



**VR/AR ASSOCIATION**

*INDUSTRY SECTOR REPORT:*

# **EDUCATION**

**Q4 2018**

This industry sector report highlights some of the companies innovating in the VR AR space for **education** applications and solutions.

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# Foreword

*“VR... isn't that just a gimmick?”*

I'm often asked if I truly believe virtual reality can benefit education. I don't blame people for being somewhat sceptical as VR is so different from traditional forms of media and different can often be intimidating. In fact, VR offers a pretty seismic shift in the way that we access and interact with digital content, so much so that it becomes something you can't truly understand until you've tried it for yourself. As the early-adopters and innovators of the education industry have begun to dabble with this fledgling technology, the consensus has been pretty consistent - this is going to be huge.

The benefits to learning that VR can offer are immense. It has the potential to engage students in an emotive, visceral way as they are engulfed within the learning content. It can foster empathy, allow students to practice skills in a safe, simulated environment or even let them break the rules of physics to harness the impossible. Perhaps most importantly, it has the potential to break down both geographical and financial barriers for schools, allowing them to bring the whole world into their classroom like never before.

Immersive technologies like VR are not just the future of education, they are the future of all digital media interaction and this future is coming faster than many people realise. We have a responsibility to ensure that our students are future-ready and for many of them, platforms like VR will be the standard way that they work, collaborate and communicate. We owe it to them to ensure that they are well-prepared for this exciting future. To that end, it gives me great pleasure to welcome you to this report from the VR/AR Association which spotlights some of the best, education-focused companies working in the immersive technologies field right now.



-- **Steven Bambury**, Top VR Education Influencer





# ABC Business Academy

## Summary

We are a world-leading organisation for delivering entrepreneurial-based education programs all over the world, with the intention of bringing together young and ambitious individuals with successful entrepreneurs. We are dedicated to transforming education through giving the emphasis on practical entrepreneurial skills, filling the increasing gap in hands-on experience among the students. From coming up with a concept, to building a business plan, and then pitching it to investors. Students that enrol in our program will come out of it with a holistic view of what it takes to be in business... what it takes to be an Entrepreneur. We encourage our students and young professionals to focus less on memorizing and more on executing, less on linearity and more on creativity, less on expectations and more on passions.



### Contact

<https://abc-businessacademy.com>  
[tim@abc-businessacademy.com](mailto:tim@abc-businessacademy.com)



### Type of Company

- Creating VR content in order to develop online VR university.
- Looking to expand into software development



### Customers

Ambitious students and young professionals looking to develop a higher sense of self-awareness, step out of their comfort zones and learn how to quickly adapt to change while being eager to spend time with like-minded individuals from all over the world.



### Size of Company

Number of employees: 8



### Why are you in this industry vertical/sector?

We see Virtual Reality as a perfect tool to deliver the same experience online as the one our participants get if they join us at our real-life programs. Bridging the gap between the knowledge learned from academia and the skillsets needed to succeed in the real-world comes with careful curriculum development, but is impossible without students acquiring a particular soft skills, like networking and working in diverse teams. This is achievable through VR.



### What do you want/hope for/from this industry?

We are looking for strategic partners on the software side that will empower us to create the same experience in VR as our participants get in the real world. More precisely, we are looking for a platform that will allow our participants to interact with each other, to work in teams and to participate in previously recorded sessions. We look forward to having you as a part of the VRARA and also engaging with the Education Committee to bring value to you as ABC Business Academy grows globally.





## Global Mindset

### Summary

Global Mindset is an award winning company focused on leveraging Digitization and Globalization for Living, Learning & Working. It provides consulting services in International Business, Emerging Technologies and Global Events Management. Global Mindset's primary focus is on Education & Training and secondary focus on Health & Aged Care and Agribusiness & Food Innovation. It is sector agnostic in Emerging Technologies. In Education & Training, Global Mindset operates in Early Childhood learning, Schools, Vocational Training, Higher Education, Corporate Learning and Lifelong Learning segments. In Emerging Technologies, Global Mindset focuses on Immersive Technologies including Virtual, Augmented & Mixed Reality. It is creating an Immersive Technologies Marketplace and End to End Consulting offerings across Australia and Asia. While Global Mindset is Australia based, it partners in USA, India, China, Malaysia, Singapore & Philippines.



