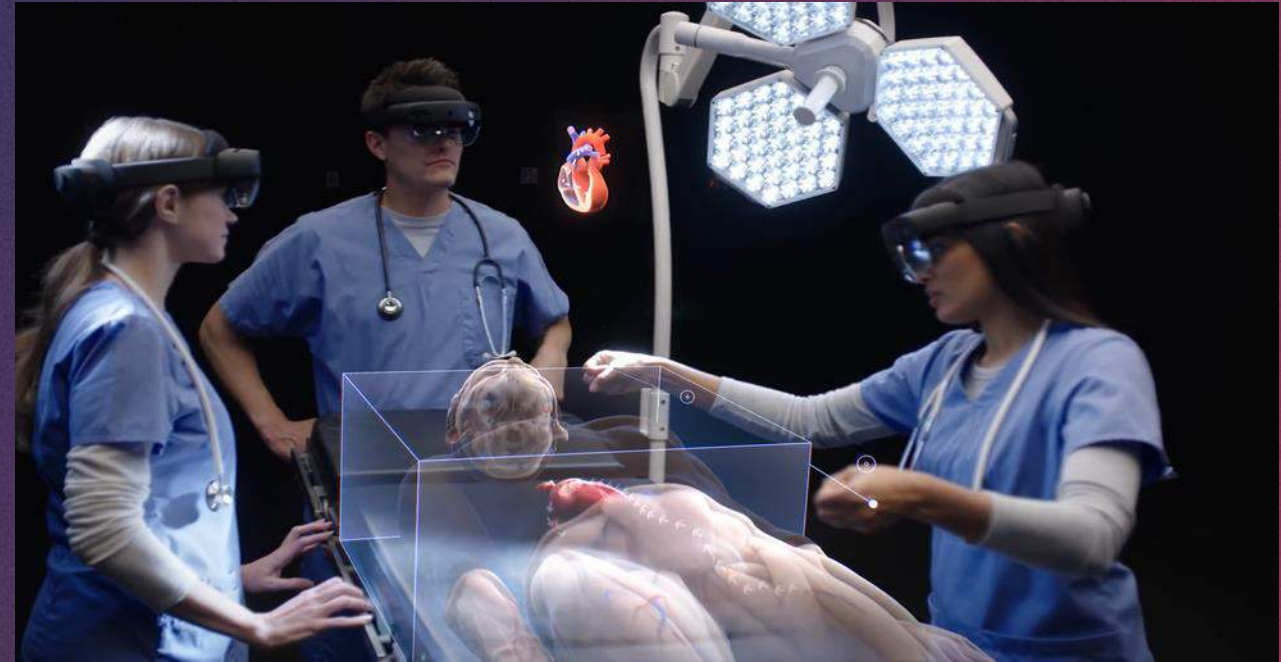
# Why Now?

## VR/AR hardware goes mainstream

- **Facebook** [Oculus Quest 2 VR finally goes mainstream](#)
- **Facebook** [releases smart glasses 2021](#)
- **Standalone VR headsets** are finally ready to make a big leap forward
- **Apple Glasses** could launch sooner than you think
- **Microsoft HoloLens 2** adds 5G support
- **Qualcomm** and 15 Global Operators Deliver XR Hardware
- **Magic Leap** Appoints Microsoft & Qualcomm Veteran
- **Higher resolution VR displays** [2X up to 6X, 2021](#)
- **Qualcomm** bets big on an XR future, the first XR 5G platform

## Pandemic Fast-tracks XR adoption

- **PWC** [The VR Advantage: How VR is redefining training](#)
- **Forbes**: [2021 will see an exponential growth in XR education](#)
- **World Economic Forum**: [Governments XR investment due to pandemic](#)
- **Virtual Technical education ROI** \$7 for every \$1 invested.



"This new medium will to transform how we work, learn and play," **Microsoft** CEO Satya Nadella

