



VR/AR ASSOCIATION

VR/AR ECOSYSTEM REPORT

UK

Q1 2021

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Foreword by Sponsor: Cleanbox Technology

This decade promises acceleration in new, innovative technology in an increasingly interconnected world, and with the challenges that face us today, the need for innovation has never been greater. Cleanbox Technology is proud to sponsor the VRARA London Ecosystem Report, and to join you as we make history together.

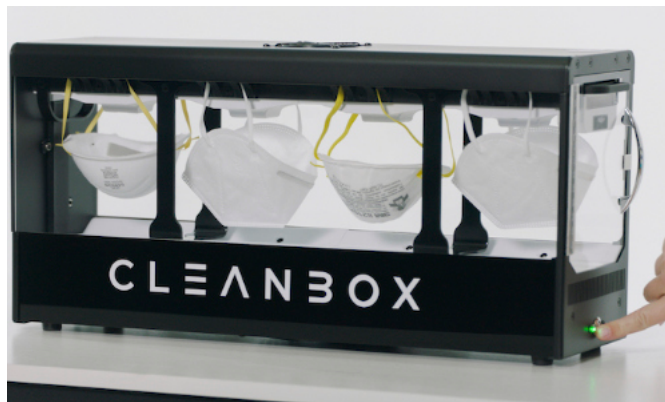
Virtual and Augmented reality open the door to possibilities both conceivable and presently beyond our imagination. As we scan this horizon for what comes next, we see opportunities for integration with many industries, and indeed our very lives, on a massive scale. If we are to seize this opportunity responsibly, we must do so safely.

Education, manufacturing, healthcare, entertainment and complex skill training have all seen early adoption of AR and VR. As the technology advances, this integration will proliferate, becoming as much a part of our day-to-day as cell phones or automobiles. If the potential for this technology is as transformative as we expect, there is an immediate need to create safe deployment strategy from the beginning. The health and safety of the public - as we have so painfully learned this last year - is dependent on a collaborative effort of government, industry and the public, working together to keep each other safe. Now is the time for forward-thinking, responsible leadership from the pioneers of this technology.

While the excitement around VR/AR is easy to get caught up in, we encourage you to also take a calculated approach to strategy, incorporating logistical, ethical and safety considerations as we prepare to embark on this journey into the kaleidoscope future of our reality.



Amy Hedrick
Co-Founder & CEO
Cleanbox Technology
cleanboxtech.com



CleanDefense — For N-95, cloth and other layered masks



The CX4 decontaminates head-mounted displays, headsets, headphones, earphones, and HMD controllers.



The OmniClean cleans any number of objects including phones, tablets, and other small electronic.

The VR/AR Association

The VR/AR Association (VRARA) is an international organization designed to foster collaboration between innovative companies and people in the Virtual and Augmented Reality ecosystem that accelerates growth, fosters research and education, helps develop industry standards, connects member organizations and promotes the services of member companies.

Membership Benefits Summary:

Ecosystem & Community:

- [50 Chapters & 70 staff](#) with a Chapter President/staff to help you with biz dev, introductions to customers/partners/VCs, marketing, events, etc.
- 20 [Committees](#) working groups developing best practices, guidelines and standards
- 4200+ organizations (companies, brands, universities, etc) and 25000 professionals
- [VRARA Summits](#) - get preference to speak at our global summits in Europe and North America and discounts to exhibit and sponsor.
- Online portal: collaboration with Members around the world. Support in real-time!

Access:

- Our [events](#) - attendee passes for all Chapter events (value of \$6000). Plus, exclusive events; e.g., with Top Influencers and [The Biggest VR AR Online Conference](#)
- [Publications & Research](#) - case studies, reports & publications, ROI examples, KPIs, infographics, white papers, etc. (value of \$5000)
- Online portal/tool for community collaboration & real-time support
- [Online training](#) self-paced or instructor-led classes
- [theDirectory](#) - database with over 4200+ companies, brands, schools in VR AR (see the breakdown [here](#))

Savings & Discounts:

- [Events](#) - discounts to attend and exhibit at our VR/AR Global Summit ([Lisbon](#) and [Vancouver](#)), plus 3rd party conferences: up to 50% off (savings of up to \$8500) to MWC, VRTL, VRLA, AWE, VRX and many [more](#). These savings already pay for the membership fee in itself!

- Free or discount access to online dev classes [ARKit](#), [ARCore](#), [WebVR](#), [Unity](#)
- Reports & Analyst Access - discounts on paid 3rd party research, plus deeper discussions, strategic queries and diligence
- [ARtillery Intelligence](#) (40% discount)
- [Digi-Capital](#) (30min free consultation session with purchase)
- [Nielsen SuperData](#)
- Office Space: [WeWork](#) 10-25% discount (new WeWork members only) and [TAG Talent Garden](#) 15% discount (new TAG members only)
- [Equipment](#) - rent Samsung, Vive, Oculus, Playstation and PCs. Plus, 360 cameras.
- [VR/AR Labs](#) - free access for individuals. Plus, 30% discount for Academic bundle

Marketing & Promotion:

- Events - Speaking & exhibit opportunities at VRARA and our or partner's [events](#)
- [Blog posts](#) - get featured on our website (~20K unique monthly visitors)
- [Newsletter](#) - get featured (~25K subscribers, 30-50% open rate) (value of \$1K)
- [Podcast](#) Everything VR & AR - get an interview (thousands of listeners!)
- [Online Webcasts, Symposiums, and Conferences](#) - present to 100s people (+ thousands watch recording). Our last Online Conference had 10K viewers.
- [Publications](#) - be featured in our reports and white papers that are promoted globally
- Get mentioned via our Social Media (~1M reach, 30% engage. rate; industry avg is 7%)
- Extra opportunities for additional exposure also available for a fee (e.g. email blasts to 25K emails)

Programs & Initiatives:

- [Industry Committees](#) for Health, Education, Retail, Enterprise, and other verticals - collaborate on projects, best practices, and standards
- [University Partner Program](#)
- [Training Program](#) - learn VR AR, Unity, ARKit, WebVR, etc (onsite & online classes)
- [Research](#) - participate in joint research and white papers with other members

Jobs & Talent:

- Job Board - post your job listings for free
- Internship & Jobs placement program

We work with each member on their specific needs. For any questions about membership, please email londonmarketing@thevrara.com.



David Ripert, Chapter President UK for the VR/AR Association

David is CEO & Co-Founder of [Poplar Studio](#), the world-leading platform for AR in Marketing and Commerce. Poplar simplifies the creation of 3D and AR experiences through a global network of trusted creators, powered by automation. For 6 years, David oversaw the EMEA arm of Google's global YouTube division dedicated to working with creators, media companies and brands, identifying new and rising talent, driving innovation and building [creator spaces](#) for them to collaborate, learn and grow. He was previously VP of content at [Dailymotion](#) for 4 years in New York and Paris, after some years at [Netflix](#) in Los Angeles, where he started his career in film and TV 18 years ago. David is Non-Executive Director of [Bodyswaps](#), [Save the Children UK](#) and [Sadler's Wells](#) in London. He is an Executive Judge at the [Webby Awards](#) and a Mentor at Innovate UK's Digital Catapult.



Gautam Murgai, Chapter Development UK for the VR/AR Association

Gautam is an XR enthusiast, particularly for education, training, and healthcare. He specialises in ideating and integrating AR/VR solutions for dynamic mid-market companies at Cerene. His drive and passion for XR come from his belief in immersive technology's ability to democratise knowledge and information, by allowing people to learn & process new ideas experientially. Before launching Cerene, Gautam worked at leading financial organisations including Warwick Capital Partners, Fidelity International and Morgan Stanley.



Company Name

Apache

Company Summary

BAFTA Award-winning Apache creates extraordinary interactive and immersive location based entertainment experiences.

Working with all major Hollywood film studios to adapt blockbuster movies into the VR and AR universe, Apache's clients include Disney, Marvel, Lucas Film, Warner Bros., Lionsgate, Paramount, and Sony Pictures.

Recognised for their commitment to redefining immersive user experiences, winning the coveted UXUK Award for Excellence in User-Focussed Digital Design, Apache's tribe of technical visionaries continue to produce: world-class large screen body-tracking activations, augmented reality and virtual reality experiences, including the release of their own IP VR game – Bardo, available now on Steam and Oculus Home.

Contact

Name: Chris Elson

Email: chris@apache.co.uk

Website: www.apache.co.uk

Size of Company

Employees or FTE equivalent: 10-20

Revenue

Confidential

Type of Company

Interactive & Immersive Content Production, Body Tracking & Motion Sensing Activations, Augmented Reality, Virtual Reality, Mixed Reality, Holograms & Digital Projections

Customer Types and/or names

Film & Television Production Studios, Theme Parks, Visitor Attractions, Automotive Manufacturers, Experiential Brands

EXTRAORDINARY **INTERACTIVE** EXPERIENCES



APACHE.CO.UK

Why are you in the UK?