### Video links:

**Virtual Reality (VR), Augmented Reality (AR) Mixed Reality (XR) Perspectives**

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

**High School STEM Education Tour to Australia**

[https://www.youtube.com/watch?v=9kr6KP\\_dHJ4](https://www.youtube.com/watch?v=9kr6KP_dHJ4)



### Contact

[www.globalmindset.com.au](http://www.globalmindset.com.au)  
[pradeepk@globalmindset.com.au](mailto:pradeepk@globalmindset.com.au)



### Type of Company

International Business Consulting  
 End to End Immersive Technology Consulting  
 Immersive Technology Marketplace



### Customers

Early Childhood Learning  
 Schools (K-12)  
 Vocational Education & Training (VET)  
 Higher Education  
 Corporate Learning  
 Lifelong Learning



### Size of Company

Number of employees: 5



### Why are you in this industry vertical/sector?

In Virtual, Augmented & Mixed Reality, Global Mindset is creating a marketplace across Australia and various countries in Asia with a strong focus on Education & Training industry sector.



### What do you want/hope for/from this industry?

While Global Mindset is Australia based, it partners in USA, India, china, Malaysia, Singapore & Indonesia, apart from Australia. Awards won by Global Mindset include the following in 2017:

- Innovations in Learning at Santa Clara in USA in August 2017 along with Walmart, McDonalds and number of other Global Organizations
- Global Outreach in E-Learning at San Diego in USA in Aug 2017 along with number of other Global Organizations



# Lethbridge College

## Summary

Lethbridge College is a post-secondary institution in Alberta, Canada. The college offers over 50 programs in areas of healthcare, engineering, agriculture, design and more. In many of the programs immersive technologies are used to facilitate and enhance student learning. In addition, Lethbridge College has participated in a number of applied research projects in the areas of 360-video and VR. In fact, in 2017, Lethbridge College was named one of Canada's Top 50 Research Colleges. In April of 2018, the world's first full-day conference, held completely in VR, was hosted by Lethbridge College and the VR/AR Association. This groundbreaking event drew participants and speakers from 85 cities from around the world. This event, and the applied research being done, has positioned Lethbridge College as a leader in VR/AR education space.



### Contact

[www.lethbridgecollege.ca](http://www.lethbridgecollege.ca)

**Mike McCready, Faculty**

[michael.mccready@lethbridgecollege.ca](mailto:michael.mccready@lethbridgecollege.ca)

**Kris Hodgson, Faculty & Chair**

[kris.hodgson@lethbridgecollege.ca](mailto:kris.hodgson@lethbridgecollege.ca)



### Size of Company

Lethbridge College has over 4,000 students and hundreds of employees. The team focused on VR/AR creation, research, and education is made of handful of designers, developers, and producers.



### Type of Company

College



### Why are you in this industry vertical/sector?

Lethbridge College takes the responsibility of educating the future workforce and responding to industry needs very seriously. The VR/AR industry has grown dramatically over the last few years, and will continue grow and evolve.



### Customers

Our primary customers are our students, which vary in age and gender. We also provide corporate and continuing education to government, SMBs, not-for-profits, and more.



### What do you want/hope for/from this industry?

The need for educated and capable VR/AR creators is escalating and we want to be the solution for training. Lethbridge College is positioning itself to help prepare future VR/AR developers to meet the needs of industry.





