

## Transformative improvement in 3D Graphics Processing • Core Technology Platform • Global Markets

<b>Project name</b>	<b>Project Euclidean-Series A</b>	<b>Nov17</b>
<b>Industry</b>	Technology	



### Summary

Unique multi-user holographic table provides a better use case than VR in certain business environments – skip the bulky headsets and interact directly with others.

### The Problem

The current polygon approach to building 3D images requires enormous computing power and time when processing large data sets, or compromises in image resolution.

### Our Solution

Following over a decade of R&D the company has created a new algorithm which enables the processing of vast graphic data sets at dramatically reduced cost (95% reduction) and enhanced resolution (100x). As different to traditional graphics processing approaches as Google’s search algorithm was to its predecessors.

### What it enables

Petabyte databases can be accessed using low-end PCs over the internet to display complex 3D datasets. This platform technology underpins a range of products in the geo-spatial and holographic fields.

*“The software is the leading (geo-spatial) software on the market”*  
– Dr Christoph Froehlich, CEO Z&F (Austria)

*“Other 3D data handling techniques have never approached the almost unmeasurable loadtime... these guys are really onto something.”*  
- Mathew Bethel, Director of Technology, Merrick & Co (USA)

### Where is it of value?

As a **core technology** It has application in business and gaming and most areas involving 3D technology. It can help VR overcome issues of poor quality image resolution.

Immediate use cases exist across multiple sectors, including realtors, architects, mining, government, utilities, military and gaming. The technology has been publicly lauded by major players in technology and the media.

### Customers

Hexagon AB; French Railways, the Hungarian Government; additionally US Marines and Australian Air Force in development tests.

### Products

The company is building a portfolio of products based on this market changing technology. **Current products** include a geo-spatial engine licensed to Hexagon AB, holographic gaming centers and a **world-first multi-user hologram table**. This was the most publicised invention worldwide in September. See VentureBeat article: <https://venturebeat.com/2017/08/16/bah-vr-holograms-are-the-future/>

### Highlights

#### A Core Platform Technology

- Enabling the creation of multiple businesses across varied sectors

#### Experienced Management Team

- Proven track record in building valuable enterprises: **David Merson**, Chairman, Founder of Mincom (formerly Australia’s largest technology company); **Bruce Dell**, CEO – the brains behind the innovation; **Alex Orban**, Bus Dev. Former head of global business development at Namco; **Chinn Lim**, Chief Strategy Officer, Former architect & strategist at Autodesk

#### Market Opportunity

- Global geospatial industry exceeds \$270B. Market for Virtual Reality hardware alone is estimated to exceed >US\$7Bn by 2020<sup>1</sup>. Plausible rationale for the holographic technology to capture significant share based on obvious benefits over headset based VR.

#### Go To Market

- An expanding International distribution network with over 180 offices through leading distributor organisations

#### Competitive Position

- Patented technology and know-how delivers a unique competitive advantage - **no other known way to deliver this solution**
- A product that better meets existing needs in multiple market sectors. Competitors include polygon based 3D engines, 3D model) and VR companies (*complementary to AR/VR products*)

#### Revenue Model

- Multiple ongoing revenue streams from sale of hardware, technology licensing, sale of 3D content

*“Best VR experience I have had”*

- Greg Hale, Vice-President, ex-Head of R&D at Disney (USA)

#### Use of Funds

- Expansion of team
- Scale-up production of holographic tables
- Continuing product development
- Building a continuing growth enterprise, but with multiple paths to liquidity for investors in circa 5 years through: a) trade sale to companies such as Google, Microsoft, Hexagon ; b) IPO ; c) share buy-back

<b>Investment</b>	Series A completion: USD\$5 million
-------------------	--

<b>Contact</b>	Peter Hall, +61-411-179-228 <a href="mailto:peter.hall@eatonsq.com">peter.hall@eatonsq.com</a>  Neil Bourne, +61-416-199-696 <a href="mailto:neil.bourne@eatonsq.com">neil.bourne@eatonsq.com</a>
----------------	---

1. Statistica 2017