



Helping Governments to Build Competitiveness Around Digital Technologies

Augmented And Virtual Reality for Learning & Training and Performing

Building Competitiveness Around Digital Technologies

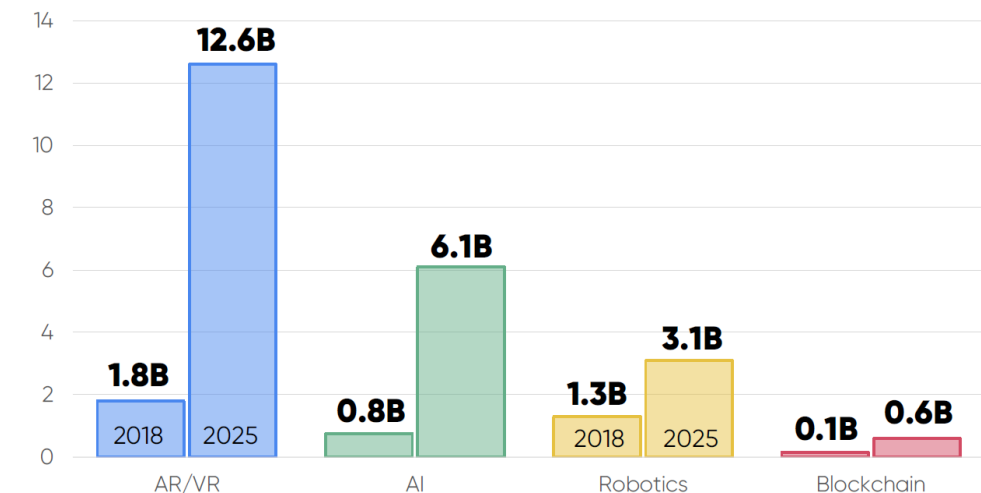
- We are in the middle of a technological revolution in which virtual reality, augmented Reality, artificial intelligence, and other technologies are converging.
- This will **affect every city**, industry and every economy around the globe.
- A City's ability to navigate these changes and to **build competitiveness** around these digital technologies will not only determine its future wealth but also its **position on the global stage**.

Which countries are making the most progress in digital competitiveness?



World Economic Forum: Governments XR investment due to pandemic

Advanced Education Technology Expenditure 2018-2025, USD Billions



Source: HolonIQ, Smart Estimates™ January 2019

AR/VR Will Dominate Advanced Learning & Training

EON Reality's Purpose

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



EON Reality is the Global leader in VR and AR for knowledge transfer



AR VR IA



HUMAN 2.0
GOVERNMENT



CLASSROOM 3.0
ACADEMIC



INDUSTRY 4.0
ENTERPRISE

Leadership Team

Passionate, Proven Experience in XR, Education & Global Network



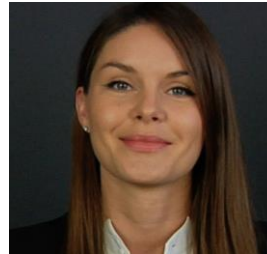
CHAIRMAN &
FOUNDER
DAN LEJERSKAR



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



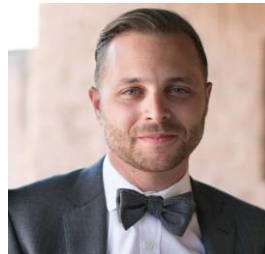
REGIONAL
DIRECTOR - CHINA
NING DONG



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/>

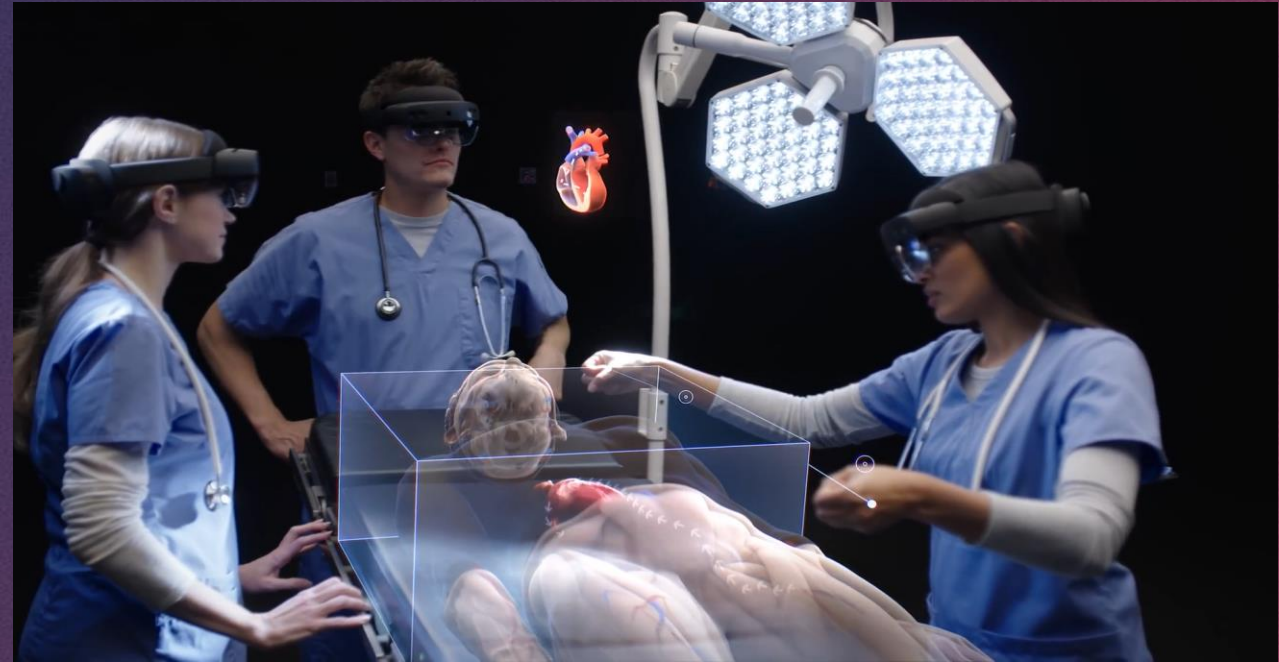
Why Now?

