The Leader In Open Source Virtual Reality

EXECUTIVE BRIEF

WOODSIDE
CAPITAL
PARTNERS

WCP

Company Highlights

- World Class VR/AR expertise
  - A decade of designing, manufacturing and delivering professional-grade VR/AR goggles for multiple verticals
  - >250 enterprise customers worldwide
  - Technical expertise in everything VR

- The Leader in open-source VR
  - Founder and technical leader of OSVR SW/HW effort
  - Technical leadership for a 300+ company ecosystem

- Experienced Team: >70 years of VR/AR experience

- Delaware C-Corp, established 2003, HQ in Maryland, USA. Raised approximately $6M since inception

- Approximately 10 employees, $15M generated to date in aggregate revenue

- Sensics customers:
  - 3 out of 10 top consumer electronics firms
  - 9 out of 10 top defense contractors
  - 3 out of 10 top Automotive firms

CUBIC Global. Innovative. Trusted.   RENAULT   LG   RAZER   HONDA The Power of Dreams   SAIC From Science to Solutions

Sensics Value Proposition

- Sensics has the products, technology, team, experience, relationships and expertise to tackle any VR/AR challenge

- Sensics leads a rapidly-expanding open-source ecosystem ("the Android of VR") that could become the de-facto software foundation for cross-platform, cross-device operation

- Impressive track record of innovation:
    - First HMD with wide field of view and high resolution
    - First HMD with HD1080 and higher resolution
    - First HD1080, low-latency wireless video link for VR
    - First professional HMD with integrated tracking and audio
    - First to provide real-time image processing for HMDs
    - First SmartGoggles with on-board Android and hand tracking
    - First open-source hardware and software VR platform
    - IP Portfolio: 3 Patents are currently pending and 1 patent has been granted