# LuminaVR

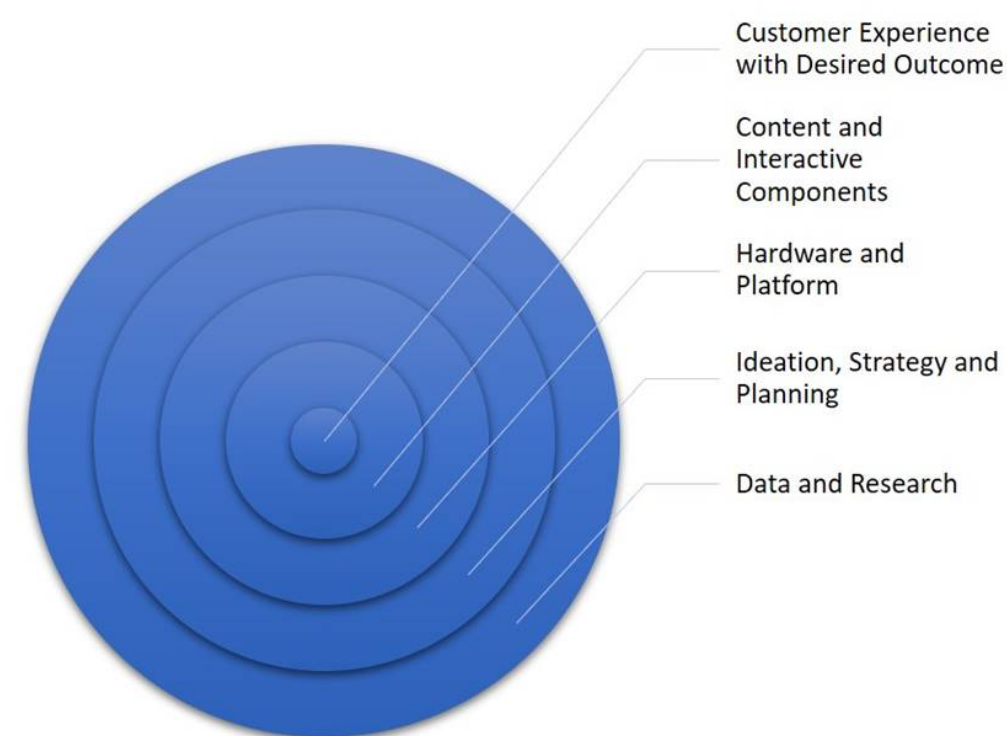
## Summary

LuminaVR is a specialist VR/AR Consultancy, Advisory, Project Management and Activation organisation. Our specialist services are focused concentrically around delivering the Desired Outcome to the End-User Experience.

End-Users expect seamless and frictionless experiences. To deliver the Desired Outcome to the End-User, requires the superior knowledge and expertise of someone who understands how the End-User will respond. Contact us today to discuss.

We Project Manage from end-to-end:

- Data and Research to investigate Viability
- Strategy, Planning, Ideation to ensure Success and bridge Creativity with Measurable
- Hardware and Platform Selection to ensure Quality Stability and Reach
- Content and Interactive Component Creation and Integration to deliver the Experience and the Call To Action



### Contact

michael@luminavr.com.au  
+61 409 740 877  
support@luminavr.com.au



### Size of Company

Number of Employees: 5  
Revenue: N/A



### Type of Company

Hardware, Platform, Content  
Marketing/ Advertising  
Education, Training  
Property Development  
Corporate Tools



### Why are you in this industry vertical/sector?

Education is uniquely placed to shape the minds of the future. At LuminaVR, we believe that every child across the world should have access to quality education so that the world can benefit from the full potential every child can contribute. It is our mission to democratise high level education in order to unlock that potential.



### Customers

Education and Training (K-12, Tertiary, VET, Prof. Dev., Assessment/ Certification)  
Marketers and Advertisers  
Property (Architecture/Design, Construction, Consultants)  
Corporate (Conferences, Meetings, Events, Launches, Expos)



### What do you want/hope for/from this industry?

VR is a powerful tool for learning and for educating. LuminaVR wishes to collaborate with others in the Education sector to present a united front to the market in order to facilitate greater acceptance and adoption. We are willing to share intelligence to achieve this.