Apache is headquartered in the UK, with two studios in London and St Albans. Our team is local, our reach is global.

What do you want/need/hope for/from the UK Ecosystem?

A collaborative approach that will see a strong progression to a more interactive and immersive future for us all.



Company Name

Arcade

Company Summary

Arcade is the Spatial Agency, with a mission to connect people to place through play.

We are an award-winning digital practice that specialises in using immersive technologies to create more meaningful connections between people and the spaces, places and objects around them. We work with a variety of sectors including heritage, arts & culture, visitor attractions, brands, retail, events and more, helping them to tell their stories and engage their audiences in new, immersive, three-dimensional ways.

To date Arcade has won prestigious awards for our work with multiple clients including SEA LIFE and Welsh National Opera, was identified as one of the UK's leading creative industries 'Ones to Watch' by the Creative Industries Council in 2019 and 2020, and become founder members of Immerse UK in 2020. Arcade's founder team were named amongst 2020's best creative industries business leaders by Great British Entrepreneurs.

Contact

Name: Alex Book

Email: alex@arcade.ltd

Website: www.arcade.ltd

Size of Company

Employees or FTE equivalent: 5-10

Revenue

£500k-£1M

Type of Company

Creative Agency

Customer Types and/or names

Heritage, Arts & Culture, Brands, Sport, Retail, Music, Visitor Attractions, Internal Communications & Training



Why are you in the UK?

Our three co-founders are British and have long careers in the digital creative industries in London. Arcade's primary office will always be in the UK, although we opened our first overseas office in The Netherlands in 2019.

What do you want/need/hope for/from the UK Ecosystem?

To be a part of one of the leading immersive technology markets in the world, pushing each other to get bigger and better.



Company Name

AtmosVR Ltd

Company Summary

ATMOS VR; lean, smart, technology independent, led by founder, event technology strategist and long-term military and commercial VR proponent Kevin Blair - serving public and private sector post-COVID needs and backing its own unique vision for LBE.

Contact

Name: Kevin Blair

Email: info@atmosvr.co.uk

Website: www.atmosvr.co.uk

Size of Company

Employees or FTE equivalent: 1-5

Revenue

1,000,000

Type of Company

Full Solution provider

Customer Types and/or names

B2B & B2C

**Why are you in the UK?**

Birmingham

What do you want/need/hope for/from the UK Ecosystem?

The Promotion of VR and AR as everyday tools.

**Company Name**

Bamsound Creative (BCVR Group)

Company Summary

Bamsound Creative is a Spatial XR Company specialising in Immersive AR Production (Augmented Reality) for Scripted (drama), Art and Education experiences. Recently merged and rebranded with other members of the group (Spatial Sound Studios and XRStudiosEU) forming the BCVR Group enabling us to offer complete end to end immersive solutions for all your productions.

We also have Spatial Sound Studios in Central London (enabling up to Dolby Atmos 7.4.1 Mixing) and work as Spatial Audio Consultants, Creatives, Designer and Post Supervisors for a wide range of installation and immersive XR productions.

Immersive work in XR includes experiences for Burberry, Universal Pictures, RedBull, The Premier league, NME, BBC Sport, IST Vienna Institute, The V&A Museum, Be Kind Movement Charity and Earth XR Extra Productions for leading Scientific Institutions.

We have also founded a new Ecological Immersive Platform Earth XR (Winners of the Cannes XR Garage Stories Challenge 2020 - Part of the Cannes Film Festival) which will also be a vehicle for change within the wider spatial and immersive communities actioning a powerful movement to inform and educate on global pandemic of climate issues. We have aligned ourselves with Eco-Conscious charities and Science institutions and will be launching in late 2021/early 2022.

*Coming Summer 2021 - Spatial musical performance XR Installation for Microsoft and Hololens 2 at The V&A Museum this July.

Academic Connections
@RoyalHollowayUniversity @ICMPLondon

Contact

Name: Scott Marshall
Email: scott@bamsound.com
Website: www.bamsound.com

Size of Company

Employees or FTE equivalent: 5-10

Revenue

1,100,000

Type of Company

Immersive XR Production/Spatial Sound/Producers

**Customer Types and/or names**

ImmersiveXR/Film/Commercial/Installations/Complete XR Production.
Spatial Sound/Immersive Audio Studios & Sound Design.

Clients include: Universal Pictures, GSK, V&A Museum, Burberry, HeadSetStudios, BKM Charities, RedBull, Tik-Tok, BBC, Channel 4, Toyota + Many more..

Why are you in the UK?

The UK and London has a strong and creative background in technology and specifically the XR industries so for us there is no better place to position ourselves for it's strong pool of industry and talent connections.

What do you want/need/hope for/from the UK Ecosystem?

To build and grow and even more open and inclusive Immersive industry in the UK.



Company Name

BODYSWAPS

Company Summary

BODYSWAPS is an award-winning immersive soft skills training solution that delivers measurable business results.

Our unique fusion of behavioural science, instructional design and storytelling gives learners first hand experience of challenging situations... with a twist.

Here, learners build empathy and self-awareness by stepping into another person's shoes to truly feel the impact of their own words and actions. AI-enabled analytics provide actionable, tailored feedback for enhanced soft skills development.

Designed for corporates and educational organisations, our library currently offers modules on communication, teamwork, leadership and employability. All modules are available for VR, smartphone and PC.

Contact

Name: Chris Mallet

Email: chris@bodyswaps.co

Website: www.bodyswaps.co

Size of Company

Employees or FTE equivalent: 5-10

Revenue

N/A

Type of Company

Soft Skills Training

Customer Types and/or names

Corporates, public sector and higher education



Why are you in the UK?

Firstly, it has to do with market positioning. The UK sits halfway between the US and European markets and hosts many global headquarters. Access to large clients is easy.

Secondly, it's about talent. The UK attracts talented and ambitious people from around the world. This means that there's not only a pool of fantastic candidates to recruit from but also a rich network of world-class specialists to work with.

Finally, the UK has a strong ecosystem to back emerging tech start-ups with ambitious public organisations like Digital Catapult or Innovate UK and a forward-thinking investment community.

What do you want/need/hope for/from the UK Ecosystem?

Following Brexit, the UK VR industry needs to be better structured and helped to acquire global visibility. Working with the EU has become very difficult overnight and there's little visibility on what will happen next.

The UK is also missing a network of 'interface' agents, essentially digital transformations consultancies or established learning providers helping their clients successfully navigate the landscape and deploy the solutions. Creating fantastic software is not enough and compared to France for e.g., there seems to be very few organisations dedicated to helping out clients move from early adoption to large scale deployment.

It's also crucial for the ecosystem to help companies move away from a VR-centric positioning to becoming credible mainstream solutions in our respective verticals (training for e.g.). In France, associative bodies like EdTech France are doing a great job at helping VR start-ups being represented in key events and well as giving them visibility on relevant public and private tenders or funding opportunities.



Company Name

Beem

Company Summary

Beem is a software platform that gives performers such as musicians, influencers and public figures the ability to livestream themselves in Augmented Reality for their fans to view in their own environment. More than just augmented reality or shiny tech, Beem opens a new relationship between personalities and fans, where the show comes to the fans and everything is intimate.

Music, comedy, theatre, talks, demos - whatever the show, Beem anywhere, together.

Contact

Name: Beatrice McDonagh Chamyk

Email: beatrice.chamyk@beem.me

Website: www.beem.me

Size of Company

Employees or FTE equivalent: 10-20

Revenue

£140,000.00

Type of Company

Software

Customer Types and/or names

Vogue Singapore, LADbible, Carolina Herrera, TEDx, Atlantic Records, Landmrk, and many more.

**Why are you in the UK?**

We're in London for it's thriving startup ecosystem!

What do you want/need/hope for/from the UK Ecosystem?

We are looking to build a beta testing community for our new app. Any support on that front would be great.



Company Name

Blend Media

Company Summary

Blend Media helps its clients create and use immersive technologies cost-effectively through an online marketplace connecting them with the largest global network of expert immersive content creators and solution-providers and access to premium 360° Video/VR footage. Clients include LADBible, Disney, Deloitte, Intel, L'Oreal, Facebook, Google, Framestore, McCann, Universal Music, and many more.

Blend Market is the first immersive marketplace dedicated to connecting clients with a global community of thousands of skilled creators with hundreds of relevant skills across the entire Extended Reality spectrum; including Augmented Reality (AR), Virtual Reality (VR), 3D and Mixed Reality (MR)

Blend Stock, the largest and best collection worldwide of high-quality 360/VR videos and images including 4-8k, monoscopic, and stereoscopic videos - licensed daily for marketing and advertising; learning; training; education; and health & wellness purposes.