### VR learners were:

4x

faster to train than in the classroom

275%

more confident to apply skills learned after training

3.75x

more emotionally connected to content than classroom learners

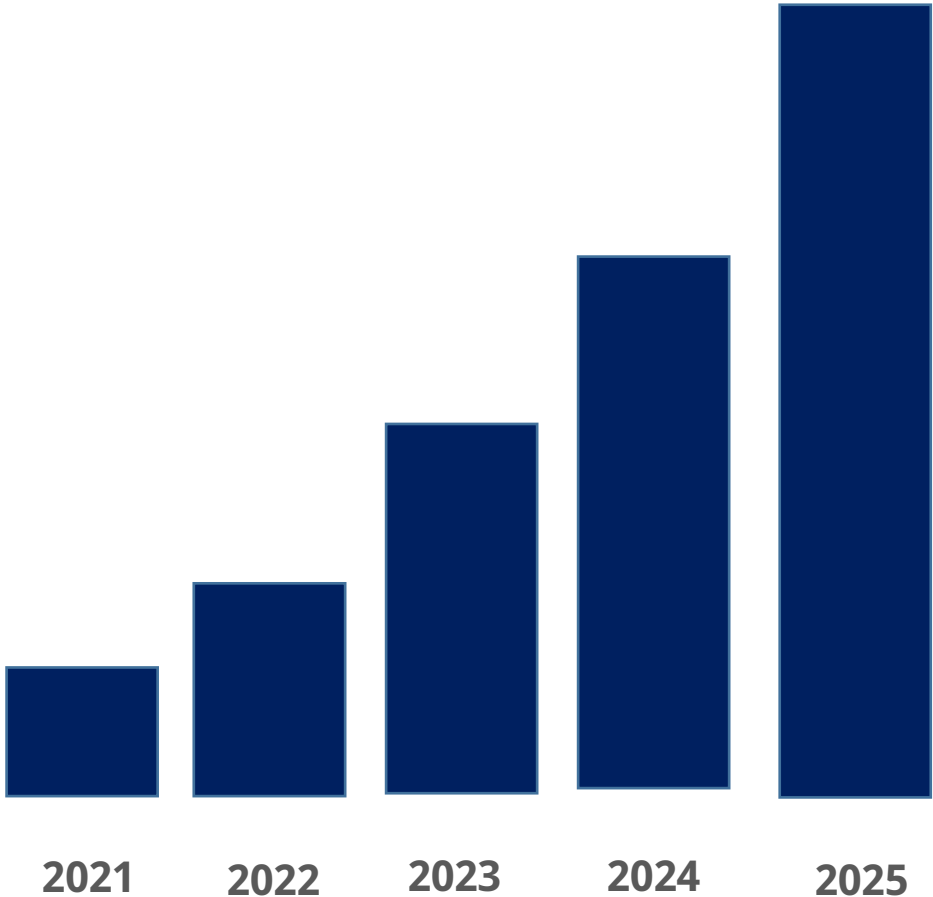
4x

more focused than their e-learning peers

**Apple** CEO Tim Cook "The smartphone is for everyone... I think AR is that big, it's huge."



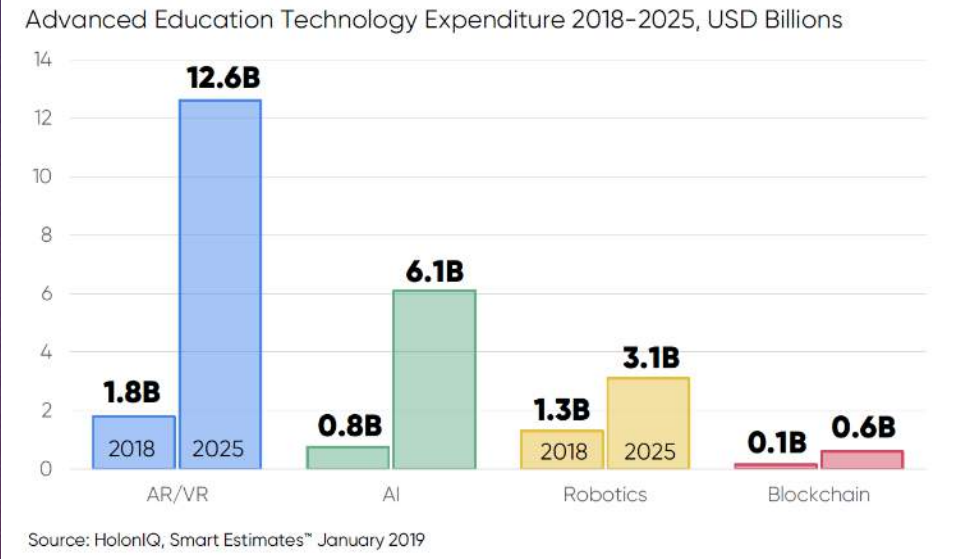
# XR Market in Education \$22B by 2025



**CAGR – Compounded Annual Growth Rate of +50%**  
 According to **Research and Markets** the **AR market** in Education will reach 13.31 Billion USD by 2025, while a range of other **analysts** sees the **VR market** in Education reaching 9.38 Billion USD in 2025 – for a **Total Addressable Market** of **22.69 Billion USD** for XR in Education by 2025.

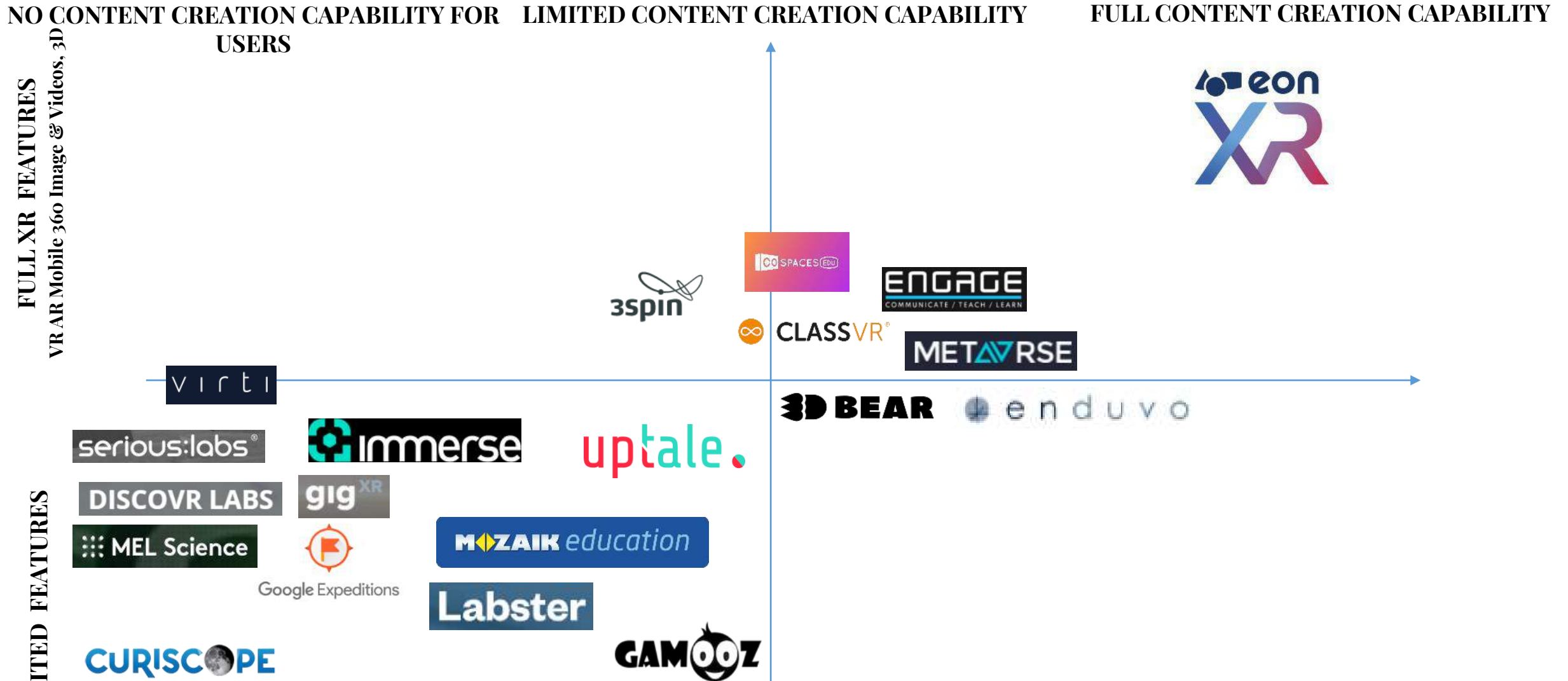
# SOM 2.55B by 2025

Education - TAM	By 2025	22.69	Industry - TAM	By 2025	67.52
Education - SAM	By 2025	8.51	Industry - SAM	By 2025	8.44
Education - SOM	By 2025	1.70	Industry - SOM	By 2025	0.84