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](#).

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](#)



"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."

The Problems

Education Problem



Learners today are Social, Multi-taskers & have Short-attention span
Future jobs require Problem Solving, Critical Thinking and Collaboration

VR/AR Problem



82% of Education institutions that tried VR/AR have not moved beyond pilot*

Pandemic Problem



Students tune out after 6 minutes of online Learning Is Not A Spectator Sport

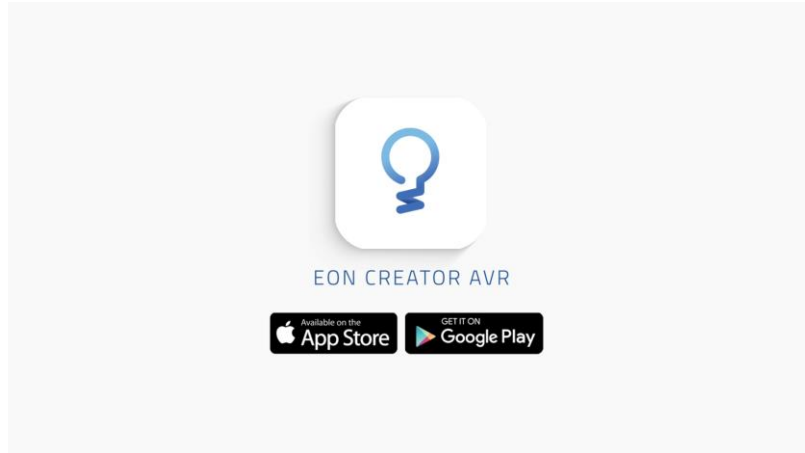
"If we teach today's students as we taught yesterday's, we rob them of tomorrow." John Dewey

3 Key Reasons:
No Easy Way To Create Content
VR/AR Devices too Expensive
Lack Of Content Assets

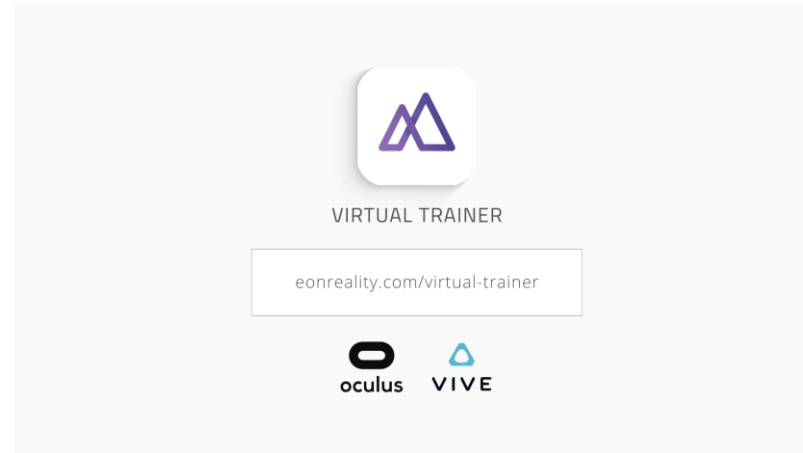
Learning has moved online
No ability for hand-on activities
Students Want interactive classes