At LuminaVR, we believe that during these early stages of adoption, it is critical to share in order to break down barriers.





# MetaVRse

## Summary

MetaVRse is an XR Agency educating companies and colleges in ways to use the technology providing education beyond the classroom walls. Our focus on product development the past two years has provided us with the knowledge and best ways to engage with the technology. With our volume of products to engage using AR/VR, we are positioned to advise and develop the best ways to engage and immerse using XR technologies.



### Contact

<http://metavrse.com/>  
[julie@metavrse.com](mailto:julie@metavrse.com)



### Type of Company

XR for Education Leadership



### Customers

Our customers include Samsung, Corus, Bell Canada, Huawei, Centennial College



### Size of Company

Number of Employees: 12  
 Revenue: To be announced in 2019



### Why are you in this industry vertical/sector?

As parents we see the need for change in our current education system. As owners of MetaVRse, we are dedicating 25% of our shares to build a new education system that will better prepare our children for a future with only one certainty; rapid change. By using every piece of technology we invent at MetaVRse, we can fundamentally change how we educate and compensate the next generation to create a global mindset of abundance, peace, love and community.



### What do you want/hope for/from this industry?

We hope that the worldwide support and collaboration, we can start with best practices, learn from each other, expose each other to new developments and become aligned to bring the VR & AR industry forward building new ways to educate in the classroom.



# ONE Digital Consulting (ONE-VR)

## Summary

We provide Best Practices and Innovative VR/AR experiences designed to enhance learning in the classroom and improve students' education outcomes.

SmartEducationLabs is a VR/AR platform that includes access to digital resources libraries, manuals, guides and templates for on/off line classroom activities.



### Contact

www.onedigitalconsulting.com  
 Carlos Ochoa  
 carlos.ochoa@onedigitalconsulting.eu



### Why are you in this industry vertical/sector?

ONE provide support, knowledge and 25 years of experience in the definition, implementation and assessment of Smart Education scenarios and subsequent innovation paths.



### Type of Company

Network



### What do you want/hope for/from this industry?

We want to contribute to the development of a "Global VR/AR Ecosystem in Education". Which facilitates and democratizes access to motivate and accelerate the educational and training processes of students into future citizens for a more democratic, egalitarian and just society.



### Customers

Ministry of Education of Spain, Ministry of Education of United Arab Emirates, Ministry of Justice of Italy, European Commission.



### Size of Company

Number of Employees: 10  
 Revenue: N/A



## pixvana Pixvana

### Summary

Pixvana is a Seattle-based SaaS startup that powers the future of XR storytelling and immersive media. SPIN Studio from Pixvana is the first integrated platform that transforms the way customers create, edit and show VR video experiences across any device, anywhere. The company is venture-backed by Vulcan Capital, Madrona Venture Group, Microsoft, Cisco, Raine and Hearst Ventures. Pixvana's founders have proven startup success in media technology, and hail from senior product and engineering leadership roles at Apple, Adobe, Microsoft, and Lucasfilms. For more information visit: [www.pixvana.com](http://www.pixvana.com).



#### Contact

[www.pixvana.com](http://www.pixvana.com)  
[julia@pixvana.com](mailto:julia@pixvana.com)



#### Type of Company

Software for VR video content creation and distribution



#### Customers

Media & Entertainment, Education, Training, Medical, AEC, Enterprise.

Our customers include CNN, Microsoft, Valve, Magnopus, Intentional Futures, Akamai, Seattle International Film Festival, Seattle Sounders, and Seahawks.



