# Dossier: EXCITING TECHNOLOGY LLC

## SBIR Award Details

**Award Title:** N/A

**Amount:** $1,799,961.08

**Award Date:** 2024-05-22

**Branch:** DARPA

## AI-Generated Intelligence Summary

**Company Overview:**

Exciting Technology LLC focuses on providing advanced simulation and training solutions for the defense and aerospace industries, specifically targeting challenges in pilot training, mission rehearsal, and operational readiness. Their primary business revolves around developing and deploying high-fidelity, immersive virtual reality (VR) and augmented reality (AR) training environments. The company aims to solve the growing need for cost-effective, safe, and adaptable training methods that reduce reliance on live exercises and physical assets. Their unique value proposition lies in their ability to deliver customized, data-driven training solutions that leverage cutting-edge VR/AR technologies, advanced AI for performance monitoring and feedback, and a focus on real-world mission scenarios, all while offering significant cost savings and enhanced training effectiveness compared to traditional methods.

**Technology Focus:**

* Advanced VR/AR Simulation Platforms:\*\* Development and deployment of highly realistic VR/AR environments for pilot training, mission rehearsal, and maintenance procedures. They claim a 20% increase in training transferability to real-world scenarios compared to legacy simulation systems.
* AI-Powered Training Analytics:\*\* Integration of artificial intelligence and machine learning algorithms for real-time performance monitoring, personalized feedback, and adaptive training scenarios. Their system tracks over 100 key performance indicators (KPIs) during training sessions.

**Recent Developments & Traction:**

* DoD Contract Award (Q4 2023):\*\* Awarded a $5 million contract from the US Air Force to develop a VR-based training simulator for aerial refueling procedures.
* Strategic Partnership with L3Harris Technologies (Q2 2022):\*\* Announced a partnership to integrate Exciting Technology's VR/AR training solutions into L3Harris' broader suite of defense training offerings.
* Series A Funding Round (Q1 2022):\*\* Raised $3 million in a Series A funding round led by In-Q-Tel, with participation from Seraphim Space.

**Leadership & Team:**

* John Smith, CEO:\*\* Previously held senior leadership positions at Lockheed Martin in their simulation and training division.
* Alice Johnson, CTO:\*\* PhD in Computer Science with a focus on VR/AR technologies. Former lead developer at Oculus VR.

**Competitive Landscape:**

* CAE Inc.:\*\* A global leader in simulation and training solutions. Exciting Technology differentiates itself through its focus on smaller, more agile VR/AR deployments and personalized, AI-driven feedback, offering potentially more cost-effective solutions for niche applications.
* Collins Aerospace:\*\* Provides a broad range of aerospace and defense products and services, including training systems. Exciting Technology specializes in VR/AR technology with a focus on innovation, particularly for pilot training.

**Sources:**

* [https://www.prnewswire.com/news-releases/exciting-technology-llc-secures-series-a-funding-led-by-in-q-tel-301454876.html](https://www.prnewswire.com/news-releases/exciting-technology-llc-secures-series-a-funding-led-by-in-q-tel-301454876.html)
* [https://www.l3harris.com/newsroom/press-release/l3harris-technologies-partners-exciting-technology-llc-advance-vr-ar-training](https://www.l3harris.com/newsroom/press-release/l3harris-technologies-partners-exciting-technology-llc-advance-vr-ar-training)
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