The Solution

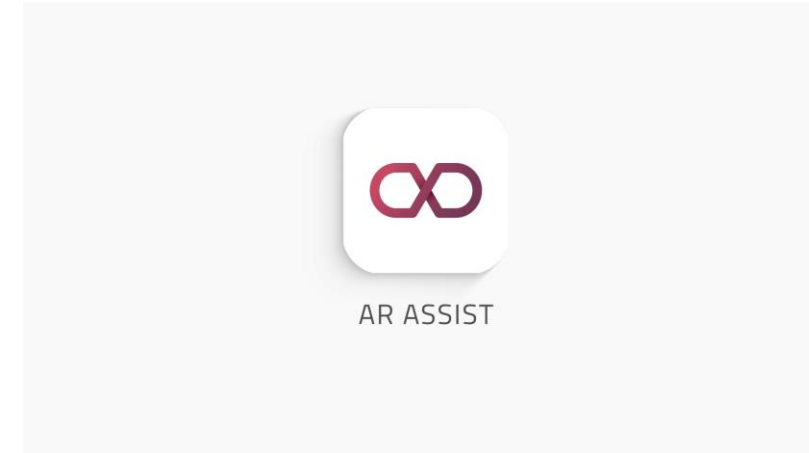
Learn



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

Global Presence

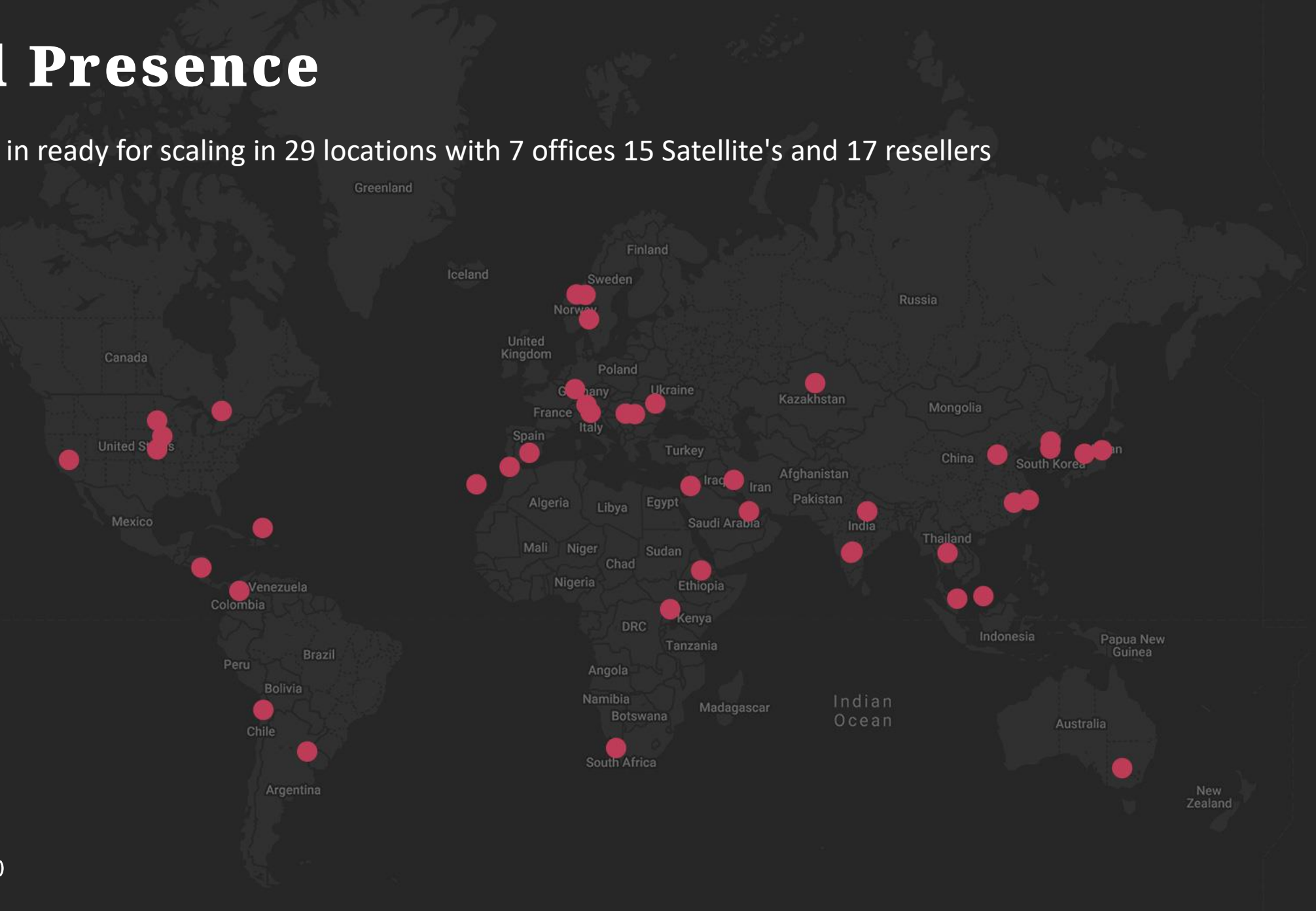
Global Presence in ready for scaling in 29 locations with 7 offices 15 Satellite's and 17 resellers

EON Offices

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

EON Partnerships

- 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

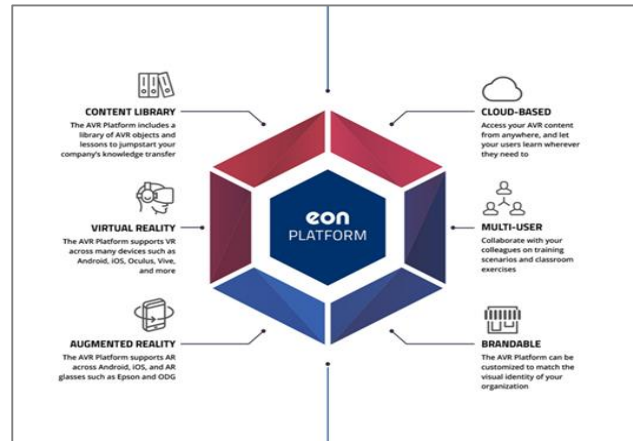


Interactive Digital Centers

Global Initiative to realize the Human 2.0 Vision by Partnering with Governments & Academic Institutions

Regional Platform & Vault Deployment

Regional deployment of XR platform to uplift millions of smart students & smart workers for the jobs of the future starting with Testbed of 7000 students, 1500 workers per Year for 5 Years & Implementation phase >100,000 users



XR Content & IP Creation

Teachers, subject matter professionals and students create new XR lessons and knowledge modules.

Global XR Marketplace

Access to EON's global Marketplace and network in more than 70 countries that provides revenue opportunities from IDC developed XR applications (70% goes to local partner)



EON Investment

Significant EON Investment Contribution >75% co-investment in the center with selected Partners, subject to the fulfillment of the qualification requirements

EON's Global Roll-out



The banner features a dark blue background with a world map and network lines. Silhouettes of hands are shown interacting with the map and a keyboard. The EON Reality logo is in the top left, and navigation links are in the top right. The main headline is centered, with the date below it. A 'WORLD CONNECTION' keyboard graphic is at the bottom center.

eon reality

COMPANY ▾ GLOBAL LOCATIONS ▾ AVR PLATFORM ▾ SIGN IN START FOR FREE

EON Reality Unveils 114-Stop World Tour for AVR Platform Launches

January 23, 2020

WORLD CONNECTION

Q W E R T Y U I O P
A S D F G H J K L
Z X C V B N M
EN

Global Partnerships



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.

