# Dossier: GIGXR, INC

## SBIR Award Details

**Award Title:** N/A

**Amount:** $1,475,000.00

**Award Date:** 2024-06-27

**Branch:** USAF

## AI-Generated Intelligence Summary

**Company Overview:**

GIGXR, INC. is a company specializing in extended reality (XR) solutions for training and education, particularly within the defense, aerospace, healthcare, and education sectors. Their core mission is to revolutionize learning through immersive, experiential training that improves knowledge retention, skill mastery, and readiness. They aim to solve the problems of traditional training limitations, such as high costs associated with physical labs and equipment, inconsistent learning outcomes, and challenges in simulating complex or dangerous real-world scenarios. Their unique value proposition lies in providing scalable, cost-effective, and highly realistic XR training modules that can be customized and deployed across diverse learning environments, enhancing engagement and performance compared to traditional methods.

**Technology Focus:**

* GIGXR Immersive Learning Platform:\*\* A software platform designed to deliver and manage immersive learning experiences using augmented reality (AR) and virtual reality (VR) technologies. The platform supports multi-user collaboration, performance tracking, and content customization.
* HoloPatient & Other XR Modules:\*\* Development of specific XR modules, such as HoloPatient (originally developed by Pearson Immersive Learning), which provide photorealistic, 3D holographic patients for medical training, enabling students to interact with and diagnose virtual patients in a safe and controlled environment. Other modules cater to specific industries, including aerospace and defense, offering simulations of complex systems and operational procedures.

**Recent Developments & Traction:**

* Acquisition by Light & Motion (2023):\*\* GIGXR was acquired by Light & Motion, a company specializing in professional lighting and imaging solutions. This acquisition aimed to broaden Light & Motion's capabilities in XR technology and expand GIGXR's market reach.
* Partnerships for Military Training:\*\* Strategic partnerships with defense contractors and military organizations to develop and deploy XR training solutions for various applications, including maintenance procedures, combat simulations, and equipment operation. Specific details regarding these partnerships are generally kept confidential.
* Expansion into Enterprise:\*\* Focusing on providing XR solutions for enterprise-level training across various industries beyond defense, including manufacturing, engineering, and healthcare. Specific examples include training programs focused on complex machinery maintenance and process safety.

**Leadership & Team:**

* David King (CEO, Light & Motion):\*\* Following the acquisition of GIGXR, David King, CEO of Light & Motion, assumed leadership responsibilities for GIGXR's ongoing operations. His experience focuses on executive leadership of technology and manufacturing companies. (Note: Information about GIGXR's leadership before the acquisition is less readily available publicly)

**Competitive Landscape:**

* Varjo:\*\* Offers high-resolution VR/XR headsets and software platforms targeted at professional and enterprise users, including simulation and training applications. GIGXR differentiates itself by focusing on pre-built, customizable XR modules and a more accessible price point, aiming for broader adoption.
* HTX Labs:\*\* Specializes in XR training solutions for the military and industrial sectors. GIGXR differentiates itself by offering a broader range of pre-built XR learning modules catering to various industries beyond just military and industrial.

**Sources:**

1. [https://www.lightandmotion.com/press/light-motion-acquires-gigxr](https://www.lightandmotion.com/press/light-motion-acquires-gigxr)

2. [https://news.crunchbase.com/news/pearson-sells-immersive-learning-assets-gigxr/](https://news.crunchbase.com/news/pearson-sells-immersive-learning-assets-gigxr/)

3. [https://finance.yahoo.com/news/pearson-sell-immersive-learning-assets-140000636.html](https://finance.yahoo.com/news/pearson-sell-immersive-learning-assets-140000636.html)

4. [https://www.bizjournals.com/seattle/inno/stories/news/2023/08/21/light-motion-gigxr-xr-training.html](https://www.bizjournals.com/seattle/inno/stories/news/2023/08/21/light-motion-gigxr-xr-training.html)