



SPACEVIEWER

Onboard Augmented Reality

What does Space Viewer do ?

Empowers the mobility experience by bringing
augmented reality onboard

Imagine we could “naturally” answer...

What's that?



What's my pose?

Where is C-16 road?



The problem

Only expensive equipment needing ancillary installations on the vehicle allow good levels of environment augmentation

The solution

Space Viewer is a powerful augmented reality engine

- Runs on high-end smartphone & smarlens
- Making of landscapes really wealthy scenes for the great public
- Performs as the best-of-market real-time pose determination algorithm
- Recreating natural feelings thanks to a great visual reactivity
- And a careful minimalistic user interface

Additionally,

- Can work offline and tolerates the loss of GPS signal
- First-in-the-market photography features: auto-labelling & geo-projection
- Supports customised geographic datasets

Positioning

Augmented Reality
Virtual Reality

External world



Cabin



Need specific
equipment installation

Bring your own
device approach



The first in-flight
augmented reality
camera.

Market validation with a ***proof of concept***



Market validation

Proof of Concept

Monitoring
Android app
4.5/5 rating
2% daily use

Pilots & frequent flyers

Interviews give
>50% positive purchase
intention.
High request for iPhone
version

Twitter

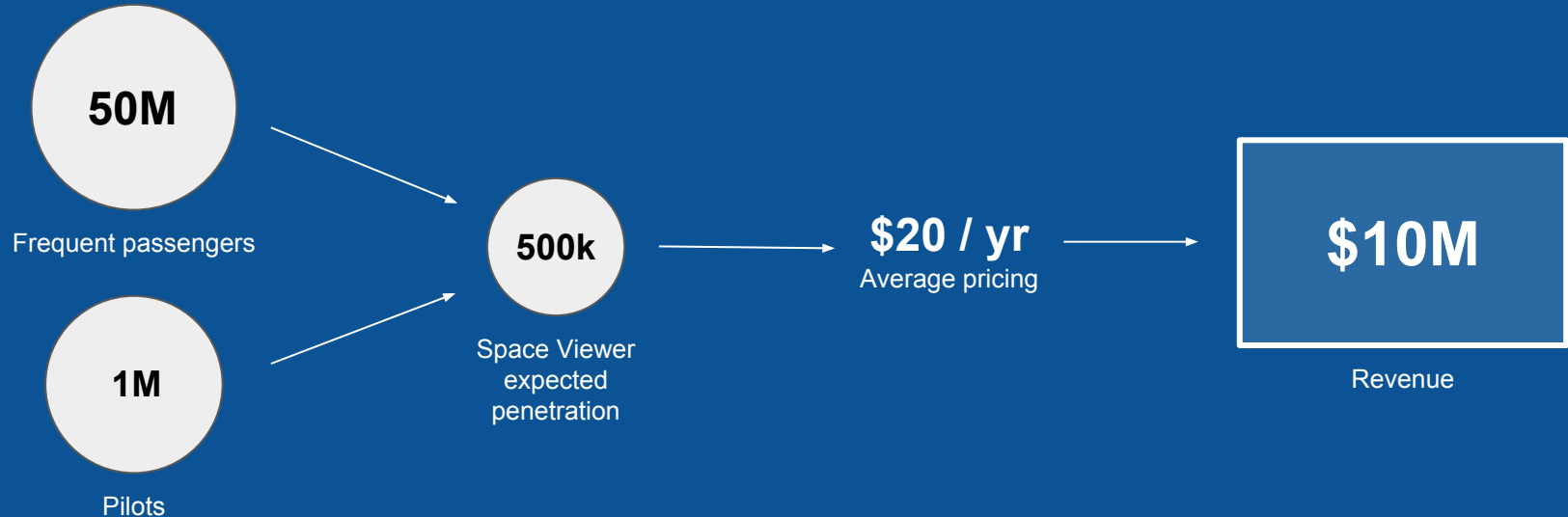
Very high engagement
rates in several
aeronautics communities:
likes, retweets, comments,
app download

In-flight entertainment

Bring your own device
(BYOD) model adoption
by airlines.
Qantas, Transavia,
AirFrance offer VR
headsets

Market size & Business model

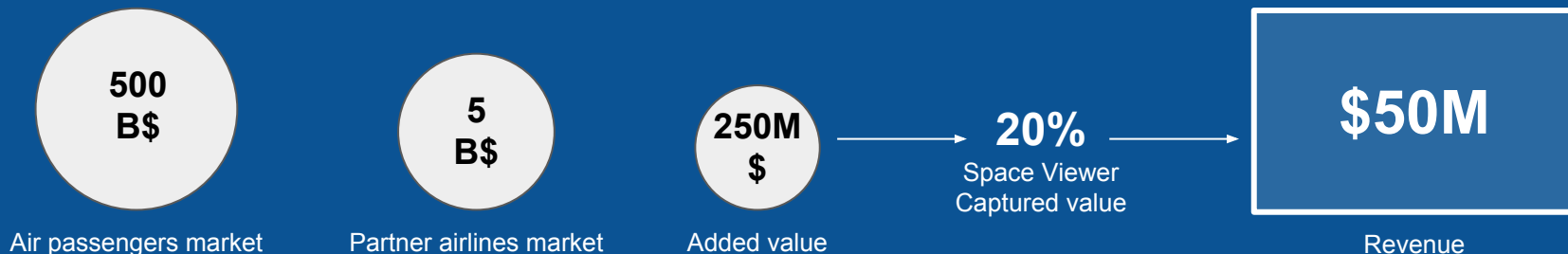
- Every day 8M+ passengers fly
- There are 1M active pilots in the world (commercial, private, students)



The expansion plan

A value proposition for airlines

- Global air passengers market is ~\$500B+
- Average price of flights is ~\$100 / hr / pax
- IFEC (in-flight entertainment and connectivity) is a key differentiator among airlines. IFEC market is ~6B\$+
- **Space Viewer is an unique offer in IFEC** ⇒ could allow airlines improve their pricing by at least \$5 / hr / pax.



Customer acquisition

- **Freemium model**
 - Limited features and dataset
 - Pictures sharing in Space Viewer Atlas ⇒ searching viral effect
- **Twitter influencers**
 - Paid and procured with best features an datasets
 - Ex. Sir Chandler Blog
- **Aeronautics technical press**
- **Agreement with small airlines**
 - Ex. Andes Lineas Aereas (South America)
- **Agreement with small suppliers of IFE**
 - Ex. Adaptive Channel (France)
- **Participation in APEX conference (TBC)**
- **Then, include one major group to provide brand endorsement**

The team

José Iriarte



- OneWeb Satellites (France)
- Airbus Defence & Space
- Transonic EURL, owner
- Satellogic & Iceye (Earth observation start-ups)

Lucas Iriarte



- Aeronautics blogger, 10k+ followers
- Civil Engineering student
- JV Hochtief, Germany
- Water Resources Authority, Argentina



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