Contact

Name: Laura Helm

Email: laura@blend.media

Website: www.blend.media

Size of Company

Employees or FTE equivalent: 5-10

Revenue

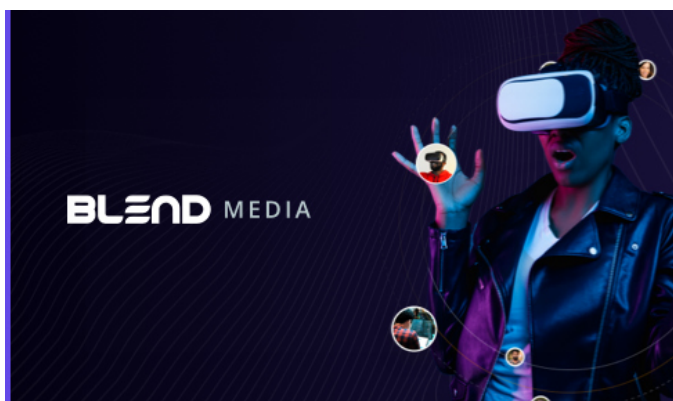
£1,000,000+ PA

Type of Company

Technology, media, content

Customer Types and/or names

LADBible, Disney, Deloitte, Intel, L'Oreal, Facebook, Google, Framestore, McCann, Universal Music. Use cases for immersive technologies are wide-ranging and are evolving at pace; from 3D models of sofas, plants and kitchens for online retailers; AR filters and games for entertainment brands; XR learning in the classroom, enterprise training and human resources uses; 360 property, car, and hotel tours; to VR content in healthcare for dementia patients, during surgery, or training nurses.



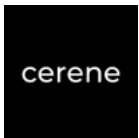
Why are you in the UK?

The UK is currently Europe's largest market for VR and AR, tapping into what is predicted to become a \$160 billion immersive technologies market. There are currently around 1,250 active immersive specialist companies in the UK and there are growth opportunities for immersive technologies across architecture, construction, engineering, manufacturing, defence, entertainment, healthcare, training and transport sectors. We're located in the UK, the forefront of the industry, working closely with the early adopters, the visionaries and world-class talent.

Whilst we are based out of the UK we have an international team, and a global roster of partners, creators, and clients developing work together remotely and in region.

What do you want/need/hope for/from the UK Ecosystem?

More than anything, we're looking to collaborate with the immersive community, supporting each other, sharing our experiences and the learnings. The more people that have a good experience developing and using VR and AR, the further we can grow as a collective. We want people to have great interactions with XR projects to help build trust and awareness of what's possible, we all benefit from that. At this critical stage of adoption, we want to play our role to ensure that clients who want to create an XR project get matched with exactly the right expert to develop it for them. A smooth process to creating groundbreaking content is a virtuous cycle and the very reason for creating the marketplace, supporting all sides of the ecosystem.



Company Name

Cerene

Company Summary

Cerene is an Immersive Studio, specialising in delivering Architectural and Product Visualisations through Augmented & Virtual Reality.

The interactive experiences we create enable our clients to harness attention, boost engagement and inspire audiences to believe in their vision.

Contact

Name: Gautam Murgai

Email: hello@cerene.co

Website: www.cerene.co

Size of Company

Employees or FTE equivalent: 5-10

Revenue

Non-disclosed

Type of Company

Immersive Studio

Customer Types and/or names

Beumer Group, Savoy Estates, Merck, Sync Studio, London Design Festival, Wastberg Lighting

**Why are you in the UK?**

We are based in London as this is where our creators reside. We're extremely confident in the local business ecosystem and believe that there is huge potential for early-adoption and growth in the UK market.

What do you want/need/hope for/from the UK Ecosystem?

We hope that the UK XR Ecosystem flourishes as a community, with abundant collaboration and knowledge-sharing to drive consumer adoption of Augmented and Virtual Reality.



Company Name

Cleanbox Technology

Company Summary

Founded in 2018, Nashville-based Cleanbox Technology, Inc. is a premium, eco-friendly smart tech hygiene company, specializing in the UVC surface decontamination. Cleanbox's patented products use UVC light in an LED, providing safe, hospital-grade decontamination without the need for chemicals, heat, or liquids. Cleanbox products are designed for head-mounted displays (HMDs), surgical and protective masks, eyewear, personal electronics, and accessories. Cleanbox products have been independently proven to kill 99.999% viruses, bacteria, and fungi. For more information visit, www.cleanboxtech.com

Contact

Name: Amy Hedrick

Email: info@cleanboxtech.comWebsite: www.cleanboxtech.com

Size of Company

Employees or FTE equivalent: 25

Revenue

1M+

Type of Company

Hardware

Customer Types and/or names

Healthcare, entertainment, enterprise, training, education, government, telecom, aviation, automation, manufacturing



Why are you in the UK?

Cleanbox products are used in a variety of industries including healthcare, enterprise, broadcasting and education. The overall growth of the use of VR and AR worldwide, including in the UK, necessitates operational and logistical infrastructure that will support a successful XR deployment. Cleanbox products are hardware agnostic and can be used in any industry or business considering an XR strategy.

What do you want/need/hope for/from the UK Ecosystem?

Cleanbox is the first mover in smart-tech, commercial grade XR hygiene and provides modular plug-and-play products for storage, charging and cleaning. Cleanbox's CX products are designed to elevate the commercial use of XR all over the world, including in the UK, addressing operational pain points and reducing barriers of entry to broad corporate and consumer adoption of immersive technologies. Other Cleanbox products address separate operational hygiene concerns, including the cleaning of masks, phones, tablets and other devices.



Company Name

Condense Reality

Company Summary

Founded in 2019 and based in Bristol, Condense Reality captures & live-streams volumetric video, powering the next generation of 3d consumer experiences.

Built from the ground up for processing volumetric video at speed, our software uses deep learning and a GPU powered architecture to stream content in real-time.

Condense Reality software also takes care of the complexities of distribution. Our cloud platform ensures that content can reliably reach a global audience and cope with spikes in demand and variable connection speeds.

The camera rigs we use are modular, portable and versatile making them easy to set up on location. We use both depth sensing cameras and Ultra HD/Ultra high FPS machine vision cameras. A deep learning pipeline means you need fewer cameras to achieve high quality output. Our software isolates subjects so there is no need to use green screens.

Content is designed to be streamed into game engines, primarily Unity and Unreal Engine. We also support AR Applications, including ARKit and ARCore. We provide SDKs to integrate into your application and can also create custom playback/white label solutions.

Contact

Name: Nick Fellingham

Email: hello@condensereality.com

Website: www.condensereality.com

Size of Company

Employees or FTE equivalent: 10-20

Revenue

£1M

Type of Company

Software, Volumetric Video

Customer Types and/or names

Broadcasters, TV Networks, Creative agencies, Telcos, Game Developers



Why are you in the UK?

Bristol is a great city for startups

What do you want/need/hope for/from the UK Ecosystem?

Support in expanding to the US



Company Name

Daden Limited

Company Summary

Daden has been delivering immersive 3D learning experiences to colleges and universities for nearly 15 years. Our flagship Trainingscapes service, developed with funding from InnovateUK, lets you intuitively author exercises yourself and deliver them to students on PC/Mac, iOS and Android smartphones and tablets, and to Oculus VR headsets. We can also do bespoke development in Unity and WebXR, and help you use social virtual worlds for business and organisational advantage.

Contact

Name: David Burden

Email: david.burden@daden.co.uk

Website: www.daden.co.uk

Size of Company

Employees or FTE equivalent: 1-5

Revenue

c.£350k

Type of Company

Immersive 3D/VR Training Development

Customer Types and/or names

Open University, Bournemouth University, Sussex University, MOD, Birmingham City Council, New York City, FEMA/DHS



Why are you in the UK?

The founders were based in Birmingham, and we've found that that's a great city to be in with lots of good talent coming out of the local universities, and lots of scope for collaborative industry/academia research projects.

What do you want/need/hope for/from the UK Ecosystem?

Developing a joined up and united approach to the adoption and use of VR in the UK. Even now there are still a lot of people who need convincing, and the whole engagement process needs to be a lot easier. There is also the scope for some real national VR projects which could make a huge difference in education, health and social care, manufacturing and smart cities.



Company Name

Darabase

Company Summary

Darabase is the AR Outdoor Media Company, a turnkey platform and solution for brands, advertisers and retailers wanting to run immersive Augmented Reality Outdoor Media, layered on the real world.

We augment existing outdoor media screens and billboards, deliver permission-based AR campaigns in iconic locations and provide scale geographic coverage through our "Run of World" AR inventory network.

We help retailers use AR to drive footfall and sales and enable property companies to monetise their estate, while monitoring what AR content is being placed and viewed in their locations.