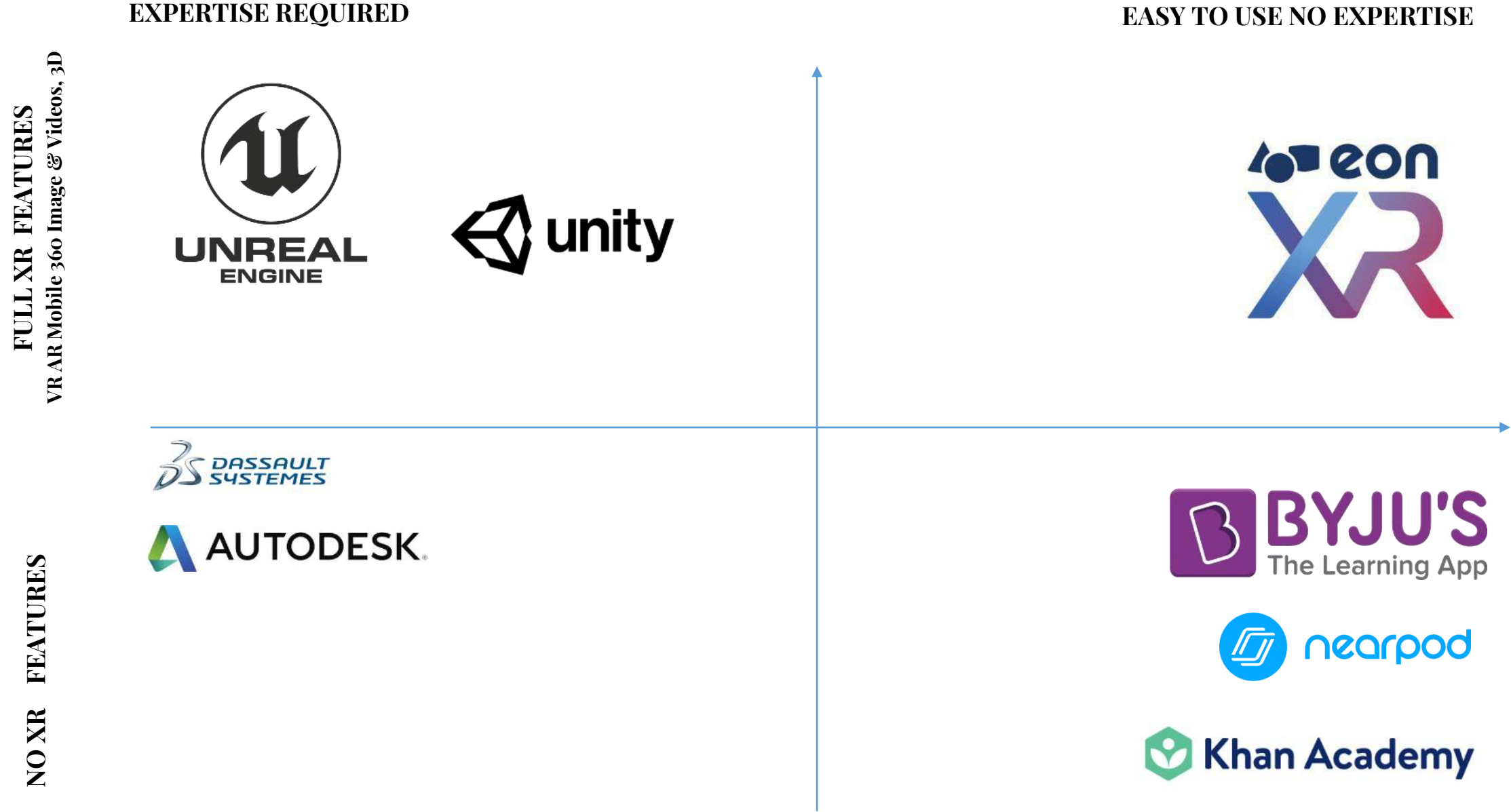
AR/VR Will Dominate Advanced EdTech Spending

# Potential Competitors in XR EdTech





# Other Non Competitors in XR EdTech



FULL XR FEATURES  
VR AR Mobile 360 Image & Videos, 3D

NO XR FEATURES

EXPERTISE REQUIRED

EASY TO USE NO EXPERTISE



# The EON-XR Story:

## From Project Revenues to XR SaaS Platform

- **2015 Project Based Business:** revenues from services, integrated systems & own proprietary EON software
- **2016 First Mobile App:** EON Experience AVR consisting of VR library based on EON Viewer
- **2017 Initiated the SaaS Platform Development:** first version of the AVR Platform a basic online desktop (& mobile) solution
- **2018 Focus 100% on XR Platform Development:** We shifted our priority to XR Platform development from Project Business
- **2019 First Release of the SaaS Platform:** We released a new Platform and start to experience significant growth in sales
- **2020 Release of EON-XR:** released the Freemium version & September we released the EON-XR with new features for easy creation and remote sharing of XR apps

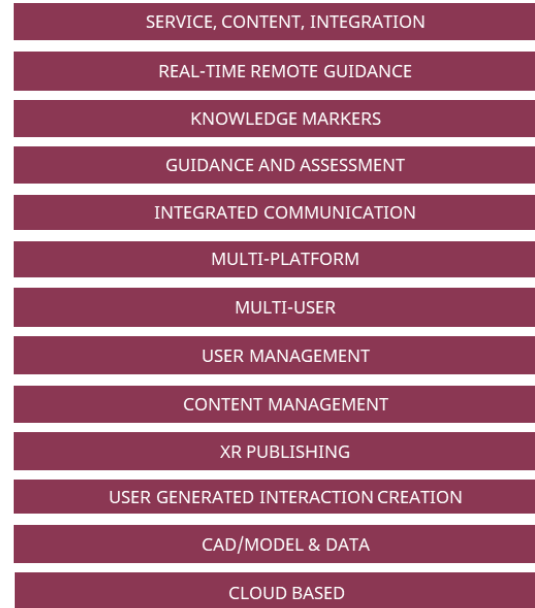
# 2018 Switch 100% to XR Platform

## XR Platform Vs. Project Approach

THE XR PLATFORM IS COST-EFFICIENT, FASTER AND BETTER

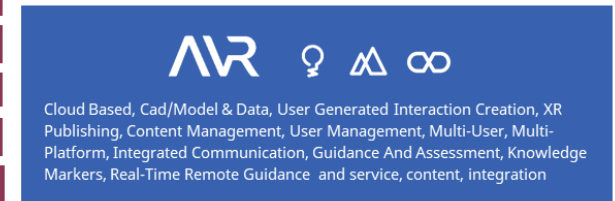
### PROJECT APPROACH

Need to build the XR functionality for knowledge transfer from scratch, requires skilled coders, time & significant investment