#### Size of Company

Number of Employees: 28  
 Revenue: N/A



#### Why are you in this industry vertical/sector?

Pixvana Education is a new initiative that puts the power of SPIN Studio creation and distribution software at the fingertips of emerging XR storytellers. The program supports VR learning by donating SPIN Studio two-year licenses to global partners, including colleges and universities, non-profits and charities, libraries and labs, and museums. The initiative grants free and easy access to the SPIN Studio suite of cloud-based, software tools for VR video production and delivery.



#### What do you want/hope for/from this industry?

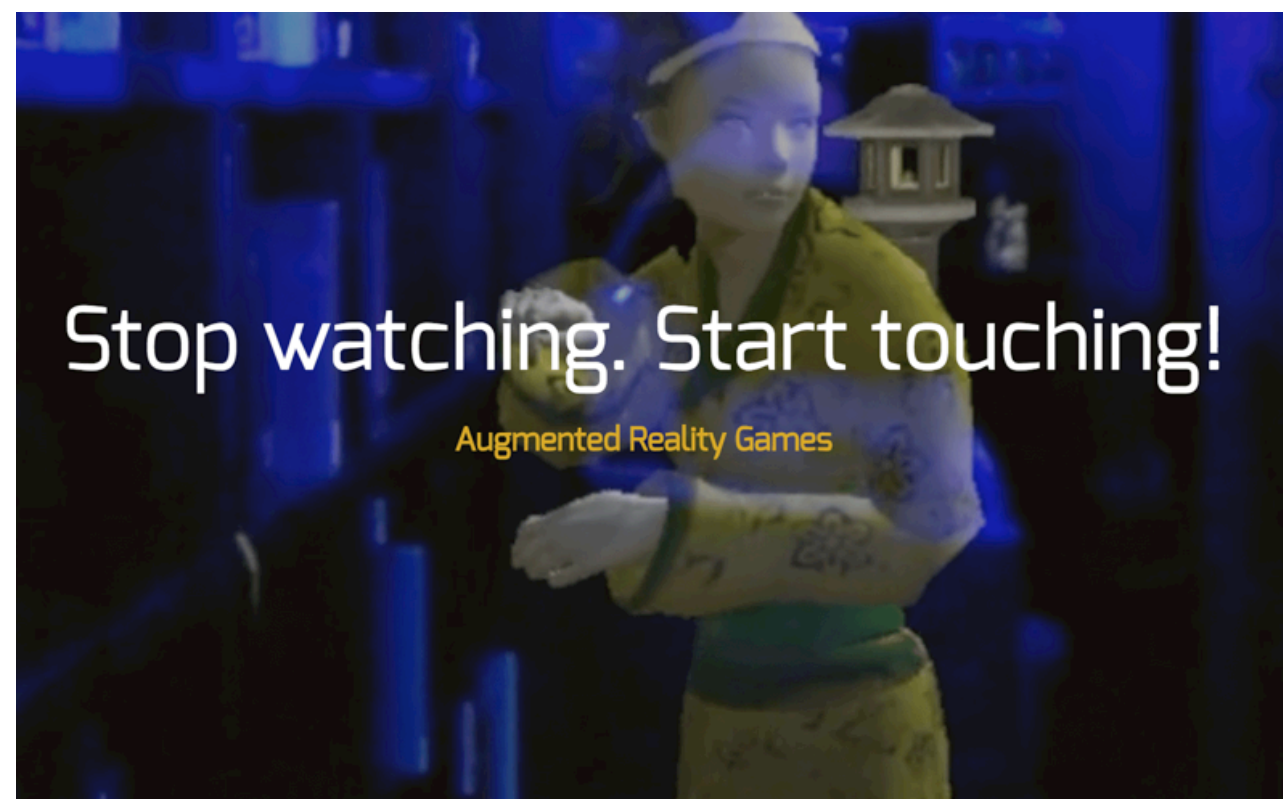
As VR continues to transform the way we communicate, and consume media, mission-driven organizations are poised to positively impact the future of immersive technologies. They are an essential element of the VR ecosystem that encourage critical innovation, aesthetic experimentation, and inclusion. We are actively seeking Education partners to help democratize VR content creation by teaching production skills to the next-generation of creators with SPIN Studio. To apply or refer an organization, please contact [julia@pixvana.com](mailto:julia@pixvana.com)