Contact

Name: David Bomphrey

Email: info@darabase.com

Website: www.darabase.com

Size of Company

Employees or FTE equivalent: 1-5

Revenue

Confidential

Type of Company

AR Outdoor Media Company Advertising

Customer Types and/or names

Ocean Outdoor, Landsec, Octopus Energy, Grosvenor, Picasso



Why are you in the UK?

The founders are UK based and the UK has a good start up environment.

What do you want/need/hope for/from the UK Ecosystem?

There is a rich immersive technology and media landscape in the UK and we have favourable financial and regulatory frameworks in place.



Company Name

Digitalnauts

Company Summary

Digitalnauts helps companies achieve real business impact by giving them the technology and expertise to strategically implement VR training across their organisation.

Throughout our years of experience working with some of the world's leading organisations, we recognised that for most companies adopting new technologies feels like a leap in the dark. In order to shed light on the unknowns of VR adoption, we developed a structured approach to sustainably implement VR at scale and deliver superior business results.

Our tried and tested Digitology® is an end-to-end VR solution which guides and supports customers' VR adoption through Advisory Services, Content Development and Deployment, Hardware Supply, Maintenance and Support. We believe that there is no one-size-fits-all when it comes to VR adoption, so regardless of a company's industry or experience with VR, we are here to help any company, at any stage of their journey.

Our mission is to make VR training accessible to businesses of any size or industry and pioneer the mainstream adoption of immersive learning.

Contact

Name: Mark Baxter

Email: mark@digitalnauts.co.uk

Website: www.digitalnauts.co.uk

Size of Company

Employees or FTE equivalent: 1-5

Revenue

230k

Type of Company

End-to-End VR Solutions Provider ()

Customer Types and/or names

Industrial sectors (pharmaceutical, marine, construction, transport); StenaLine, Openreach, Northern Marine Group (NMG), Construction Industry Training Board (CITB), Construction Scotland and Wales Innovation Centres (CSIC and CWIC)



Why are you in the UK?

The company was founded in Glasgow, Scotland.

What do you want/need/hope for/from the UK Ecosystem?

We would like to become part of a supportive community formed around the overarching purpose of making XR technologies more accessible to everyone. We would like to see more mainstream adoption of immersive technologies in business and more companies changing their perceptions and fully embracing the power of XR tech to transform their workforce. We are hoping to get exposure in front of companies currently exploring XR and in need of a strategic approach on how to adopt XR at scale in order to create a measurable impact in their organisation.

dimension

Company Name

Dimension

Company Summary

Dimension is an XR entertainment studio pioneering revolutionary volumetric capture and virtual production for storytellers.

Contact

Name: Yush Kalia

Email: yush@dimensionstudio.co

Website: www.dimensionstudio.co

Size of Company

Employees or FTE equivalent: 50-100

Revenue

N/A

Type of Company

Content

Customer Types and/or names

Balenciaga, BBH, Sky, Eurosport, Billboard Music Awards, Three UK, National Theatre

**Why are you in the UK?**

The UK is a global leader for creative services and entertainment production. It is a hotbed for innovation and a magnet for storytelling and creative talent. Dimension Studios' growth has been supported by Digital Catapult, Microsoft and Creative England, who have helped the company to pioneer virtual and immersive content production across the UK media and entertainment landscape and beyond.

What do you want/need/hope for/from the UK Ecosystem?

Greater investment into the UK immersive /XR ecosystem and the fundamental technologies that will drive continued innovation. The metaverse is coming and the UK is primed to thrive. We need the initiatives to train, develop and support the UK SMEs that are shaping this space and to inspire and equip a new generation of storytellers.



Company Name

Dual Good Health

Company Summary

Dual Good Health uses virtual reality to train more people how to save lives.

They have made life support and CPR training accessible for everyone to train and test their performance without the need for a specialist trainer. Having developed multiple VR life support training products, they are working with healthcare & corporate organisations globally to deliver immersive and engaging life support training.

Contact

Name: Anna Stoilova

Email: anna@dualgood.com

Website: www.dualgoodhealth.com

Size of Company

Employees or FTE equivalent: 1-5

Revenue

N/A

Type of Company

Software

Customer Types and/or names

Davis School District, Banner Health, Jefferson County Public Schools

**Why are you in the UK?**

Established in the UK, where founders live.

What do you want/need/hope for/from the UK Ecosystem?

Expanding company's network, visibility and customer interest.



Company Name

Elearning Studios

Company Summary

ELS is pioneering the use of XR within the world's major corporations. The company provides a sophisticated cloud-based management and data platform and a growing library of eXtended Reality (XR) courses and components to train and educate the staff of some of the world's largest organisations using virtual reality (VR) and augmented reality (AR).

We work directly with large organisations and provide partnership plans with training, education and accreditation providers.

VR and AR are game changers. There are a number of reasons why organisations are adopting virtual and augmented reality as a core part of their training and development delivery, including that it is:

A transformative technology

Capable of simulating difficult contexts to be replicated, e.g. fire and safety training, presentations

Fully customisable

Immersive

Replicable

Measurable in a way that no other training can offer

Very cost effective, typically 10x cheaper than other methods

Contact

Name: Nitin Thakrar

Email: info@e-learningstudios.com

Website: www.e-learningstudios.com

Size of Company

Employees or FTE equivalent: 10-20

Revenue

+\$1m

Type of Company

Content Development

Customer Types and/or names

Ericsson, Lloyds Bank, British Gas, Danske Bank



Why are you in the UK?

All our designers and developers are in the UK

What do you want/need/hope for/from the UK Ecosystem?

Developers and Designers



Company Name

Emteq Labs

Company Summary

Emteq labs platform provides biometric analytics, for the objective measurement of human emotional and physical responses, interpreting user reactions in real-time.

We turn emotional state into data via our integrated platform, unifying immersive environments and biometric feedback with machine learning. We automate the collection and interpretation of emotional response, linked to recognised/ classified stimuli. In doing so we enable emotions research in marketing and academia, and power training, health and wellbeing interventions through our objective measurements.

Our multi-modal approach provides the most ecologically valid data, delivering a deeper insight into emotional state than anything currently available, while simplifying the collection and interpretation of these data.

Emteq labs personalised, base lined models are a significantly superior way to understand emotional expression and 'how we really feel' in any given moment.

Contact

Name: Graeme Cox

Email: graeme@emteqlabs.com

Website: www.emteqlabs.com

Size of Company

Employees or FTE equivalent: 20-30

Revenue

US\$1 - 2million

Type of Company

Integrated Analytics Platform

Customer Types and/or names

Consumer and Academic Research, Training, Health & Wellbeing



Why are you in the UK?

Emteq Labs founders are UK based and recognise the value of being situated not only in a UK tech-hub (Brighton) but also within a time zone which makes working across both European and US markets possible.

What do you want/need/hope for/from the UK Ecosystem?

Emteq labs has collaborated with leading universities including Harvard and Cambridge and has won over £2M in research awards for their patented sensor technology and emotion analytics. They are actively seeking further opportunities within academic, clinical and market research, as well as health and wellbeing, education and training, to which their human emotion insight would add real value.



Company Name

Future Talent Training

Company Summary

Future Talent Training is a fully integrated, digital skills development and knowledge transfer solution provider.

Working globally to deliver digital learning and development strategy, tools and expertise. Our flagship training and assessment tool is **JumpStart AR** 'powered by Hindsight'.

- Immersive 'in line of sight, video guidance calls'.
- Mind blowing quality, job specific micro learning content, instantly.
- Agile management, access, reporting, connectivity and guidance anywhere in the world.
- Great ROI projections, typically 9-12 months, supported by a team of L&D experts
- Incorporate augmented reality throughout your employees professional development.
- No digital infrastructure needed, JumpStart AR is fully secured in the cloud
- Every stakeholder covered from Training providers to End Point Assessment organisations.

IMAGINE taking your Digital Training Strategy to the next level with Future Talent Training.

- **SOFTWARE** - Fully secure cloud based management platform which visualises and controls all your training and assessment needs.
- **HARDWARE** - Comprehensive choice of wearable and smart device solutions to match your use case requirements.
- **EXPERTISE** - Client support excellence programme with in-depth L&D experience, skills and knowledge.

Contact

Name: Gary Boyd

Email: gary.boyd@futuretalenttraining.com

Website: www.futuretalenttraining.com

Size of Company

Employees or FTE equivalent: 1-5

Revenue

<£1m

Type of Company

Software, Hardware and Integration

Customer Types and/or names

Training, Assessment, E-learning, Commercial, Industrial, Construction, Manufacturing, Engineering



Why are you in the UK?

The UK is a world leader in the provision of digital education services.

What do you want/need/hope for/from the UK Ecosystem?