Successful EON Reality Partnerships



Global Center for Advanced
Interprofessional Learning

[Follow Link to More Info:](#)

<http://www.wowt.com/content/news/New-virtual-reality-lab-at-UNMC-489188681.html>

Category	Pre-AVR (2016)	Post-AVR (2018)
Placement of International students	85%	99.9%
Placement of all Students	92%	99.4%
Online Enrollment	385	625
Traditional Enrollment	3,460	4,000
Certificate Enrollment	300	2,230
Student Retention (Fall Freshman to Spring Freshman)	73%	92.6%
Student Satisfaction Survey	90%	98%
Faculty Technology Engagement	65%	95%
Access to AVR Learning Environments	40	400,000
Number of Countries Reached	89	106

Mike Mathews
VP of Technology and Innovation

[Follow Link to More Info:](#)
<https://youtu.be/lqsP2O9dDlq>



IDC Hub Singapore

[NTU](#), Nanyang Technological University, is one of the top Universities world-wide, 1st In The World Amongst Young Universities and [ranked Top 10 globally](#) in several subjects.

NTU has over 30,000 students and is led by its President, former Nobel Prize Committee Chairman in Chemistry, Professor Bertil ANDERSSON.

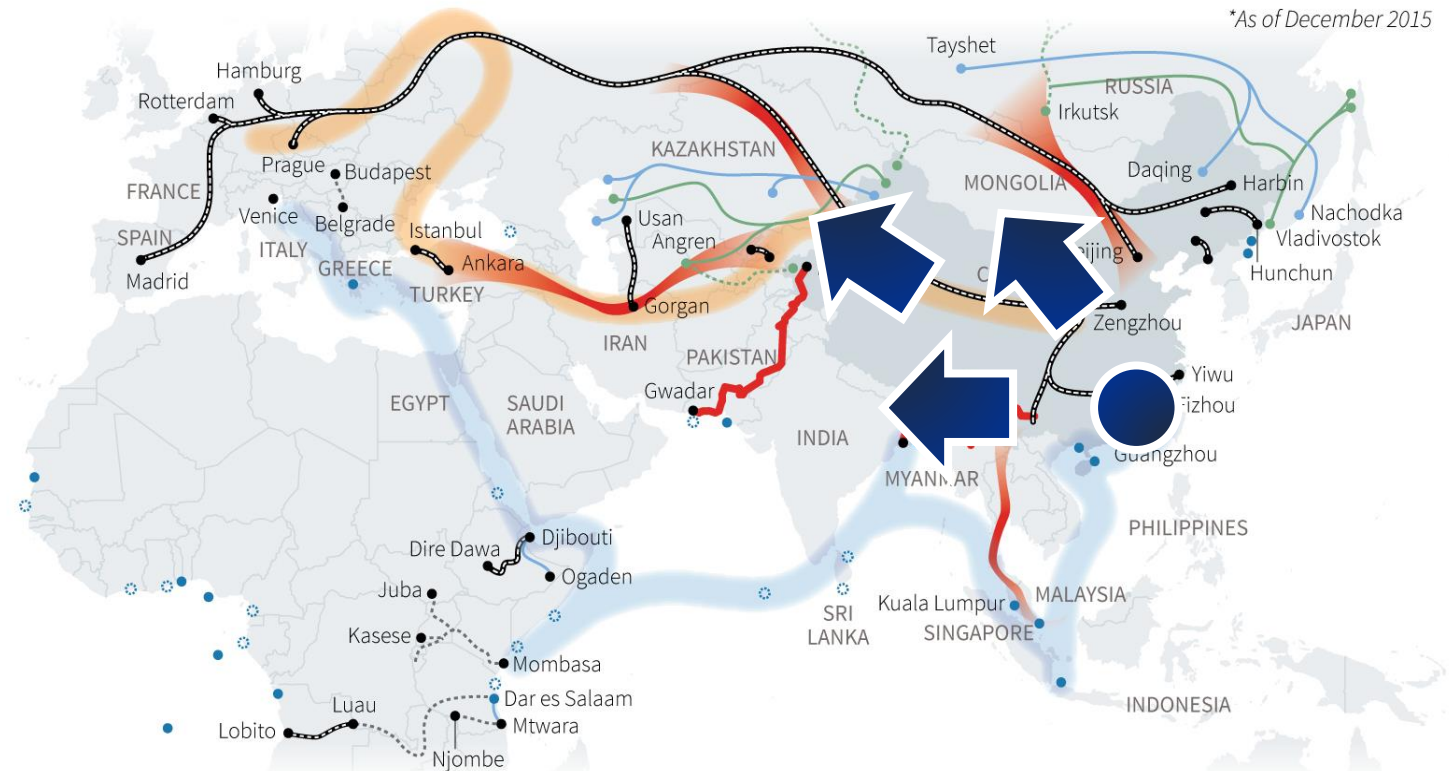
In 2015 NTU has launched a 5 year, **\$75 million** project in Technology Enabled Learning to further enhance its strength in the face of global competition. Read more at <http://www.channelnewsasia.com/news/singapore/ntu-to-spend-s-75-million/2204774.html>

In 2015 NTU also selected EON Reality's technology platform for an initial facility consisting of EON Icube, EON Ibench Mobile, tablet solutions and EON Reality's scalable software platform.