**Summary**

Founded by trailblazers of gaming, robotics and education, RealCast is a Paris-based immersive XR startup that develops the technology and content for a new grammar of interaction in extended reality (XR). In so doing, we are creating experiences, games and a diffusion platform to develop transformative educational experiences. Our In Situ eXPerience (ISXP), for example, is a shared & interactive XR experience for visitors of historic and cultural touristic locations. It is, in effect, a “Time Machine,” transporting users back into the historical moments of particular location in real time. Users mount an AR headset, or smartphone with AR capability, and begin an experience which is shared with other participants.



 **Contact**

realcast.io  
craig@realcast.io

 **Type of Company**

XR content creation specialists with bases in France & the United States.

 **Customers**

Institutions, Businesses, Organizations & Museums with an interest in Educational, Tourism, History or Culture.

 **Size of Company**

Number of Employees: N/A  
Revenue: N/A

 **Why are you in this industry vertical/sector?**

With extensive experience in across the spectrum of K-12 education, we see an important and exciting opportunity for XR experiences to take education from 2D to 3D.

 **What do you want/hope for/from this industry?**

This is a new and incredibly exciting industry that will benefit immensely from fostering connective tissue. Through collaboration, we can learn from one another, share best practices and amplify our collective mission to develop transformative immersive learning experiences.



## Schell Games

### Summary

Schell Games is the largest full-service education and entertainment game development company in the United States. We are uniquely capable of bridging the worlds of education and entertainment to create games that are both engaging and enriching.



#### Contact

bmorrell@schellgames.com  
dwaite@schellgames.com



#### Type of Company

Video Game design and development



#### Customers

Yale, University of Pittsburgh, PBS Kids, Fred Rogers Company, Amplify, Children's Museum of Houston, Institute of Education Sciences.



#### Size of Company

Number of Employees: 110+  
Revenue: N/A



#### Why are you in this industry vertical/sector?

Our mission statement is that “we create experiences we’re proud of, with people we like, so we can make the world a better place” and to accomplish that mission, we are in the education space using games as a way to change people for the better.



#### What do you want/hope for/from this industry?

Continue to explore the power of games and game-based learning in K-12 classrooms and beyond. We want to be a part of conversations between educational institutions and businesses that aim to reimagine education. We are also big proponents of using AR/VR in the classroom, and are actively creating experiences meant to complement classroom instruction. We would love to get feedback from education professionals about what content is needed to enhance classroom learning and how we can make it easier for them to implement that content in the classroom.





**Summary**

At Sentireal, we create software and media platforms that turn mobile devices and headsets into smart educational assistants. These assistants deliver guidance using augmented reality (AR) and virtual reality (VR) technologies, blended with artificial intelligence (AI). This combination provides “personal immersive learning” - personalised immersive content and continuous background assessment of learning progress. Our educational solutions cover areas such as Science, Technology, Engineering and Mathematics and we also have considerable experience in creating education AR/VR experiences for students with special needs such as autism or learning difficulties.



**Contact**

Dr. David Trainor, CEO/CTO,  
david.trainor@sentireal.com



**Type of Company**

Software, content and services. Flagship product is “immersonal”, a software and media platform for personalised immersive training/learning



**Customers**

Education/training organizations,  
Education/training departments within enterprises



**Size of Company**

Number of Employees: 7  
Revenue: < \$1M per year



**Why are you in this industry vertical/sector?**

Sentireal specialises in highly-personalised VR/AR experiences using Artificial Intelligence. This personalization is particularly important in education due to the documented advantages of personalized learning and the need to automate the generation of personalized educational media.