Our mission is to create quality, successful, training opportunities, for everyone regardless of social circumstance, location or ability through future focused, AR enhanced digital training tools.



Company Name

Future Visual

Company Summary

Future Visual use virtual and augmented reality technology to create experiences and solutions that are either physically impossible or prohibitively expensive to build in real life and by leveraging VISIONxR™ our immersive platform we can enable multiple users, in multiple locations, on multiple devices (VR, AR, desktop and mobile) to collaborate, communicate and learn together. We can remove the barrier of distance and time eliminating travel costs and speeding up the process of learning and collaboration. VISIONxR™ is a response to the changing world of work and learning where real-time collaboration and knowledge share empower and enhance performance.

Contact

Name: Tim Fleming

Email: tim@futurevisual.com

Website: www.futurevisual.com

Size of Company

Employees or FTE equivalent: 5-10

Revenue

£500K

Type of Company

Collaboration infrastructure software

Customer Types and/or names

Medical: AstraZeneca BioGen Idec Aviation: IATA Marketing: Ferrari



Why are you in the UK?

Born & raised.

What do you want/need/hope for/from the UK Ecosystem?

Partnerships: Whilst there are collaboration platforms out there we can help you deliver cross-device metaverses using our own codebase across training, marketing or entertainment.



Company Name

Globetrotter VR

Company Summary

Globetrotter VR is an online platform that allows travelers to experience the world from their couch, with the help of real tour guides and virtual reality. The core team consists of award-winning and diverse talent with previous start-up experience and deep industry knowledge. The virtual tours are sold on the globetrotter-vr.com website, but can also be licenses as business solutions for marketing and travel planning.

Globetrotter VR offer 2 types of virtual tours:

On-demand, which user can watch at their convenience. Live virtual tours: users can join a virtual walking tour in real time, in a small group.

In 2021, Globetrotter VR are launching a catalogue of tours across the world's hottest destinations including Rome, New York, Paris and London.

In 2020, Globetrotter VR have completed the Intelak Travel & Aviation Incubator, supported by the Emirates Group and Dubai Tourism Board and have received their first angel funding.

Contact

Name: Anastasia

Email: anastasia@globetrotter-vr.com

Website: www.globetrotter-vr.com

Size of Company

Employees or FTE equivalent: 5-10

Revenue

N/A

Type of Company

Content/Travel

Customer Types and/or names

B2C and B2B



Why are you in the UK?

The UK a great country to be a start up! As a start up, you want to focus on building your product and getting it to market. The tools for starting and running a company are simple and accessible, which means you can spend less time on administration and more time on building the company. The UK also has a ripe start up eco-system and lots of talent, which makes it a great place to find investors and partners.

What do you want/need/hope for/from the UK Ecosystem?

There are currently very limited funding opportunities for a VR start up. While public funding is available through schemes like Innovate UK and Catapult, there is definitely not enough private capital for an immersive tech company. It would be great to have more education around immersive technology for the general public and private investors. On the whole, institutional investors seem very scared of VR as they got burnt in the hype of 2015/2016 and are not willing to take new risks on the technology.

HYPERVSN

Company Name

HYPERVSN

Company Summary

London based HYPERVSN is the company responsible for developing the disruptive 3D holographic system that provides an immersive experience for viewers. The company was founded in 2011 and has attracted investment from media titan Mark Cuban among others.

HYPERVSN has been the recipient of numerous awards including Top 3 British Innovations of the Year, the AV Awards in 2018 and 2019 and was also named among the World's 10 Most Impressive Technologies by Mashable and USA Today.

The proprietary HYPERVSN hardware works in conjunction with the unique and robust software/content ecosystem to provide customers with an integrated 360, high-quality business solution. Targeted business verticals include Digital Signage, Retail, Events, Education, Public Safety and many other use cases.

Traditional digital signage are becoming less relevant and less impactful. For brands and businesses, it is more challenging to cut through the noise and stay at the forefront of their industry. HYPERVSN have redefined the concept of visual storytelling by making interaction with end-users more personalised, engaging and impactful by introducing HYPERVSN Solo and Wall products to the market.

The new generation of HYPERVSN products are interactive 3D holographic solutions.

Contact

Name: Darya Krakoviyak
Email: info@hypervsn.com
Website: www.hypervsn.com

Size of Company

Employees or FTE equivalent: 100+

Revenue

£10m

Type of Company

Retailers, AV companies, Educational institutions, and many other use cases.

Customer Types and/or names

Audi, Nike, Louis Vuitton, Renault, Dell, Burger King, M&M's, Volkswagen, Adidas etc.



Why are you in the UK?

An international exposure to investors, clients and talent all in one city.
A wide government support with all the grants, tax policies etc.

What do you want/need/hope for/from the UK Ecosystem?

- partnership opportunities with other companies in the industry
- VC/investor connections
- clients, talent connection
- getting PR coverage



Company Name

Immerse

Company Summary

Immerse is a virtual reality technology company headquartered in London that has developed the Immerse Platform. Built for enterprise from the ground up, the Immerse Platform enables companies to create, scale and measure virtual reality training.

With clients in a wide range of industries such as FMCG, oil and gas, pharma and life science and power and utilities, using the Immerse Platform enables companies to train and assess their employees in radically new ways maximizing human performance and the employee experience.

Contact

Name: Tom Symonds

Email: info@immerse.io

Website: www.immerse.io

Size of Company

Employees or FTE equivalent: 30-40

Revenue

Undisclosed

Type of Company

Software and content

Customer Types and/or names

Shell, DHL, bp, GE Healthcare



Why are you in the UK?

Immerse was founded by CEO Tom Symonds and COO Justin Parry in London, UK in 2016. In that time we've learned a lot about what the industry truly needs from immersive technology, and the platform is now used by some of the world's leading companies to deliver scalable experiences ranging from induction and onboarding to practical skills and virtual tours.

What do you want/need/hope for/from the UK Ecosystem?

Immerse has a desire to build an ecosystem where the Immerse Platform will empower and enable organisations to embrace the future of training in the workplace, allowing them to import and deploy world-class content into an enterprise-ready platform, with minimal setup and expertise required.



Company Name

Immersive Rehab

Company Summary

Immersive Rehab creates interactive & engaging digital therapeutic neurorehabilitation programmes in Virtual Reality with the aim to improve patient recovery and enhance patient assessments. The goal is to increase the effectiveness of neurorehabilitation, to reduce referral times, to make rehab more engaging, and to have a better patient outcomes.

Contact

Name: Isabel Van De Keere

Email: hello@immersiverehab.com

Website: www.immersiverehab.com

Size of Company

Employees or FTE equivalent: 1-5

Revenue

Pre-revenue

Type of Company

SaaS

Customer Types and/or names

Hospitals and neurorehabilitation clinics

**Why are you in the UK?**

London

What do you want/need/hope for/from the UK Ecosystem?

Networking



Company Name

Immersive Studios

Company Summary

Immersive Studios is an award-winning production studio and one of the pioneers of innovative immersive experiences. We create exceptional content for our clients and partner agencies.

Founded in Norwich in 2015, we've built up an expert team that includes 3D modellers, film makers, storytellers, illustrators, artists, developers, designers fabricators and creative technologists.

Our strength lies in our creative ideas and the pioneering use of immersive technology behind them.

We've been among the pioneers in the fields of virtual reality (VR), augmented reality (AR) and 360° video – creating cutting-edge digital experiences for a range of clients, sectors and agencies. Our whole business offering is about creating the best possible experience for our clients and customers. We enable them to use immersive technology to share their message and achieve their aim – and our approach has seen us create award-winning work and attract long-term local, national and international clients.

Contact

Name: Jason Elkins

Email: jason@weareimmersive.co.uk

Website: www.weareimmersive.co.uk

Size of Company

Employees or FTE equivalent: 10-20

Revenue

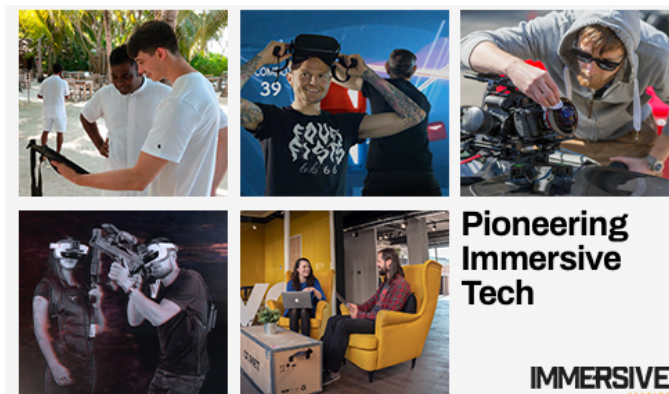
£1.2m

Type of Company

Immersive Studios is an award winning content production studio specialising in immersive technologies; Virtual Reality, Augmented Reality, 360° video, Free Roam VR, Game design/development, Virtual Events Platforms and Bespoke web development.