IDC Hub China

As part of the OBOR – **One Belt, One Road** – EON Reality and China Merchants Group has partnered and set up a joint IDC in China to FastTrack deployment in China and the Region

*Top image: Chairman **LI Jianhong** (centre) of China Merchants Group meeting with EON Reality founder **Dan LEJERSKAR** in China (2017 Sept.).*



Academic Adoption

EON Academic Customers & Partners



Volume Roll-out Use Cases with Focus on Education



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 a hands-on experience 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](#)



35% Increase in Test Scores

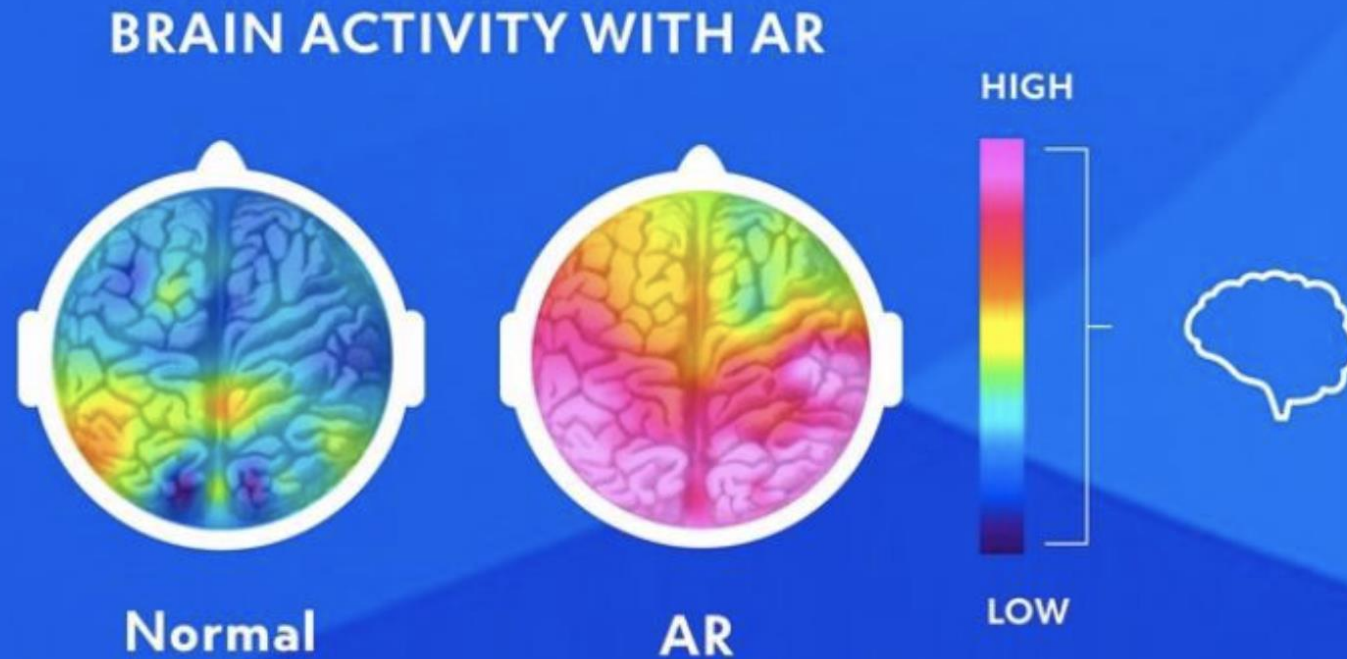
Students Remember Longer And Increase Test Scores
86% of Students in the VR Classroom improved their Test Results
Attention levels doubled (92% vs 46%)
Test Scores increased with 35%

BBC Published study
"Students can see how things function. Instead of learning about the heart statically they can see it in a solid way, literally see blood passing through the valves, see exchange of oxygen, rotate it, tilt it and zoom in," Said Prof Bamford.

BBC

1) From <http://www.bbc.co.uk/news/technology-15115059>
2) From <http://www.dlp.com/downloads/DLP-CaseStudy-Classroom3.pdf>

70% Increase in Memory Encoding



AR delivered almost double (1.9 times) the levels of visual attention compared to their non-AR equivalent.

What they found was that memory encoding was **70% higher** in the AR tasks compared to the non-AR tasks.

Industry Adoption

EON Industry Customers

accenture

RioTinto

AIRBUS
AN EADS COMPANY



UNITED



ExxonMobil



CATERPILLAR



Singtel



NOVARTIS

LEXMARK



FESTO



PetroSkills



SIEMENS



Honeywell

NHS



Use Cases in Industry



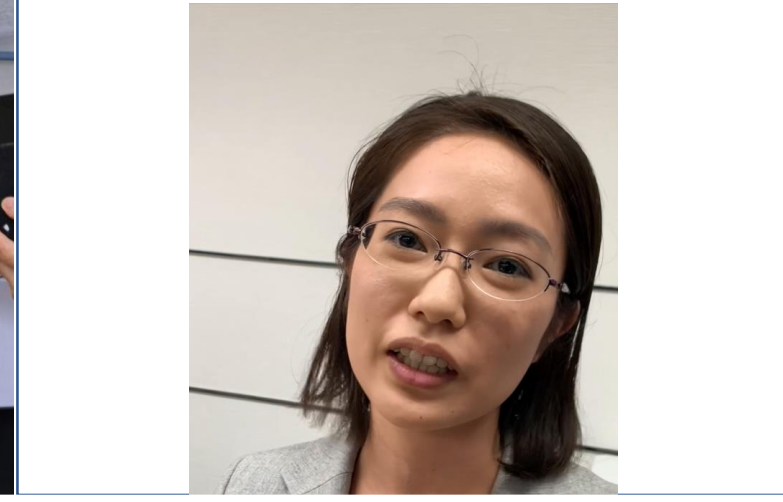
SBS Transit is using EON-XR platform at the Bus Technical Specialist Certification Centre allowing trainees to learn about the parts and workings of a bus engine through Augmented Reality.