### XR PLATFORM

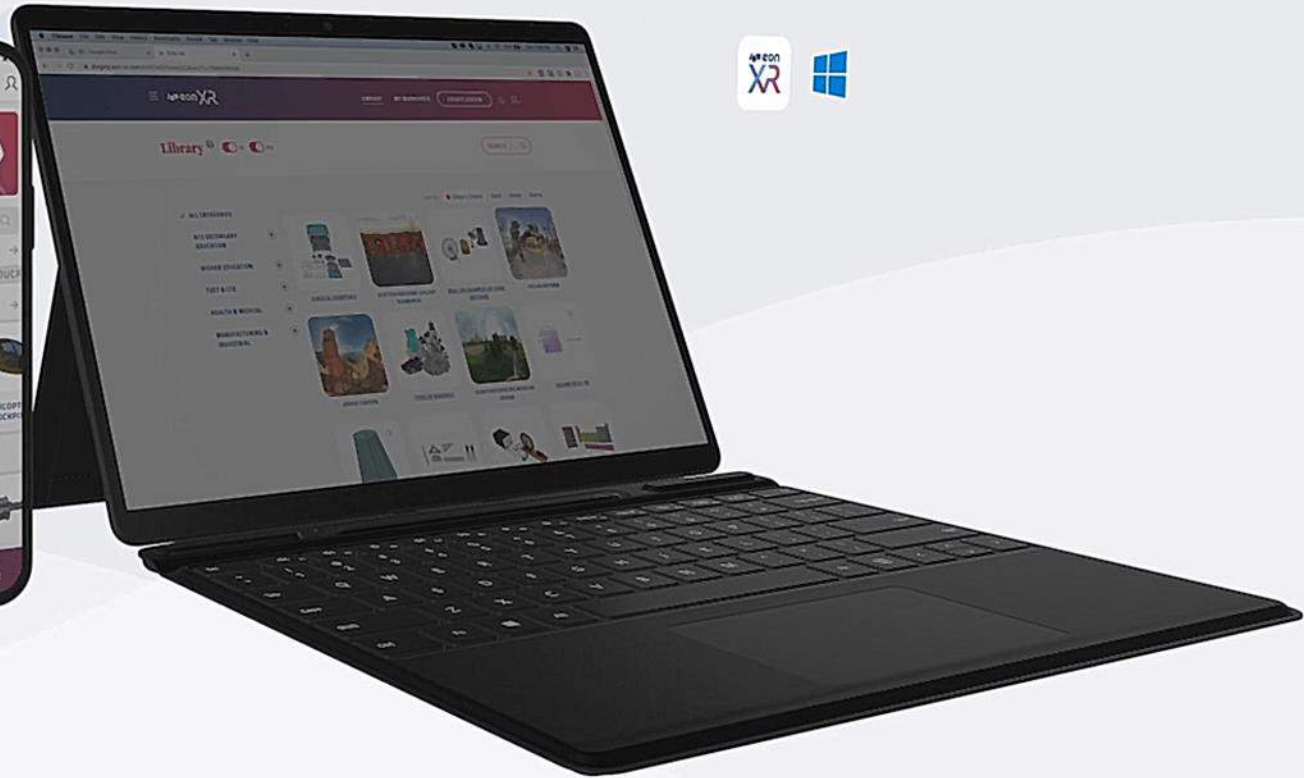
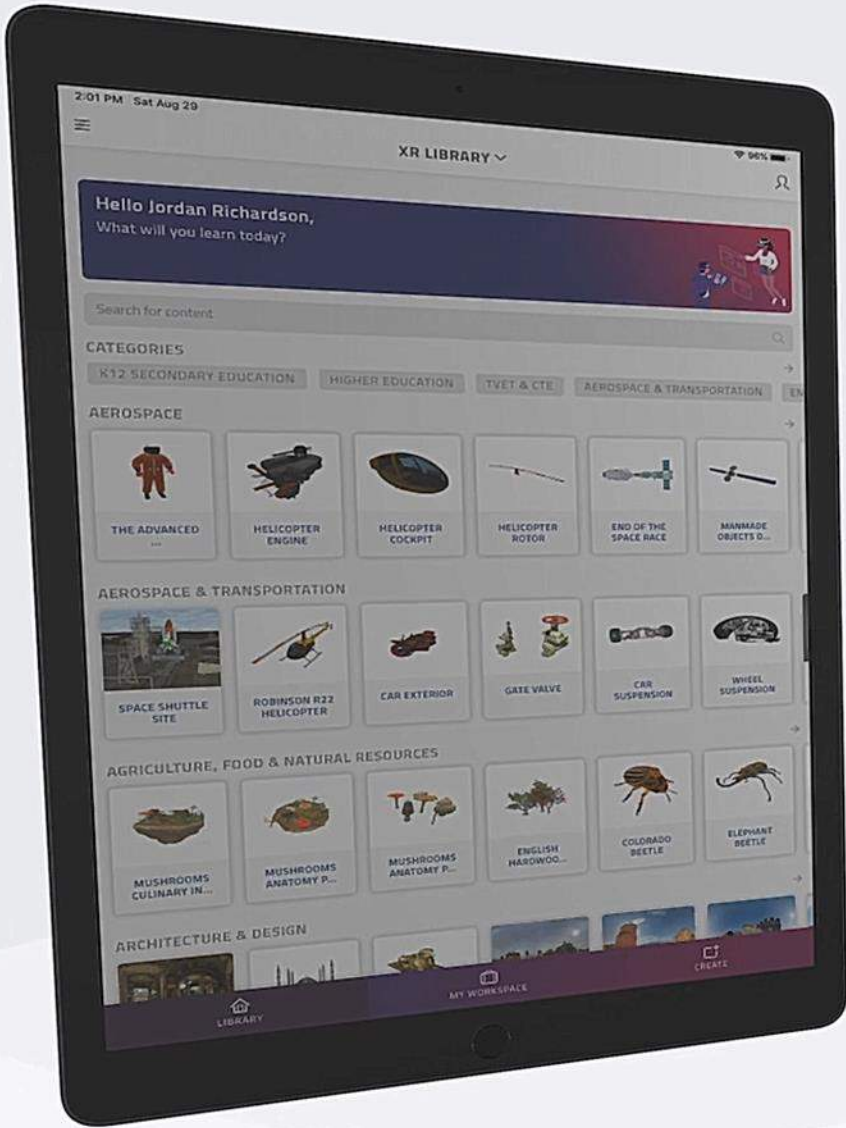
Uses existing Build-in functionality, does not require skilled coders, nor significant time & investment. In addition service & integration costs are included.