Customer Types and/or names

Harrods, Lotus, Braham, Arm, West Ham, Aviva, Dr Martens, Yamaha, Mazda, Harley Davidson, Ericsson, University of East Anglia, Berry Global, Boston Consulting Group



Why are you in the UK?

The UK has a thriving Immersive Technology industry, providing access to exceptional resources, talent and technology. Being based in the UK means Immersive Studios is able to capitalise on a range of opportunities and work with clients all over the world.

What do you want/need/hope for/from the UK Ecosystem?

Knowledge sharing, collaboration, industry best practice and an increased international profile for the thriving UK immersive tech industry.



Company Name

Inception

Company Summary

Inception delivers XR apps with some of the world's best known IP, across multiple content categories. Our unique platform enables Inception and its partners to create and distribute this content across platforms, devices and verticals in a highly scalable and cost-effective way.

Bookful, by Inception, is the best-selling kids Augmented Reality & 3D reading and educational games app featuring the world's largest AR library. Bookful makes screen time more productive with hundreds of titles from leading publishers and brands including: My Little Pony, Barbie, The Tale of Peter Rabbit, DK's Children's Encyclopedia, Sesame Street and The Smurfs. Bookful is available today worldwide on the App Store, Google Play Store and Amazon Store.

Contact

Name: Daphne Resnick

Email: daphner@inceptionxr.com

Website: www.inceptionxr.com

Size of Company

Employees or FTE equivalent: 30-40

Revenue

5M

Type of Company

XR Content

Customer Types and/or names

B2C and B2B2C



Why are you in the UK?

Our XR app Bookful is available as a B2C product in the UK. The app encourage children to develop a love of reading and gain important learning skills.

What do you want/need/hope for/from the UK Ecosystem?

We hope to partner with Education, EdTech and Telecommunication companies.



Company Name

Intelivita

Company Summary

Intelivita is a leading digital transformation company based in Leeds, UK. Intelivita provides concept-driven interactive and scalable software development solutions for businesses to streamline the work process and improve customer engagement. We expertise in providing effective and innovative enterprise mobile applications, eCommerce solutions, augmented reality, virtual reality, mixed reality, web applications and 2D/3D mobile games.

Intelivita flourishes in understanding and meeting client expectations by delivering exceptional service well within set milestone. With 5+ years of industry experience, they have attained the high volume credibility in enterprise application development.

The dynamic team of Intelivita is well equipped in dealing with clients from small startups to MNC like Microsoft. To date, Intelivita has executed more than 100+ projects successfully serving 50+ clients worldwide. Their global client base has reached the USA, UK, Australia, United Arab Emirates, Canada, Spain, France, Israel, India, Thailand, Nigeria, Turkey, Sri Lanka and Hong Kong.

Contact

Name: Dhaval Sarvaiya

Email: dhaval@intelivita.co.uk

Website: www.intelivita.co.uk

Size of Company

Employees or FTE equivalent: 20-30

Revenue

\$10000

Type of Company

Software

Customer Types and/or names

B2B



Why are you in the UK?

United Kingdom is the ease of doing business.

What do you want/need/hope for/from the UK Ecosystem?

Looking for clients who are looking to develop mobile app in AR/VR.



Company Name

KIT-AR

Company Summary

KIT-AR is redefining quality assurance in Industry 4.0.

An intelligent contextual system guides the worker with step-by-step instructions using Augmented Reality (AR), which is complemented with quality assurance and error prevention that combines Computer Vision with Machine Learning (ML). See more about our solution [here](#). As a result, workers make fewer mistakes, requiring less rework and yielding less waste. KIT-AR also provides valuable business insights for executives to continuously improve their Total Quality Management system. In this way, KIT-AR bridges the knowledge divide between engineering and the worker, redefining quality assurance for human-centered manufacturing.

KIT-AR aims to deliver value in partnership with our customers, combining our deep understanding of AR/ML with the extensive expertise of the customer of their processes.

Contact

Name: Manuel Oliveira

Email: manuel.oliveira@kit-ar.com

Website: www.kit-ar.com

Size of Company

Employees or FTE equivalent: 10-20

Revenue

<£1M

Type of Company

Industrial AR/ML for Manufacturing

Customer Types and/or names

Automotive, Aerospace, Electronics



Why are you in the UK?

The UK is one of the world's industrial pillars of manufacturing, with a strong thriving startup ecosystem. Governmental organizations, globally-renowned universities, award-winning research centers and world-class talent nurture a growth environment where KIT-AR is being able to excel.

What do you want/need/hope for/from the UK Ecosystem?

In this time where remote work and collaboration becomes the norm, the United Kingdom is in an excellent position to connect with ecosystems abroad and enable startups like KIT-AR to tap into different talent pools and markets.

Also, Quality Assurance is key for most manufacturing and enterprise players – however, most of them are still not aware of the solutions available for them on the market. Vertical remote events, along with demo opportunities and open innovation efforts could allow them to leverage the opportunities that startups like KIT-AR are bringing to the market.



Company Name

Make Real Ltd

Company Summary

Make Real is an award-winning immersive technologies content developer and publisher, with a proven track record in creating validated, meaningful and memorable learning experiences for the enterprise and entertainment sectors, at work, in and out-of-home.

Our background in learning, games and simulation design and development means we lead the way in creating content determined by objectives and outcomes, not driven by the technologies. However our team of creatives, coders, designers - and our internal partnerships team - ensure we remain at the forefront of the technology and understanding audience and user needs, always looking to evangelise and educate partners on the benefits and use cases of immersive technologies.

We are trusted by some of the world's largest organisations to design and deliver their learning & development, training and simulation solutions, including Vodafone, Lloyds Banking Group, Porsche, McDonald's and EDF Energy.

Make Real is an approved developer partner with Oculus for Business ISV, HTC Vive, Microsoft HoloLens, Sony PlayStation VR and Google

Contact

Name: Ben Dykes

Email: ben.dykes@makereal.co.uk

Website: www.makereal.co.uk

Size of Company

Employees or FTE equivalent: 20-30

Revenue

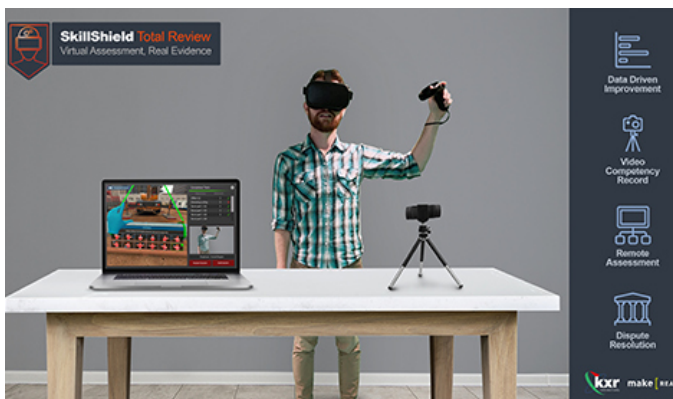
£1.5M

Type of Company

Immersive Learning Content Solutions

Customer Types and/or names

Construction, utilities, energy, automotive, healthcare, telco



Why are you in the UK?

The UK is the best place to be positioned for immersive technology development within the European region with strong community of supportive organisations and studios working together to create world-class immersive content.

What do you want/need/hope for/from the UK Ecosystem?

We look to show the strength of the UK ecosystem across the range of immersive studios working within hardware, content and services that provide partnerships and meaningful experiences for enterprise and entertainment.



Company Name

Masters of Pie

Company Summary

Masters of Pie is a software company that develops real-time immersive collaboration solutions for enterprise software applications. Our modular software development kit, called Radical, integrates directly into existing enterprise software applications to enable seamless and secure sharing in real-time of complex 2D and 3D data across AR/VR, Desktop & Mobile devices. Radical has been in the market since 2018 via an OEM agreement with Siemens Digital Industries. To date, circa 200 leading global enterprises across Aerospace, Aviation, Defense, Automotive and Manufacturing industries are licensing our technology to deliver a broad array of use cases. Masters of Pie investors include Bosch and Williams Advanced Engineering.