**What do you want/hope for/from this industry?**

A collective and joined-up approach to application of VR/AR and Artificial Intelligence in education. A new and deeper form of collaboration between educators, learners and technology providers in co-creating great solutions.





## The Pulse

### Summary

The Pulse is an award-winning specialist agency with proprietary technologies that are redefining education and learning. Established in 1996, we are continuing to champion the integration of creative excellence with technological expertise. For the past four years we have focussed on producing VR/AR training and learning experiences for educators and enterprise clients.



#### Contact

brett@experiencethepulse.com  
Brett Heil, CEO/Founder



#### Type of Company

Staff training content



#### Customers

Telstra, ELearning Innovation, Samsung, Intel, INFINITI Motor Company



#### Size of Company

The Pulse is an agile company headquartered in Sydney, Australia with offices in Hong Kong and the USA. We have a core team of 25, comprising technologists, programmers, content creators, educationalists, doctors, strategists and creatives.

Revenue: N/A



#### Why are you in this industry vertical/sector?

VR and AR are maturing and revolutionising communication, so we set out to design a software platform to make these powerful new technologies, practical, sustainable and easy to use. Education is a way for people to engage with new situations, meaning and perspective. We believe the highest quality education must enable learners to engage with their environment, socially, emotionally, cognitively and physically; build on skills and competencies; leverage multiple sensory inputs, allowing for a greater immersive, realistic and engaging experience; enable those with limited access to resources to engage in an experience that would otherwise not be possible; and, provide a less restrictive environment for those with disabilities. We believe that the affordance offered in using AR/VR can do this and more.



#### What do you want/hope for/from this industry?

We are committed to accelerating the growth and success of the AR/VR industry and have formed partnerships with research facilities, subject matter experts, secondary and tertiary educational institutions and Government to ensure our platform and content meet industry demand and deliver improved business and learning outcomes. We acknowledge that the success of the industry will depend on good quality, well produced content, and we are dedicated to leveraging our skills and experience in this field to ensure best practices standards are established and maintained.



# XR Pioneer, Ltd.

## Summary

XR Pioneer, Ltd is a Hong Kong based educational technology solutions company built to serve innovative, cutting edge, and meaningful emerging technology integration into K-12 education. XR Pioneer Ltd empowers students to creatively use Virtual Reality (VR), Augmented Reality (AR), and XR technology in their learning journey. We aim to bridge the gap between the XR industry and the educational space, while partnering with educators to create a rich and rewarding teaching experience. We provide VR software/hardware and curriculum as an authorized distributor and design custom VR/AR maker labs for K-12 schools. Our technology gives schools access to a wide array of educational experiences that are built to aid the learning process in a way that is engaging and fun for students.



### Contact

www.xrpioneer.com  
paola.paulino@xrpioneer.com



### Type of Company

Education & Learning. We provide personalized immersive training/learning through VR software/hardware and curriculum for K-12 schools.



### Customers

Schools K-12 who are interested in bringing the power of VR and AR to create rich and rewarding teaching experiences in their classrooms.



### Size of Company

Number of Employees: 7  
Revenue: N/A



### Why are you in this industry vertical/sector?

XR Pioneer aims to provide the classroom. We want to bring VR and AR technology to students and teachers and effectively integrate XR with educational lesson plans and partner with educators to create rich and rewarding teaching experiences. We help our clients with integral solutions to enable students and educators in exploring the power and potential of full room scale virtual reality and extended realities in the classroom.



### What do you want/hope for/from this industry?

XR Pioneer aims to meaningfully bring the power of Virtual Reality and XR to K-12 education. XR Pioneer's goal is to provide the classroom of the future by bridging the gap between XR Technology and education while empowering students to drive the creative use of immersive technology.



# Other Companies

Other Education Companies

Login to our theDirectory to access all 100+ Education companies <http://thedirectory.thevrara.com>

If you would like to get featured in future reports, email [info@thevrara.com](mailto:info@thevrara.com)