Follow Link to More Info:

<https://www.youtube.com/watch?v=GvJmxmMnVBk>



Kajima Corporation is piloting EON-XR platform for construction safety training and remote collaboration through Augmented Reality.



Kyoto based SUS Co Ltd is using The EON-XR platform for development of engineers and Support 'personnel' as well as education market.

Follow Link to More

Info <https://academy.crossreality.co.jp/>

<https://eonreality.com/eon-reality-vria-kyoto-2/>

63% Reduction in Training Costs with XR

Service Technicians Training

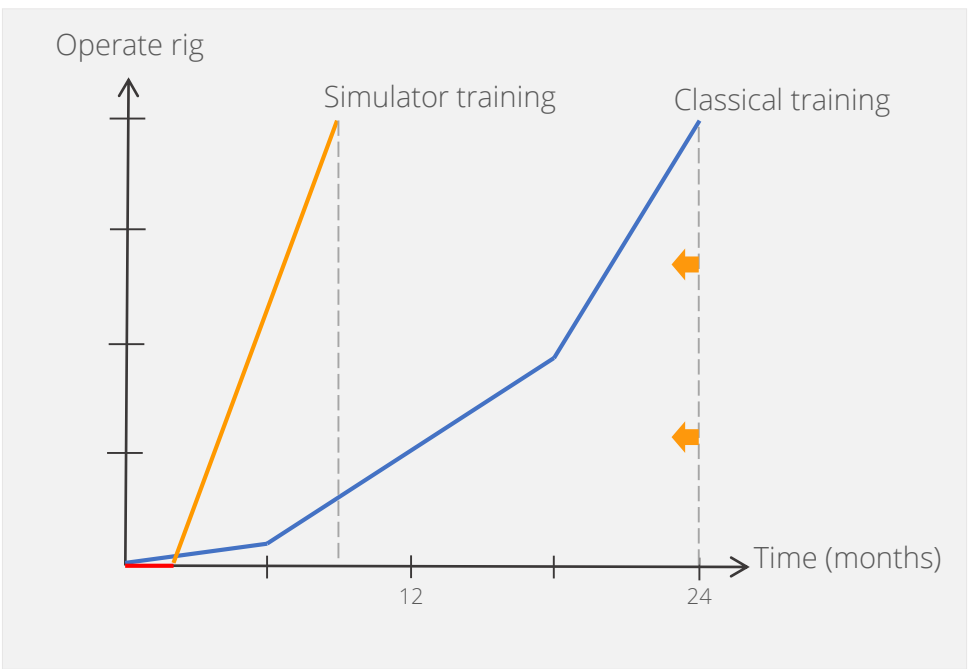
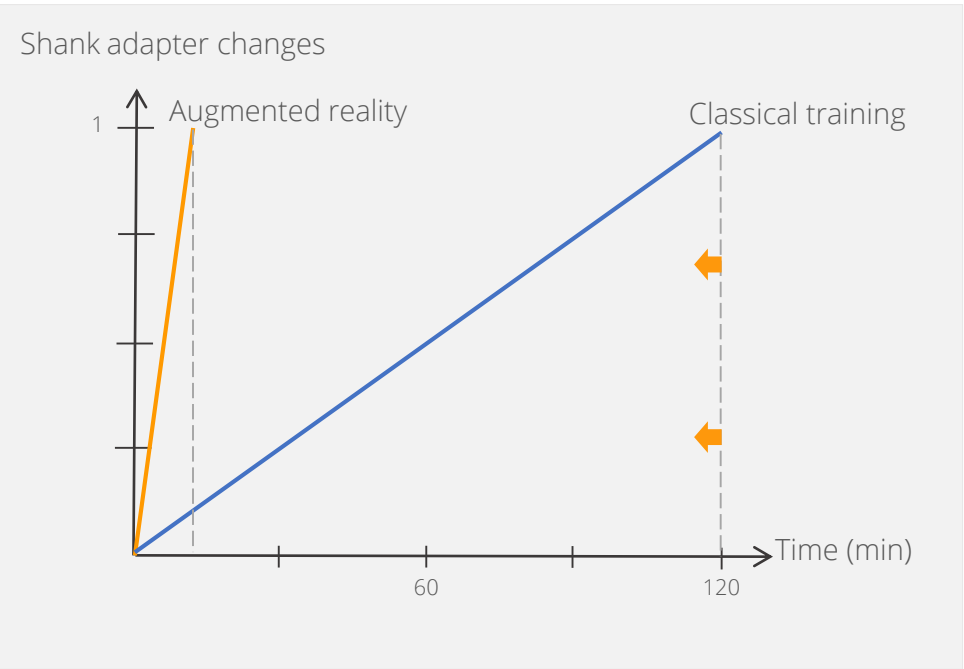
12 times faster
Cost Savings: 92%
For Shank Adapter Change
SOP using AR Training

$$\begin{aligned} 2000 * 32 \text{ EUR/h} * 2 &= 128 \text{ KEUR} \\ 2000 * 32 \text{ EUR/h} * \\ 1/6 &= 10,7 \text{ KEUR} \\ \text{Savings: } &117 \text{ KEUR} \end{aligned}$$