- Experience in transition to mass production

- At CES 2016, Digital Trends Reviewed Sensics designed OSVR: "OSVR Is Twice the Oculus Rift At Half The Price."
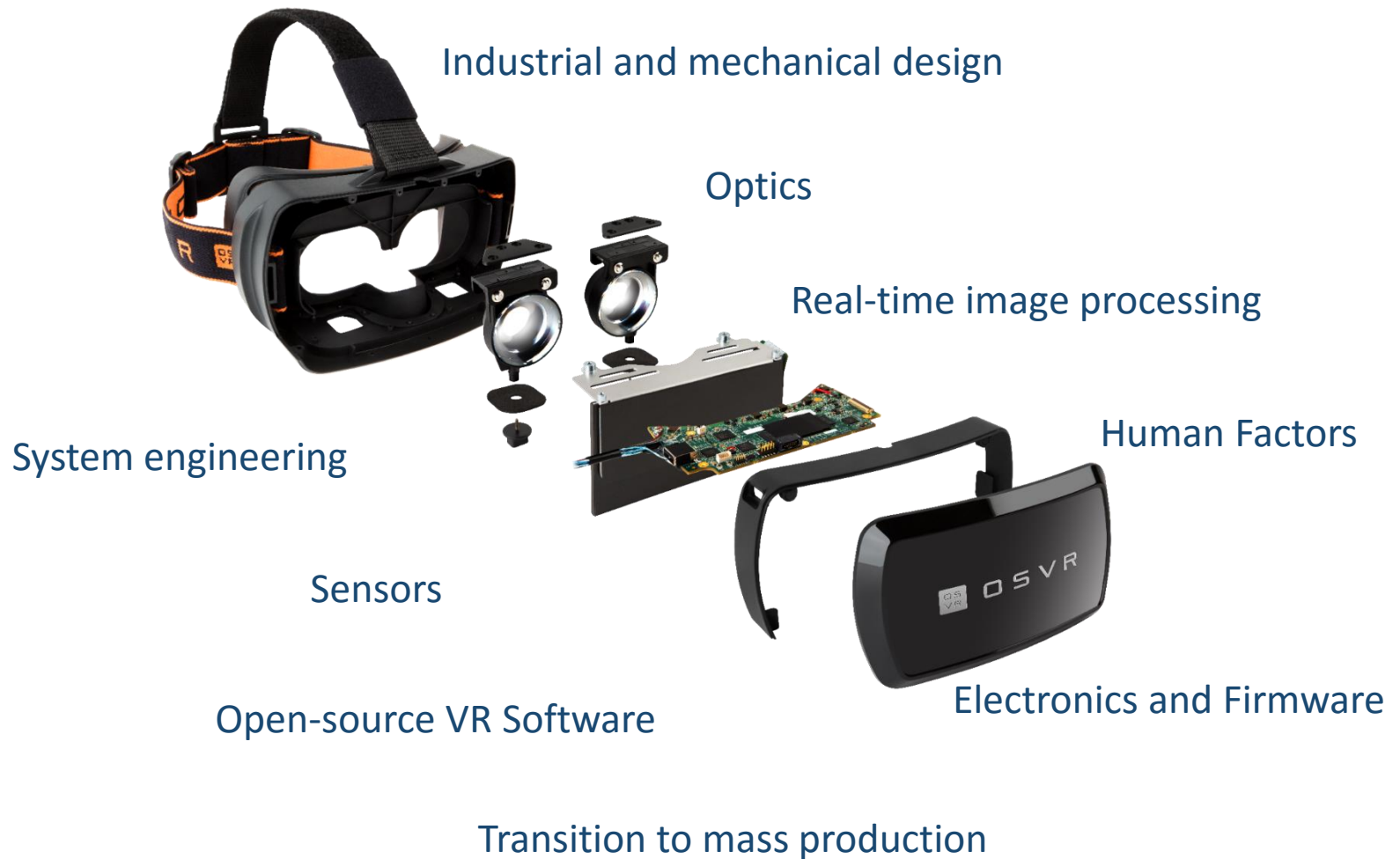
What We Do
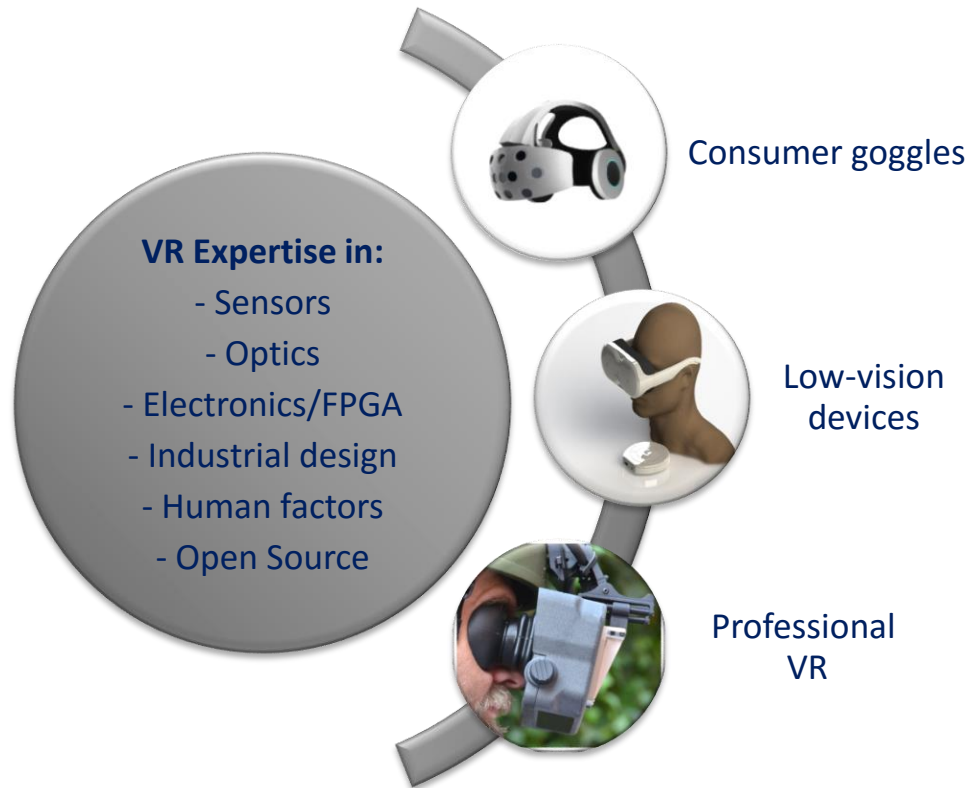
Design and develop VR products

Manage and Control the Open Source Virtual Reality platform

Sensics is an expert in everything VR

Industrial and mechanical design

Optics

Real-time image processing

System engineering

Human Factors

Sensors

Open-source VR Software

Electronics and Firmware

Transition to mass production

Markets Served

VR Expertise in:
- Sensors
- Optics
- Electronics/FPGA
- Industrial design
- Human factors
- Open Source

Consumer goggles

Low-vision devices

Professional VR

Sensics: The Leader in Open Source VR

- "The Android of VR" - most of the OSVR software stack was architected and written by Sensics