2020 With the EON-XR release we are now at the start of a new inflection point, ensuring growth & ROI



# Product Video



<https://youtu.be/xCUbgKK19N8>

# EON-XR Features Learn, Train, Perform

## LEARN

### PLATFORM

- **CLOUD-BASED:** Develop, Run, Manage, Access, Store, Host & Distribute XR
- **AGNOSTIC:** Support for 30+ devices across Mob VR/AR(android, IOS), Desktop, HMD (Oculus Rift S, HTC Vive), AR device (Magic leap, HoloLens)

### ASSETS & LIBRARY

- **VAST ASSET LIBRARY:** Access to more than 1 million 3D models and 360°
- **UPLOAD OWN 3D/360 ASSETS:** CAD /PLM/Scan model, BIM etc.

### CONTENT CREATION

- **CREATE & SHARE 3D & 360 APPS:** Easy, Do it yourself; Intuitive, No programming based
- **3D RECORDING TOOL:** Multiple 3D recording for Standard Operation Procedure or guidance
- **SEARCH ASSISTED APPLICATION CREATION:** Faster & easier to create rich XR content

### CONTENT EXPERIENCE

- **EXPERIENTIAL LEARNING:** Guided and Do it yourself mode
- **EXPERIENCE 3D & 360 LESSONS**
- **OFFLINE MODE:** Download applications to your Own device
- **LIFE SIZE AR:** Enables exploration and interaction with large environments scale 1 to 1
- **DIGITAL TWIN: Side by side or superimposed AR Instructions**
- **OFFLINE MODE**

### REMOTE & MULTIUSER

- **REMOTE ONLINE XR:** Groups interact virtually online with no risk of physical exposure
- **MULTI-USER SESSIONS:** One-to-many Trainer to Trainee Learning Modules

### ADMIN

- **INSTITUTION:** In a private institution, students & teachers share access to the same group, content library, and share data & interactions. A one-time setup fee is also required
- **PUBLIC OR PRIVATE:** Determine who can share, access distribute & assign to groups XR Apps, 3D/360 libraries
- **USER MANAGEMENT:** Assessment, Analytics User Profiles, Login, LMS Integration
- **CONTENT MANAGEMENT:** Integration with LMS, IoT, AI & CMS
- **ASSIGN & DISTRIBUTE LESSONS**
- **3D ASSEMENT TOOL:** Virtual assessment track & assess user performance with final score report
- **TRACK & ASSESS STUDENT PERFORMANCE**



## TRAIN

- **TRAINING MODULE:** Procedure Practice, Remote Training, Virtual Certification
- **MULTI-USER:** Support For 1-1 Or 1-Many Training
- **MULTI-PLATFORM:** Cross Platform VR Training
- **INTEGRATED COMMUNICATION:** Voice over IP built in
- **GUIDANCE AND ASSESSMENT:** Step-by-step instructions for task completion and integrated assessment
- **VIRTUAL PROCEDURE ASSESSMENT**
- **SEARCH ASSISTED LESSON CREATION**
- **HOST MULTI-USER REMOTE SESSIONS**
- **ASSIGN & DISTRIBUTE LESSONS**
- **TRACK & ASSESS STUDENT PERFORMANCE**
- **EXPERIENCE 3D & 360 LESSONS**
- **CREATE 3D & 360 LESSONS**

## PERFORM

- **PERFORMANCE MODULE:** AR Assist MRO, Remote Expert Assist, RT Data Display
- **MULTI-USER:** Support for operation manager and multiple workers
- **MULTI-PLATFORM:** Users (Phones, Tablets, Wearables)
- **KNOWLEDGE MARKERS: AR Anchor Point Placement and Annotated with text, voice, video, 3D data**



# EON Patents and Awards

## Patents

- Interactive Virtual Reality systems and methods
- Interactive Virtual Reality systems and methods
- Virtual lasers for interacting with augmented reality environments
- Systems and methods for transition between augmented reality and virtual reality
- 3D augmented reality with comfortable 3D viewing
- Systems and methods for multi-user Virtual Reality remote training

## Pending Patents

- Systems and methods for non-linear 260 video mapping
- Systems and methods for attaching synchronized information between physical and virtual environments
- Intelligent 3D search in immersive environment

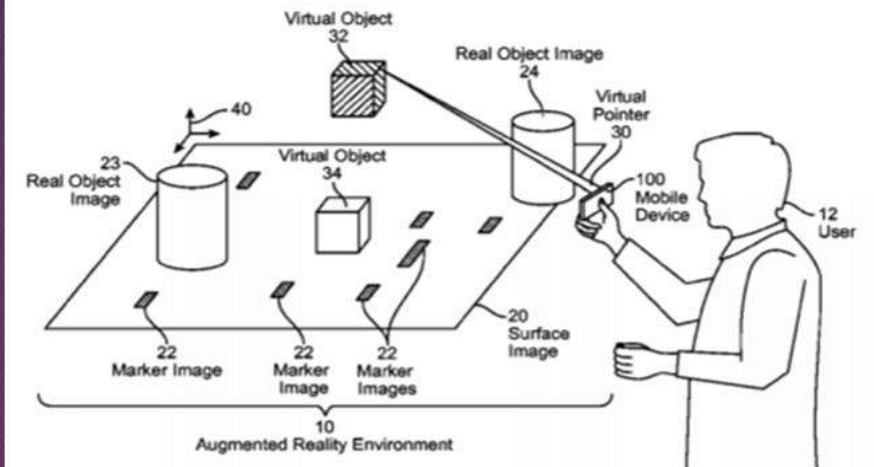
## Awards

- Best AR/VR solution Gold Award
- Best VR Engineering, Construction and Training Award
- Best Learning, Sciences, And Humanities Award
- AR & VR World Futureproof Award
- Global Education Award In Education And Training
- EON Reality Recognized As One Of The Best Companies to work for
- SICC Award for Best Tech Collaboration
- Most Innovative Product Award
- EON wins Award at TechXLR8
- The Eduventures Innovation Award
- Innovator of the Year at the BIG Summit
- World Summit Awards
- ICT Achievers Awards
- US Airforce Award