Contact

Name: Allen Dickson

Email: allend@mastersofpie.com

Website: www.mastersofpie.com

Size of Company

Employees or FTE equivalent: 20-30

Revenue

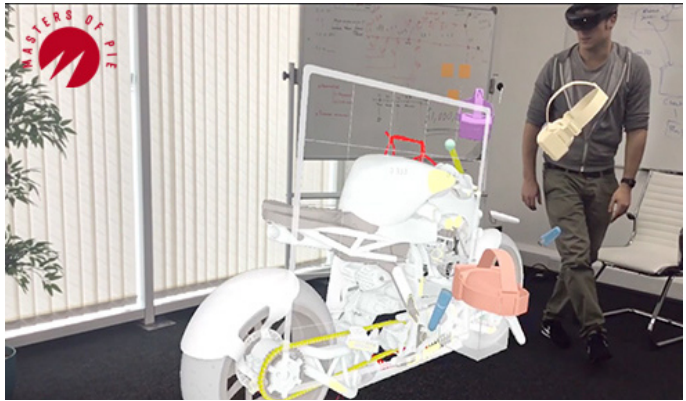
Over US\$1.0m

Type of Company

Software, AR/VR, Real-time Collaboration, Enterprise

Customer Types and/or names

British Army, Rolls Royce, Bosch, Williams Advanced Engineering, Siemens Digital Industries



Why are you in the UK?

The company was originally founded in London as the world capital for startups giving us access to an amazing pool of human talent and great funding opportunities.

What do you want/need/hope for/from the UK Ecosystem?

Our mission is to accelerate the digital transformation of UK Industry through the adoption of immersive technology. Radical's unique approach of enabling native real-time collaboration and immersive capabilities for incumbent applications will open the door for innovative use cases and workflow improvements that will make UK Enterprise future-proof.



Company Name

Nexus Studios

Company Summary

Nexus Studios is a world-leading film and creative technology studio with animation and storytelling at its core. As experts in real-time technology, Nexus Studios produces technically and creatively pioneering work across the entire XR (Extended Reality) spectrum. The studio is behind some of the most groundbreaking AR experiences of recent years, including '1600' for President Obama, 'The Big Bang' for Google & CERN, the '5G Fan Experience' for Samsung, AT&T and the Dallas Cowboys, the first AR app for the BBC, 'Civilisations' and the first of its kind AR guided tour for SK Telecom at UNESCO World Heritage Site, Changdeok Palace.

Contact

Name: Colin Davis

Email: colin.davis@nexusstudios.com

Website: www.nexusstudios.com/interactive

Size of Company

Employees or FTE equivalent: 50-100

Revenue

N/A

Type of Company

AR, VR, XR, Creative Technology, Experiential Events, Installations

Customer Types and/or names

Google, Facebook, Magic Leap, BBC, AT&T, Samsung, SK Telecom, Apple, The White House



Why are you in the UK?

Nexus Studios was founded in the UK but also has studios in LA and Sydney. The UK remains a central hub of creativity, is home to incredible talent and is a world leader when it comes to XR. We have expanded beyond the UK to enable us to export that creativity around the world, enabling us to deliver ground-breaking films and interactive experiences for visionary clients on a global scale.

What do you want/need/hope for/from the UK Ecosystem?

We're looking to extend our network to new regions, find collaborative opportunities and enable commissioners looking to make XR content to find us easily. We hope the ecosystem brings about exciting opportunities and opens the door to new kinds of collaborations and ways of working. The more people are engaged in developing XR, the better invested it will be and the more impactful as a medium it will become.



Company Name

Playlines AR

Company Summary

Playlines is a London-based XR design studio specialising in immersive narrative. We work with brands, festivals, venues and cultural institutions to create layers of immersive content that add information, gameplay and adventure to the real world.

We've created a groundbreaking Mixed Reality interactive theatre format, consulted on the creation of extended universes for major XR franchises, and created an Augmented Art Gallery for the West End in partnership with some of the UK's biggest cultural institutions.

Playlines has exhibited immersive XR theatre installations at #FutureFest, Future of Storytelling (Finalists, FoST Prize '17), Raindance (Official Selection '19), and Opera Beyond (Finalists, Opera Beyond Prize '19). We were recently in residence at the National Gallery, creating AR apps for art patrons in lockdown.

Playlines was founded by former PlayStation London Studio Lead Game Writer Rob Morgan, who co-wrote with J.K. Rowling the Platinum-selling Augmented Reality PS3 title 'Wonderbook: Book of Spells' and its sequel 'Book of Potions'. He was Content Editor on the multi-award-winning '80 Days' (TIME's Game of the Year 2015) and wrote and voice-directed 'A Fisherman's Tale VR' (Game of the Year, VR Awards 2019, 10/10 Steam)

Contact

Name: Rob Morgan

Email: rob@playlines.net

Website: www.playlines.net

Size of Company

Employees or FTE equivalent: 1-5

Revenue

50k

Type of Company

XR Design

Customer Types and/or names

Cultural institutions, brands, IP holders



Why are you in the UK?

Native

What do you want/need/hope for/from the UK Ecosystem?

Tools to network outside of funding calls. Maybe a database to recruit remote specialist XR freelancers - also useful for those starting their career



Company Name

Poplar Studio

Company Summary

Poplar Studio is the leading AR and 3D creative platform. Our project management tools and talent cloud make it easy for brands and retailers to create and deploy AR and 3D experiences across all channels.

We take any brand asset or product, build them quickly into 3D and AR, and deploy them into social and e-commerce platforms.

- **AR Marketing:** Build brand awareness and engage with targeted audiences on social and the web with interactive AR and 3D campaigns.
- **AR Commerce:** Increase conversions and reduce returns by empowering customers to visualise products in 3D and try on products through AR.
- **Bespoke AR solutions:** Have a different idea for an AR or 3D experience? Get in touch with us to discuss your needs.

Poplar Studio has worked with hundreds of top international brands across sectors: L'Oréal, Nestlé, the BBC, Speedo, Universal, J&J, Disney, Made.com, GSK, PepsiCo, Warner Music, Bacardi, and Maybelline, among many others.

Build once and deploy across all platforms:

- Marketing: We are a Trusted Partner of TikTok, Instagram, Facebook, Snapchat and Google.
- Commerce: We are Integration Partners with Shopify, BigCommerce, WooCommerce, Wix, Magento and Webflow, but we can deploy directly into your website too

Why Poplar and why 3D/AR?

- We work with any available asset. A merchant just has to upload a 2D picture through our CMS, and we'll turn around a 3D model of their product quickly - > all thanks to our talent cloud (the largest community of 3D/AR creators)
- Our product visualisation unit is easy to deploy, with one line of script, or directly through an e-commerce website
- The merchant gets all the data on how the product is visualised in 3D or AR by the end customer, through our analytics (including hotspot clicks)
- 3D/AR product visualisation is proven to increase sales conversion, to increase engagement with the product and brand, to increase brand loyalty through innovation, and importantly to decrease returns.
- In the end, 3D/AR visualisation is also environmentally-friendly, since it saves a trip to the store, as consumers can try on and visualise products at home

Contact

Name: Charly Levene

Email: info@poplar.studio

Website: www.poplar.studio



Size of Company

Employees or FTE equivalent: 10-20

Revenue

£1M+

Type of Company

3D/AR B2B SaaS for Marketing and Commerce

Customer Types and/or names

Brands and retailers in fashion/luxury, FMCG, retail, entertainment, automotive, finance and pharma.

Why are you in the UK?

We were founded in the UK by two media/technology pioneers that worked at Netflix, Google, YouTube and other Fortune 500 + startups. Poplar Studio is funded by top UK VCs and angels Fuel Ventures, Ascension Ventures, Haatch Ventures and Founders Factory.

What do you want/need/hope for/from the UK Ecosystem?

We are always looking to partner with other startups in the space, in order to complement each other's stacks, as well as corporates looking to embrace AR. And we are looking to share our knowledge from AR in marketing and commerce back with the community.



Company Name

Project8ball

Company Summary

Our disruptive entourage blend creativity & functionality to ensure your projects are delivered on time & pixel perfect.

We're a progressive digital Agency whose reach is rapidly expanding. Our versatility across leading creative environments provides our Studio with the latest know-how needed in offering cutting-edge digital solutions & immersive experiences.

Founded in Glasgow in 2014, our mission is to spark the creative imagination of businesses & brands using hands-on, disruptive technology and the very latest marketing innovations. Our Studio maintain and develop an environment for our team to deliver sustainable growth, a superior product that continues to set us apart from the competition and a winning mentality which is proving decisive in growing & evolving our ambitious company.

Contact

Name: David Gorman

Email: david.gorman@project8ball.com

Website: www.project8ball.com

Size of Company

Employees or FTE equivalent: 5-10

Revenue

1 million

Type of Company

AR VR Developer

Customer Types and/or names

Jameson (Pernod Ricard)



Why are you in the UK?

We're a progressive digital Agency whose reach is rapidly expanding. Our versatility across leading creative environments provides our Studio with the latest know-how needed in offering cutting-edge digital solutions & immersive experiences.

What do you want/need/hope for/from the UK Ecosystem?