- Philosophy:
  - Innovation is not limited to a single company or geography
  - Buy in of multiple players drives the industry forward faster
  - Opportunity to create "de facto standard"

- OSVR to be bundled with Unreal Software Engine. Plugins for most game engines already exist
- Approx 200 devices supported today including Oculus, HTC Vive, Leap Motion, motion trackers, cameras, eye trackers and many more.
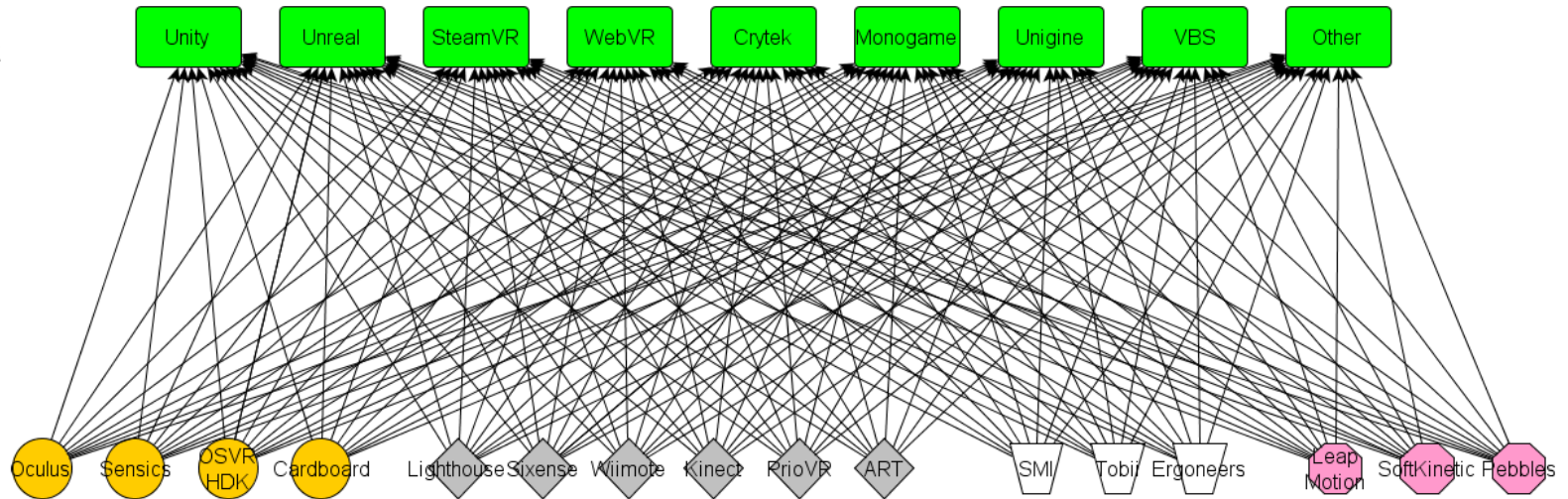
Benefits:

- For developers, The OSVR™ API:
  - Is a multi-platform, standardized framework for VR/AR devices and peripherals
  - Provides set of high-performance services in support of VR/AR applications
  - Is modular, supports both closed- and open-source plugins
  - Allows software developers to reach and support a wide range of devices
  - Provides hardware developers an immediate collection of applications that work