**United States Patent**  
Kjallstrom et al.

(10) Patent No.: **US 9,600,938 B1**  
(45) Date of Patent: **Mar. 21, 2017**



# Subscription Based Business Model



EON-XR PLATFORM PRICING

**EDUCATION PRICING**

Students	\$36
Teachers & Admins	\$55

Price is per user, per month, billed annually, minimum 30 users

**ENTERPRISE PRICING**

Trainees	\$124
Trainers & Admins	\$190

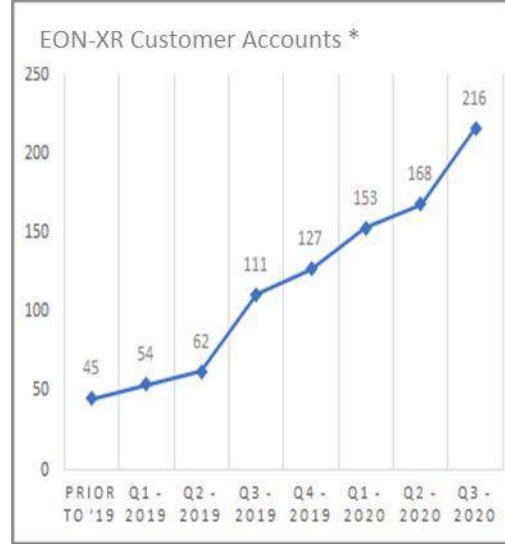
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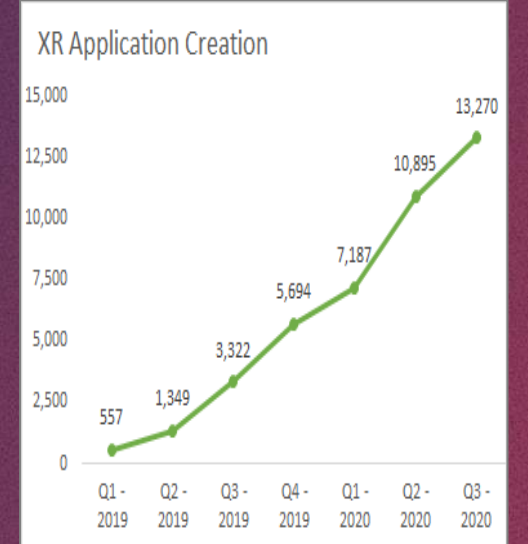
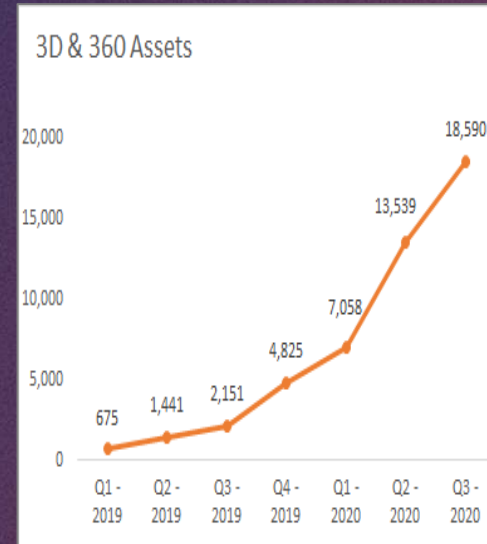


# EON-XR Platform Growth



\* One Customer can have multiple Customer Accounts

# EON-XR Content Growth



# Global Winner at Scale in the XR EdTech sector



ASSAM ELECTRONICS DEVELOPMENT CORPORATION LIMITED AND EON REALITY ANNOUNCE FIRST AUGMENTED AND VIRTUAL REALITY CENTER IN INDIA



EON REALITY AND THE COMMUNITY OF CANARY ISLANDS INAUGURATE THE FIRST CLASSROOM 3.0 CAMPUS IN SPAIN



LUCERNE UNIVERSITY OF APPLIED SCIENCES AND ARTS AND EON REALITY ANNOUNCE AR/VR CENTER IN SWITZERLAND



MOHAMMED VI POLYTECHNIC UNIVERSITY HOSTS THE NEW AUGMENTED AND VIRTUAL REALITY CENTER IN MOROCCO IN COLLABORATION WITH EON REALITY AND USAID



EON REALITY AND ORAL ROBERTS UNIVERSITY PARTNER TO CHANGE GLOBAL EDUCATION WITH AN AUGMENTED AND VIRTUAL REALITY LEARNING CENTER



EON REALITY AND SUS CO., LTD. ANNOUNCE VR INNOVATION ACADEMY FOR KYOTO



CENTEXS AND EON REALITY ANNOUNCE FIRST AUGMENTED AND VIRTUAL REALITY CENTER IN MALAYSIA



EON REALITY AND THE JINSHUI SCIENCE AND TECHNOLOGY BUREAU ANNOUNCE PARTNERSHIP TO BRING INTERACTIVE DIGITAL CENTER TO HENAN PROVINCE,



EON REALITY AND MOHAWK COLLEGE INAUGURATE AUGMENTED AND VIRTUAL REALITY CENTER IN ONTARIO, CANADA



KMITL UNIVERSITY IN THAILAND AND EON REALITY ESTABLISHES CENTER FOR XR



EON REALITY AND NEST ANNOUNCE BRAND NEW AR AND VR CENTER IN KUWAIT

EON Reality's latest expansion in the Middle East will feature ground-breaking technology and a hub...



EON REALITY ESTABLISHES DISTRIBUTION PARTNERSHIP WITH ACCUTEQUE FOR AUSTRALIA AND NEW ZEALAND



EON REALITY AND REGIONE EMILIA ROMAGNA INAUGURATE IDC IN BOLOGNA ITALY



EON REALITY AND UNIVERSITY FOR BUSINESS AND TECHNOLOGY ANNOUNCE PARTNERSHIP TO BRING AVR CLUSTER CENTER TO THE REPUBLIC OF KOSOVO



[EON LEARN FOR LIFE PROGRAM](#) 15 YEARS EXPERIENCE IN AFRICA, FOCUSED ON VOCATIONAL SKILLS, TECHNICAL TRAINING, THROUGHOUT THE DEVELOPING WORLD.