Operators Training

2.7 times faster
Cost Savings: 63%
For Oil Rig Operator Training using
a Simulator

$$\begin{aligned} 2000 * 32 \text{ EUR/h} * 2 * 225 * 8 &= 230\,400 \text{ KEUR} \\ 2000 * 32 \text{ EUR/h} * 9/12 * 225 * 8 &= 86\,400 \text{ KEUR} \\ \text{Savings: } &144\,000 \text{ KEUR} \end{aligned}$$



Source: The diagrams are from Atlas Copco's http://en.wikipedia.org/wiki/Atlas_Copco, an EON customer that have implemented VR and AR

34% Increase in Productivity

- Independent Analyst ROI Studies
 - In this [XR Benefits](#) document we have compiled a number of studies made by global leading analysts
 - They conclude that that using Augmented and Virtual reality provides significant improvements in knowledge transfer
 - along with 34% to 40% productivity improvements

Harvard
Business
Review

MANUFACTURING

Augmented Reality Is Already Improving Worker Performance

by Magid Abraham and Marco Annunziata

MARCH 13, 2017



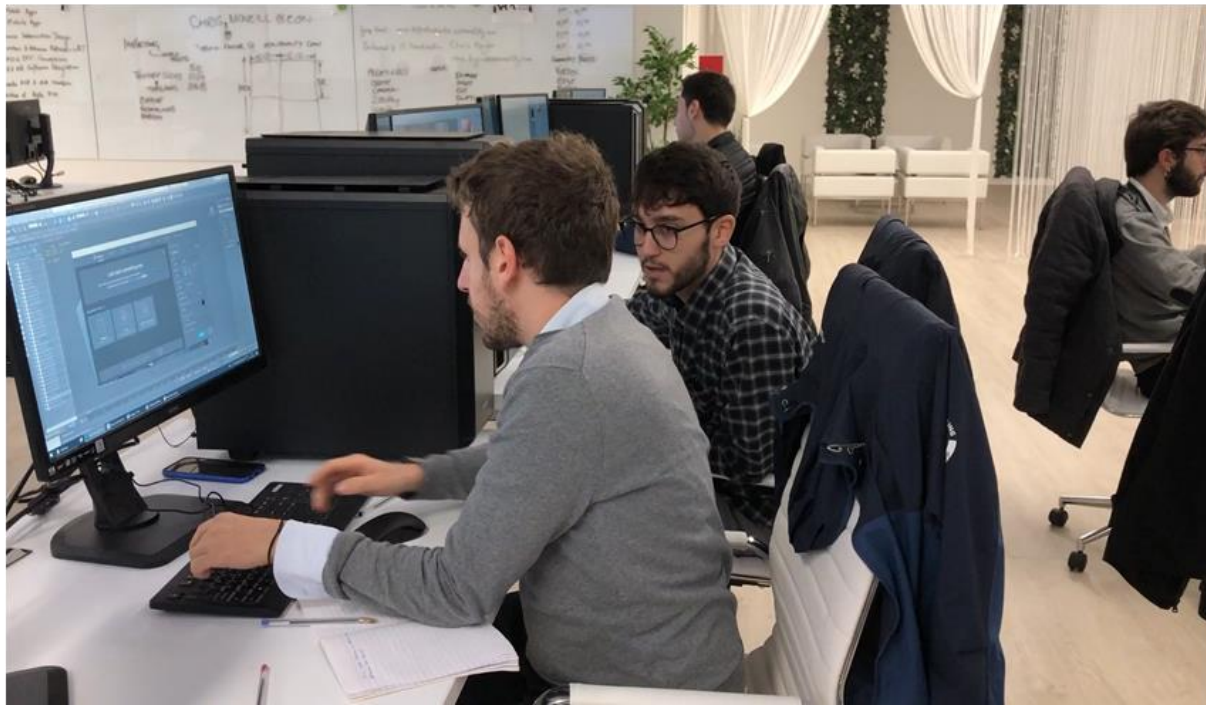
+34%

Boeing's use of augmented reality for technicians has increased productivity by **40%** and reduced wiring production time by **25%**.