- For end-users
  - Ensures that today's software will work with tomorrow's hardware
  - No one wants to buy software that works only on one device. OSVR solves this
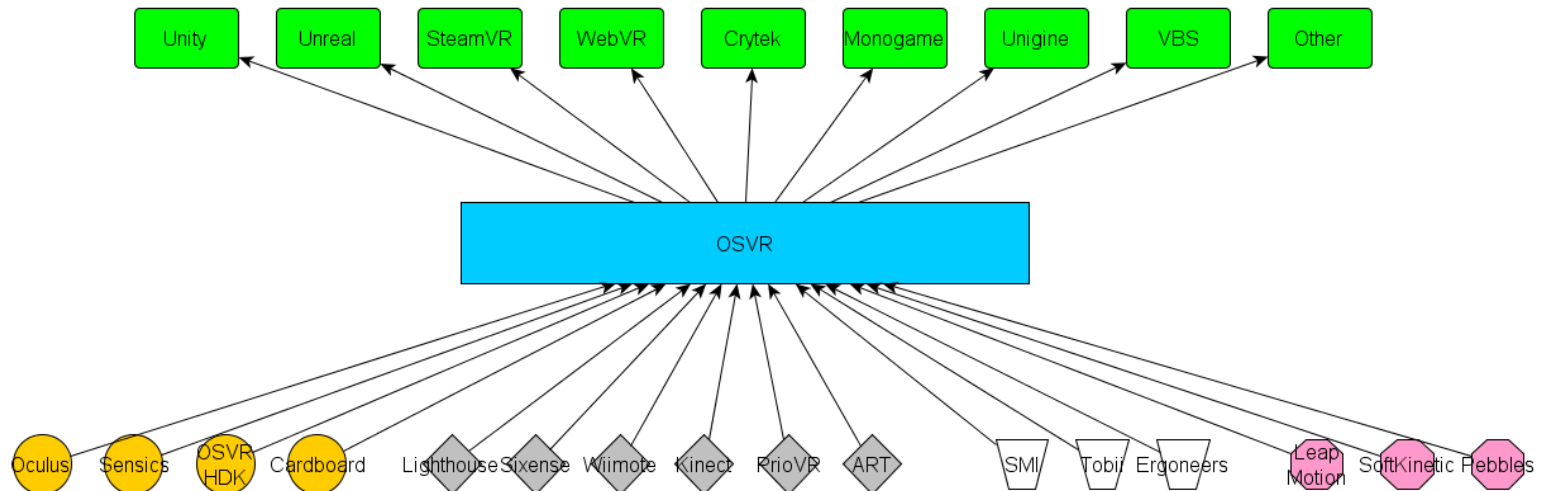
VR/AR Market Trends

- High growth rates across multiple use cases:

  – Consumer/ at-home

  – Consumer/ out-of-home (amusement park, museum)

  – Medical

  – Enterprise

- Numerous devices, from factors, components and peripherals coming to market

- Burning shortage of experience and expertise

- The Problem: There is an acute need for compatibility, standardization: no one wants to write an experience that works only on one device
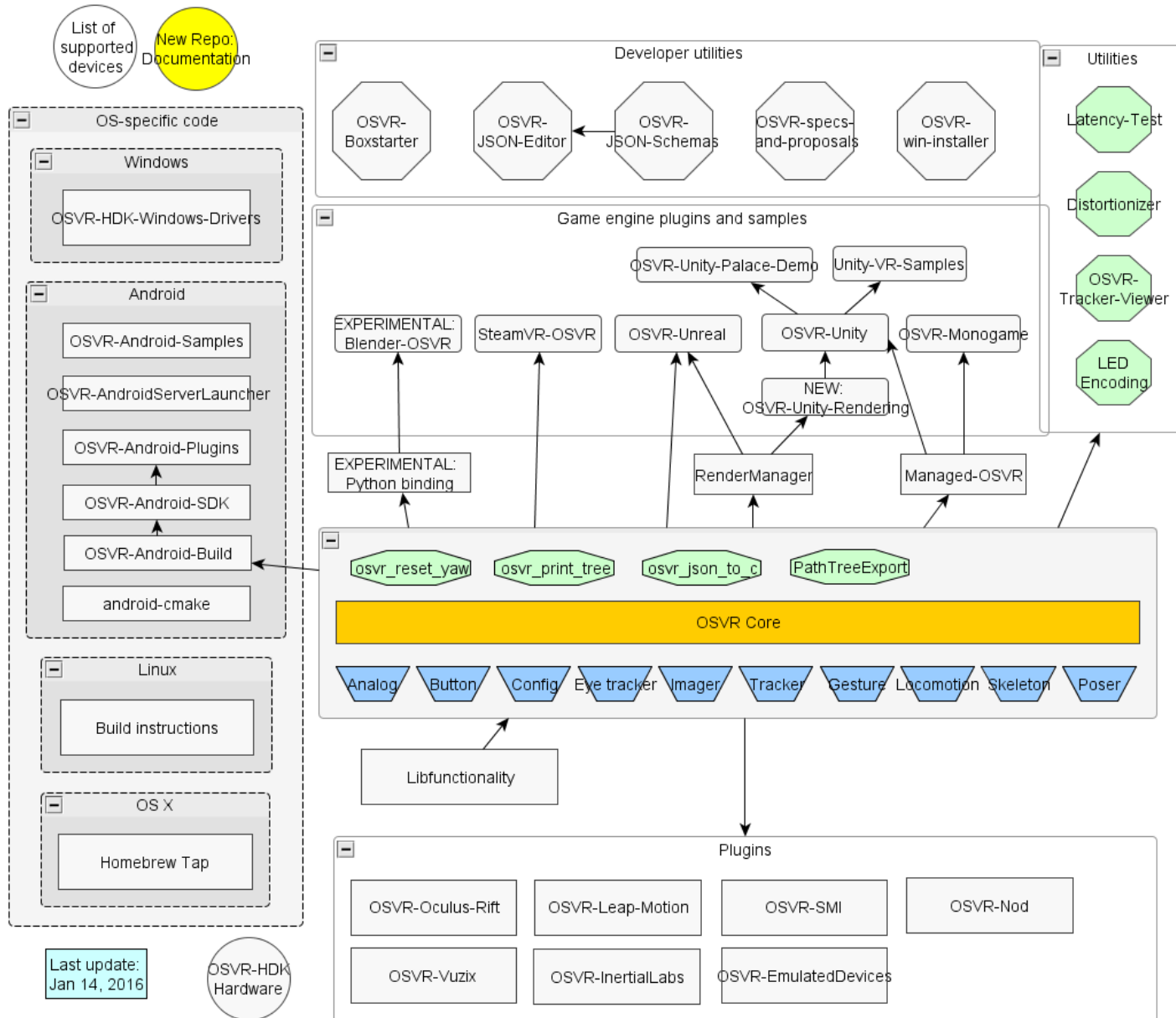
The Solution: Open Source Virtual Reality