# Leadership Team

Passionate, Proven Experience in XR, Education & Global Network



CHAIRMAN & FOUNDER  
DAN LEJERSKAR



PRESIDENT  
MATS JOHANSSON



EVP OF PRODUCT  
JAN KJALLSTROM



EXECUTIVE VICE PRESIDENT  
ANNA LEJERSKAR



VP BUSINESS DEVELOPMENT EUROPE AND AFRICA  
MIKAEL JACOBSSON



GLOBAL NETWORK DIRECTOR  
BRITA KJALLSTROM



REGIONAL DIRECTOR - SINGAPORE  
SRIDHAR SUNKAD



CHAIRMAN OF EON EDUCATION  
BERTIL ANDERSSON



CHIEF LEARNING OFFICER  
PETER LOOKER



REGIONAL DIRECTOR - CHINA  
NING DONG



REGIONAL DIRECTOR - INDIA  
SHIVA PRASAD



REGIONAL DIRECTOR - ITALY  
NICOLA POLESCHI



CREATIVE DIRECTOR  
JORDAN RICHARDSON



CREATIVE EXECUTIVE,  
JOHN GAETA



ADVISORY BOARD  
PROF.DR. EDMOND HAJRIZI



ADVISORY BOARD  
RIKARD STEIBER

<https://eonreality.com/company/>

# Global Presence

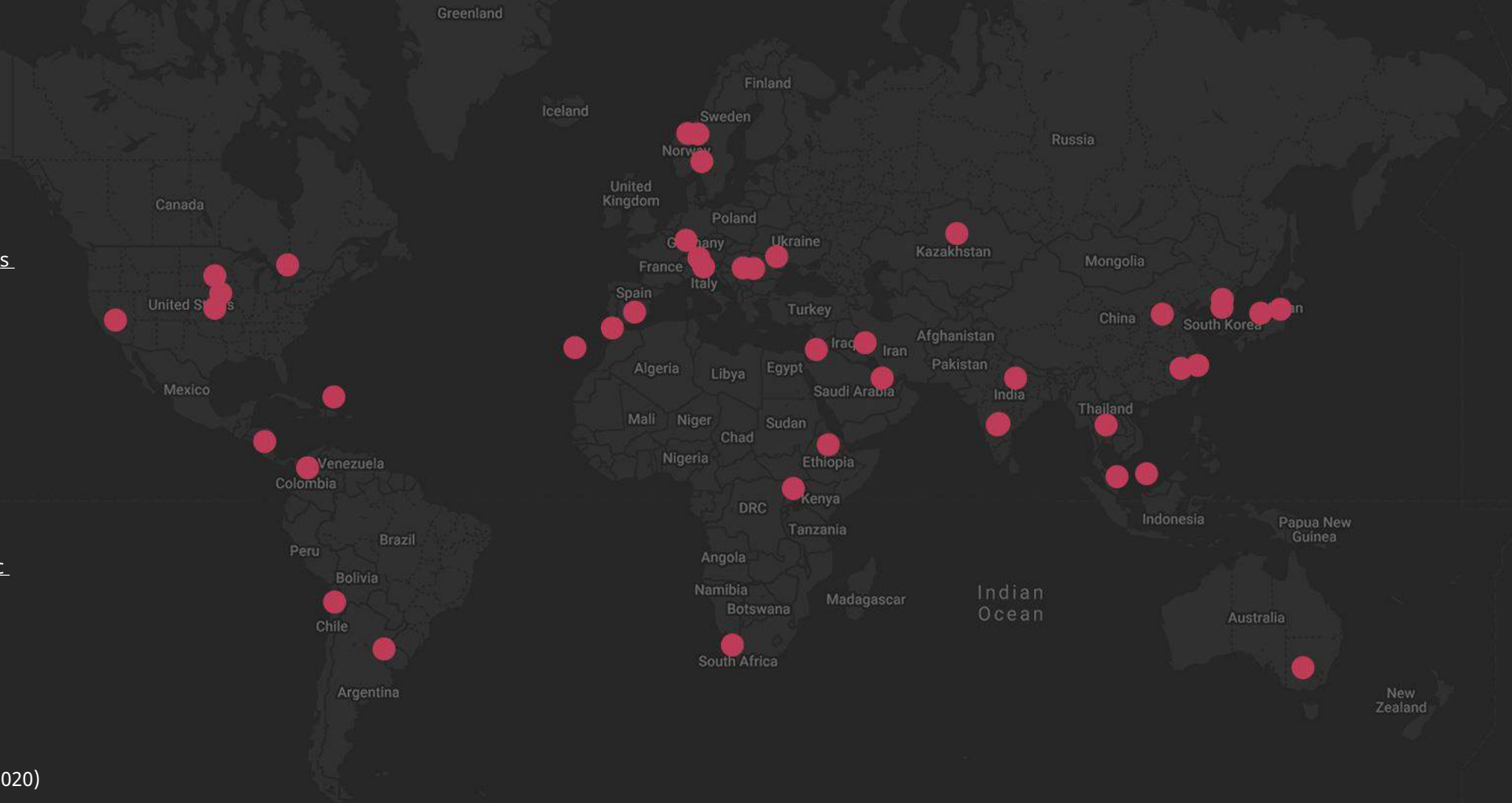
Global Presence in ready for scaling in 29 locations with 7 offices 15 Satellite's and 17 resellers