Key Benefits for Local Partners

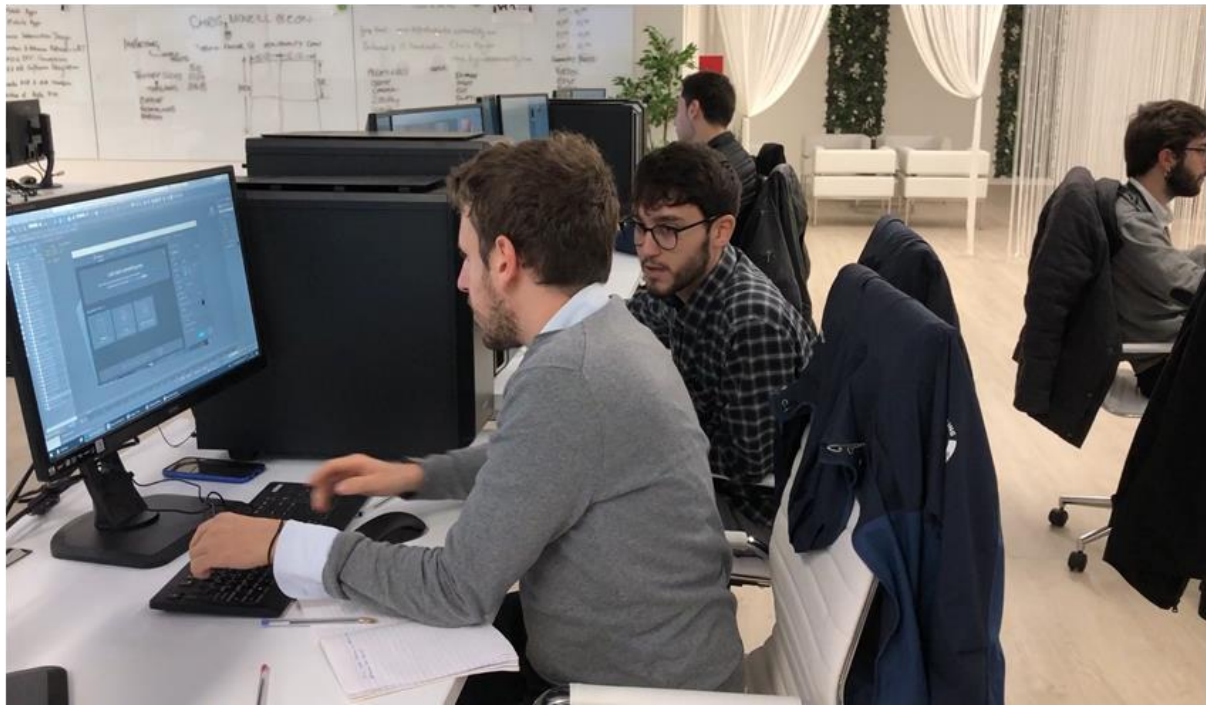
Key Benefits

- **Use the Center for the Local Partners for its own benefit** - to uplift 7000 students/year and 1500 industry partners/year and Transform Education for the 21st century (EON Covers 75% of the Cost)
- **IDC revenue sharing** - Opportunity to receive additional income from IDC revenue sharing



Key Benefits

- **Accelerate Campus XR adoption and City Roll-outs** with
- **Multi- Campus** Collaboration & rollouts
- **Challenge based and experiential curriculum** - Assist with Challenge based and experiential curriculum
- **Innovative** – Transform education for the 21st century with ACR Experiential learning based on Classroom 3.0
- **Regional Center of Excellence** - Become the Exclusive Regional Center of Excellence, Hub vs. Satellite
- **Pioneering volume roll-outs** – Be first to do wide roll-outs to more than 8,500 users
- **New IP and R&D** – As a part of the Partnership that can be commercialized with EON's global network
- **Students Love XR based Education** – Higher retention and engagement from students
- **Scale XR online** – Enables XR Experiential Education Online
- **Virtual labs** – Expand Lab equipment at lower Costs Virtually
- **EON is covering between 75% of the initial investment** for qualified regions and partners



Revenue Sharing

- **Project based collaboration** in the Region between EON and Local Partner
- **Local Partner receives Exclusivity in the Region**
- **Revenue Sharing :**
 - **Locally Developed Application and Intellectual Property** sold locally 100% goes to Local Partner
 - **Locally Developed Application and Intellectual Property** sold globally by EON 70% goes to Local Partner and 30% goes to EON
 - **Local Projects** developed by Local partner 100% goes to Local Partner
 - **XR Platform Sales**, 35% goes to Local Partner, 65% goes to EON



Social Media Algorithmic AI Learning

Social Media Addiction is a Rising Concern

- Watching Favorite Videos Social Media Has Become A Massive Business For Data And Technology Companies Serving Its Users Combinations Of Organic Content And Paid Advertising To Keep Users Coming Back Multiple Times Per Day, Everyday.
- “Algorithm” has become a dirty word as data tracking and learning feed an endless stream of lifestyle ads, political messaging, and strategic disinformation can shape the geopolitical climate of an entire nation.

EON-XR AI for Good to Improve Knowledge and Training Across the Globe

- Modern society’s dependence on AI can also be an incredible way to improve learning and training across the globe.
- Utilizing **addictive algorithms** to teach and improve the education and job skills of millions of users is the light at the end of the tunnel from the swamp of time-wasting social media activities.

EON-XR’s AI-Powered XR Experience Can Promote Learning and Productivity

- AI-powered XR experience designed to **stimulate users’ quest for useful and practical knowledge**
- AI for Good algorithms to promote **meaningful and productive learning** for humanity’s benefit.

XR Attention to Benefit Everyone

- With AI-driven engine, users will be able to pick up EON-XR whenever they’d like to pursue **further education** not only for their **career fields**, but also their **passions**
- Virtual field trips to **outer space**, the **Seven Wonders of the World**, **ancient history**, or **inside the human body**.
- Combined with **improved engagement tools** developed to guarantee the **user never gets bored** and always has something new to learn and achieve
- EON Reality can **capitalize on society’s growing need for likes, follows**, and other forms of digital attention in a way that benefits everyone involved.
- Humans’ **intrinsic curiosity and pursuit of knowledge** has driven civilization to prosperous new heights over the last 70,000 years, and there’s no reason we can’t continue to grow and build with the newest technology available.
- Using **algorithms designed for social media** platforms and the **engaging nature of learning and creating in XR**, the marriage of the two is something that EON Reality’s education and development leaders have identified as an obvious path into the **future with no limit on its usefulness or scale of adoption**.



AI for Good
eonXR



“With the EON-XR AI for Good strategy we expect to do our part in illuminating the path that brings people to fulfilling education, exciting jobs, and purposeful lives” Dan Lejerskar

Knowledge transfer does not have come to a standstill



2020: The Year of AR and VR for Education and Training

March 13, 2020

- The full impact of COVID-19 remains to be seen, but great strides made in VR and AR technology mean the knowledge transfer around the world does not have come to a standstill.
- EON Reality's accessible and robust code-free XR Platform allows users to create lessons in minutes and provides the world with the ability to address the mobility issues presented by the current pandemic.
- While we need to keep our distance, we can use technology to bring people virtually together so we can stay safe while continuing to learn, train, and perform our daily duties.

Thank You