Without OSVR

Unity | Unreal | SteamVR | WebVR | Crytek | Monogame | Unigine | VBS | Other

Oculus | Sensics | OSVR HDK | Cardboard | Lighthouse | Sixense | Wiimote | Kinect | PrioVR | ART | SMI | Tobii | Ergoneers | Leap Motion | SoftKinetic | Pebbles

With OSVR

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OSVR

Oculus | Sensics | OSVR HDK | Cardboard | Lighthouse | Sixense | Wiimote | Kinect | PrioVR | ART | SMI | Tobii | Ergoneers | Leap Motion | SoftKinetic | Pebbles
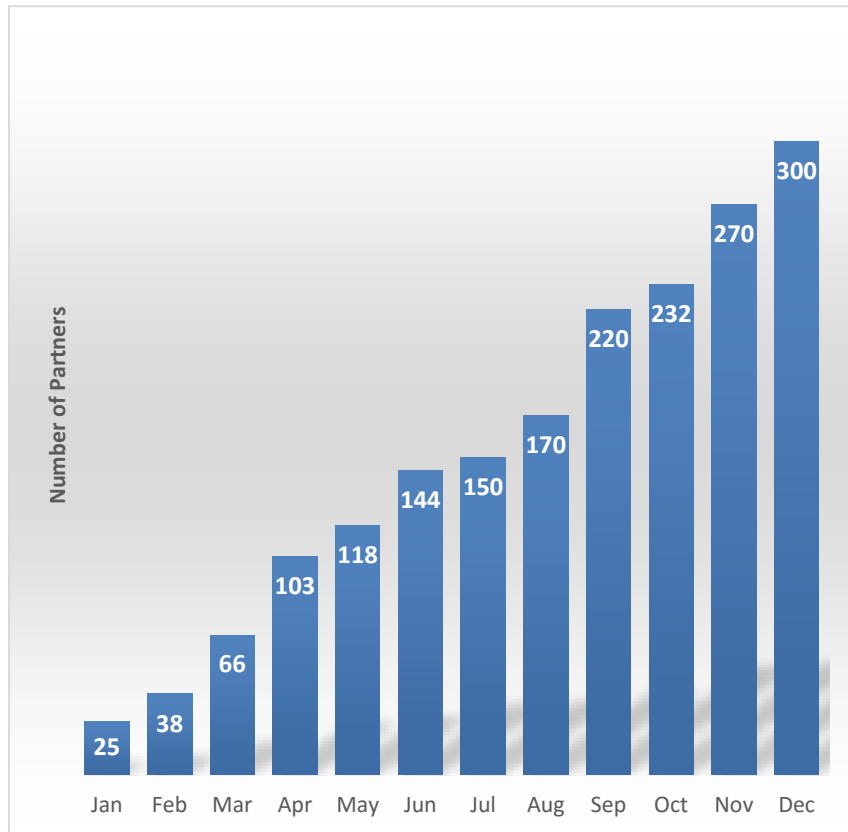
OSVR Technology Platform