## EON Offices

1. HQ CA United States
2. Singapore
3. Italy
4. India
5. China Fujian
6. China Jinshui
7. Sweden

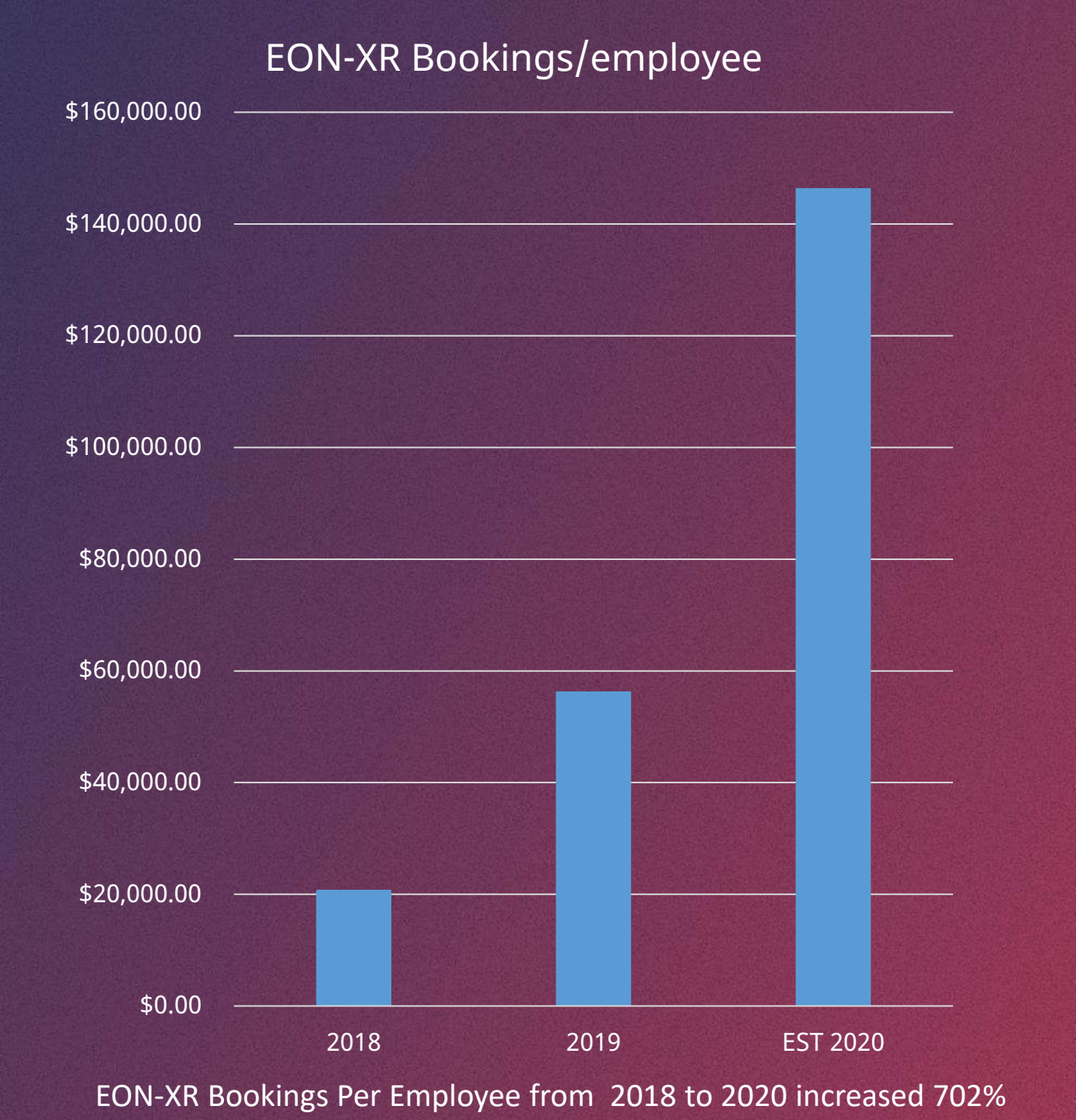
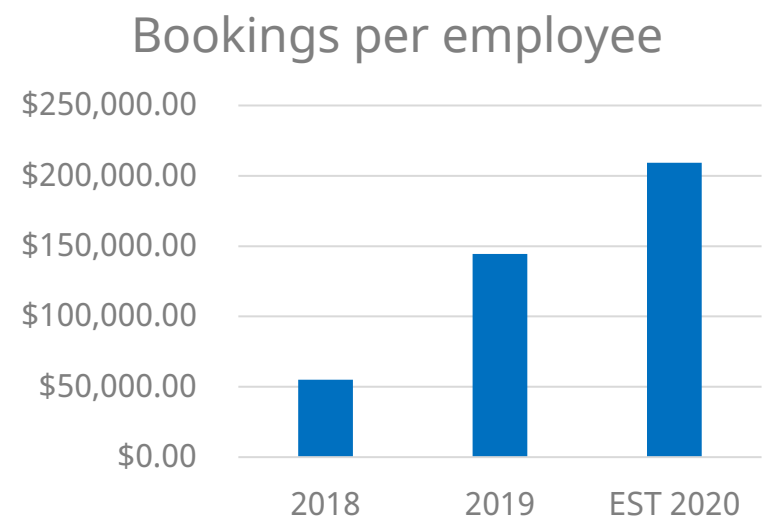
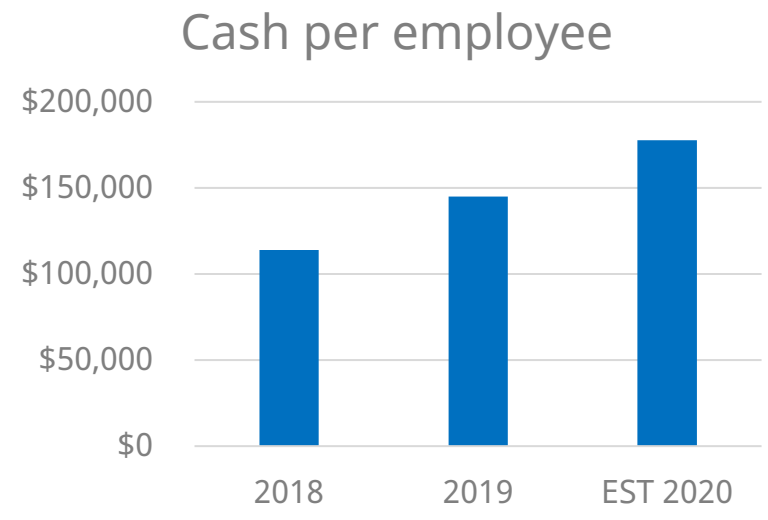
## EON Satellites

1. Japan
2. Malaysia
3. Morocco
4. Canada
5. Dominican Republic
6. Kosovo
7. Switzerland
8. Spain
9. South Africa
10. Norway
11. Saudi Arabia
12. UAE
13. India
14. Thailand (signed 2020)
15. Kuwait





# Cash & Bookings Per Employee



EON-XR Bookings Per Employee from 2018 to 2020 increased 702%

# Conclusion

## Global Winner at Scale in the EdTech XR sector

- **EON-XR RELEASE:** a new inflection point fueling growth & ROI
- **CLEAR PURPOSE:** Easy Creation & Sharing Of XR Apps for Learn, Train & Perform
- **UNIQUE BENEFITS:** Do it yourself, Agnostic, Vast Library, Remote XR, Assessment
- **TRACTION:** Volume Use Cases in Education and Global Roll-outs executed
- **GREAT TIMING:** HW goes mainstream, Pandemic Fast-tracks adoption
- **BIG MARKET:** 2.55B SOM by 2025
- **LEADING PLATFORM:** Unique XR features Patents and Awards
- **EXPONENTIAL SALES:** significant growth in sold EON-XR Licenses & customer accounts
- **PROVEN LEAD GENERATION** with accelerating lead growth
- **PASSIONATE TEAM** Proven Experience in XR Technology, Education and Global network
- **GLOBAL PRESENCE** 29 locations with 7 offices, 15 Satellite's and 17 resellers
- **56% INCREASE CASH** generation Per Employee from 2018 to 2020
- **306% INCREASE BOOKINGS** Per Employee from 2018 to 2020

# Knowledge Is A Human Right



## We invite you to join Our Quest

*We see a future where the forces of XR & AI come together to propel human-computer interaction to new levels. A world where man and machine intelligence work together for mutual benefit and technology empowers people to Learn, Train & Perform. Together we will make XR based knowledge transfer available, affordable and accessible for everybody on the planet*



# EON Partners

## Supported by the Best

We are partnered with titans of technology, innovation, & business.

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Thank You