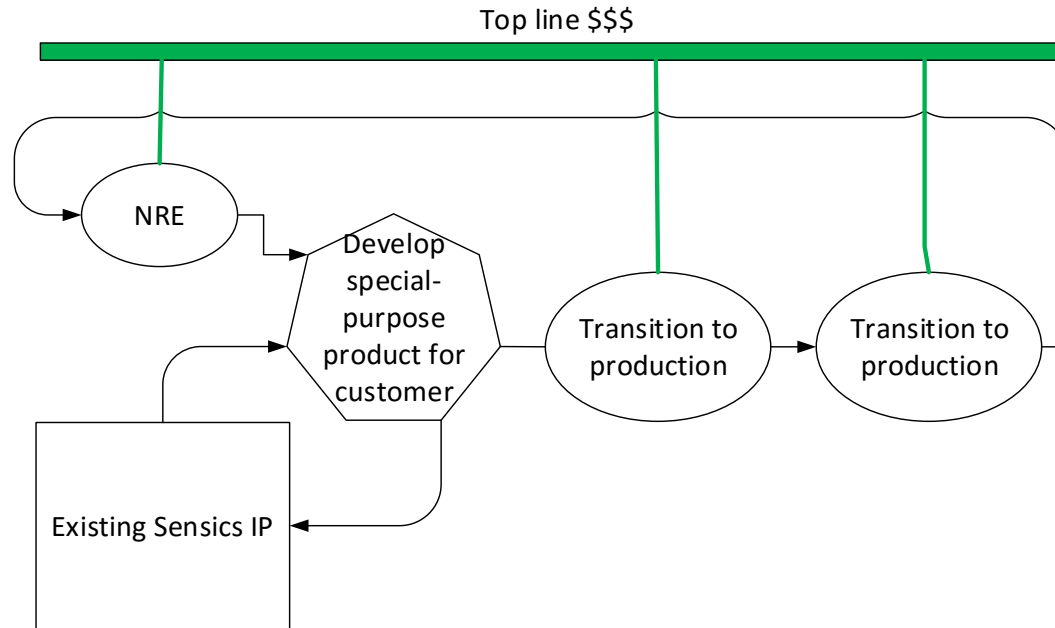# Growth of the Open Source Virtual Reality Ecosystem

Number of Participants

Selected Participants

Revenue Opportunities from OSVR

- Creation of special-purposes HMDs (entertainment, medical, military)

Top line $$$

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                    NRE  →  Develop
                             special-
                             purpose      Transition to      Transition to
                             product for   production          production
                             customer

              Existing Sensics IP
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- OSVR Store (launching shortly)
- Software consulting and premium support
- OSVR also:
  - Reduces our COGS by providing access to mass-produced components
  - Is an excellent marketing vehicle

Patent of Portfolio

Title/Mark	Application No.	Application Date	Case Status	Country
Apparatus, systems and methods for providing motion tracking using a personal viewing device	13/441,401 12771791.6	4/6/2012	Response Filed	United States of America, European Patent Office
Systems and methods for personal viewing devices	13/160,314 11796339.7	6/14/2011	Response Filed	United States of America, European Patent Office
Systems and methods for combining sensory information and inferring context for use in a personal viewing device	14/184,253	2/19/2014	Office Action Issued	United States of America
Head mounted display with full field of view and high resolution	US6529331 B2	4/20/2001	Granted: Exclusive License	United States of America

Global Customers

Industrial

Defense

Consumer Electronics

Competitive Matrix

Criteria	Google Cardboard	Sensics OSVR	Oculus
Open-source	Portions, but core is closed	Yes, software and hardware	No
Platform support	Phone only: Android, iPhone	- Phone and desktop. - Windows, Android, Linux, OS X	- Windows only (Oculus) - Android (separately, through Gear VR)
Universal support of peripherals	No	Yes. 100's of devices supported today	No
Ability of VR experience to support new devices in the future	Can support new phones	Yes. Re-compile not required	No. Requires application recompile
Ability to create high-performance VR experiences	No	Yes	Yes
Price range	$15 for phone add-on	Very flexible.	- $1500 HMD + required PC - $100 GearVR + Samsung phone
App store	Google Play	Plans for white-label store	Oculus

Management Team

Yuval Boger (CEO)

- Sensics CEO since 2006
- Recognized VR expert
- @OSVRguy, www.vrguy.net
- M.Sc. Physics, Kellogg MBA
- Prior executive experience in public, private companies

Yaron Kaufman (COO)

- Responsible for manufacturing and customer support
- Prior executive experience at V-Soft, L3

Ryan Pavlik (CTO)

- PhD, Iowa State University
- Chief architect of OSVR platform

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