Founded in Glasgow in 2014, our mission is to spark the creative imagination of businesses & brands using hands-on, disruptive technology and the very latest marketing innovations. Our Studio maintain and develop an environment for our team to deliver sustainable growth, a superior product that continues to set us apart from the competition and a winning mentality which is proving decisive in growing & evolving our ambitious company.



Company Name

QinetiQ

Company Summary

QinetiQ is a company of scientists and engineers committed to listening, understanding and responding to our customers' needs. This enables us to use our depth of experience and our unique science and engineering expertise to equip them with powerful solutions to their most pressing challenges. We offer our customers world-class expertise in advice, services (particularly test and evaluation) and innovative technology-based products. We deploy our scientific and technological knowledge, proven research capabilities and unique, purpose-built facilities to provide both services and products that meet the needs of a wide range of global customers. We operate primarily in the defence, security and critical national infrastructure markets.

Taking a technology-agnostic approach, we integrate training systems, simulators and equipment supplied by different manufacturers to build the most effective synthetic representation possible. With our ecosystem, we research and develop novel individual and team training using immersive technologies. 'Rehearsing' operations in a realistic environment leads to increased operational efficiency and production, and cuts downtime required to carry out maintenance and provides benefits to the learners.

Contact

Name: QinetiQ

Email: marketing@qinetiq.comWebsite: www.qinetiq.com

Size of Company

Employees or FTE equivalent: 100+

Revenue

£1,072.9m

Type of Company

Training Solutions/Defence and Security

Customer Types and/or names

Defence and Security



Why are you in the UK?

Head Office Farnborough, Hampshire

What do you want/need/hope for/from the UK Ecosystem?

Collaborative and effective mission led innovations



Company Name

Realities Centre

Company Summary

REALITIES CENTRE enables the augmented, mixed and virtual reality ecosystem (XR) with a world class VR studio, auditorium, workspace, events, training, consultancy and development.

We help organisations adopt XR to unlock the power of remote collaboration for meetings, training, brainstorming, product design, data visualisation and other joint efforts that once seemed impossible to conduct without physical meetings.

Realities Centre empowers you to increase learning retention and improve communications with XR solutions compared to traditional settings by making collaboration more time, travel and cost effective. We also facilitate better team bonding, improved focus in meetings, more engagement in employees and increased productivity.

It is reported that almost 20% of Facebook employees are actively developing XR, and the big tech companies all agree that XR is replacing most current forms of computing due to the massive gains inherent in the medium.

We work with corporations, SME's, startups and creatives, we also sponsor diversity initiatives for XR.

Discover how XR can make a positive impact on your company.

Contact

Name: John Holder

Email: hello@realitiescentre.com

Website: www.realitiescentre.com

Size of Company

Employees or FTE equivalent: 1-5

Revenue

N/A

Type of Company

XR Consultancy, Remote Working, Events, Training, Workspace

Customer Types and/or names

Snapchat, YouTube, Orange, HTC Vive, GSK, Magic Leap, Huawei, Commerzbank, Shell, Canon and many more. Realities Centre helps Corporations, SME's, Startups and Creatives to achieve innovation and efficiency through appropriate use of XR.



Events
Training
Workspace
Consultancy
Development



Why are you in the UK?

The UK is a vibrant hotspot for XR and we have built a great community of XR advocates.

What do you want/need/hope for/from the UK Ecosystem?

Opportunities to help remote collaboration, provide our VR studio, workspace, consultancy and development services to accelerate the adoption of XR.

T G 0

Company Name

TGO

Company Summary

TGo is an IP-driven technology company specializing in touch and pressure sensing and its associated software and manufacturing. We partner with global leaders in the automotive, consumer electronics, virtual reality and gaming sectors, collaborating end-to-end to imagine and deliver innovative new ways for their customers to interact with technology.

Contact

Name: Jakub Kamecki

Email: kuba@tgo.co.uk

Website: www.tgo.co.uk

Size of Company

Employees or FTE equivalent: 20-30

Revenue

1300000 GBP

Type of Company

Hardware

Customer Types and/or names

B2B and B2C, automotive, gaming, in-home fitness, consumer electronics, wearables

**Why are you in the UK?**

London

What do you want/need/hope for/from the UK Ecosystem?

Partnerships and customers



Company Name

Theorem Solutions

Company Summary

Theorem provides products and solutions for engineering and manufacturing companies to improve their design, engineering and manufacturing processes by utilising their CAD and PLM assets in innovative Augmented, Virtual, and as a Microsoft Mixed Reality Partner, HoloLens and HoloLens 2 devices, from both a data and experience perspective using the Theorem-XR suite.

Theorem-XR provides a fully automated process using the Theorem Visualization Pipeline, enabling you to quickly and easily prepare your existing 3D CAD data for use in XR to address a number of different use cases, including Design Review, Factory Layout, Training, Work Instructions, Visualization and the Visual Digital Twin, or into a useable format.

Our experiences work collaboratively, enabling remote teams and home-based staff to work in an immersive environment, and consume their 3D CAD data in context and at full scale. This helps close the cognitive gap that occurs when 3D models are viewed on 2D screens, closing the gap between CAD and the physical product.

And with the addition of support for Microsoft Azure Remote Rendering (ARR) for HoloLens 2, we can remove the constraints of large datasets and high quality rendering in Mixed Reality.

Contact

Name: Katharine Edmonds

Email: katharine.edmonds@theorem.com

Website: www.theorem.com

Size of Company

Employees or FTE equivalent: 40-50

Revenue

£3.5million

Type of Company

Software- Engineering and Manufacturing

Customer Types and/or names

Automotive, Aerospace, Defence, Power Generation



Why are you in the UK?

Theorem as an independent software development company were founded in the UK in 1991. We centre all our development in the UK with ready access to skills and companies we require. We also have offices in the US.

What do you want/need/hope for/from the UK Ecosystem?

Theorem are looking to connect with the growing XR community to promote our experience and solutions that make the transition from 3D CAD to Immersive technology a simple and effective process.



Company Name

The Imagination Factory

Company Summary

The Imagination Factory is a Strategic Design and Enlightened Engineering Consultancy specialising in hardware development and physical product design. We work with businesses of all shapes and sizes globally to help them deliver solutions with a positive impact.

Our extensive experience in AR heads up displays and Holographic waveguides have helped clients discover new opportunities and develop novel applications ranging from action sports and aviation to medical and industrial uses. Also, we have developed commercial VR experiences, designed and built multi-axis motion platforms and developed ergonomic stands for VR training simulations.

The Imagination Factory creates value by balancing design, engineering and sustainability, tactically and strategically to help bring new things of value to the people who you choose to serve.

Contact

Name: Roger Gray

Email: roger@imaginationfactory.co.uk

Website: www.imaginationfactory.co.uk

Size of Company

Employees or FTE equivalent: 10-20

Revenue

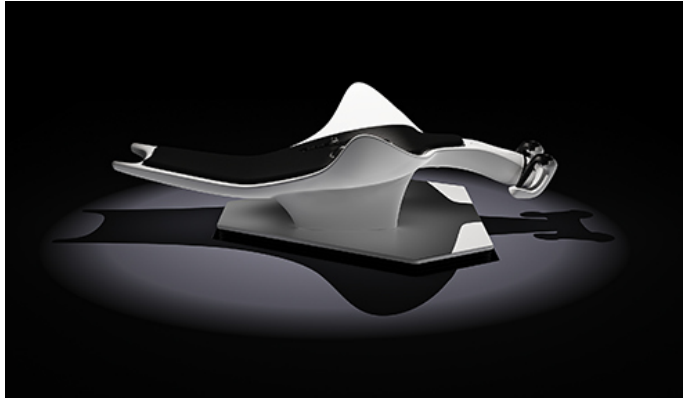
£1-2m

Type of Company

Hardware, AR/VR Headsets and sensor system integration, VR motion platforms, VR experiences, VR ergonomic supports and human interfaces

Customer Types and/or names

Clients looking for hardware solutions, human interfaces and experiences to bring their visions to life.



Why are you in the UK?

Our team is global in origin but based in the UK as this allows us to collaborate with international companies be they located in the US or Europe. The UK also has a thriving tech scene and great software and app developers, an abundance of highly skilled manufacturers and extensive engineering and product development support.

What do you want/need/hope for/from the UK Ecosystem?

We would like to see greater investment in hardware development. without this, how are users going to interact with all the fantastic software and applications being developed?



Company Name

The Tom Sawyer Effect

Company Summary

Digital communications & marketing, using digital content, immersive experiences and emerging tech to create surprising and compelling ways to engage highly targeted audiences.

On the comms side it can be anything from a video content series to full social media campaign or community management. On the immersive side it might be a site specific immersive walk-through, an interaction design driven escape game or a full mixed reality experience blending VR and AR with physical theatre and sensations.

The ideal opportunity is one for which we are able to mix the two, blending physical and digital worlds to create a compelling real world experience that can also drive content and conversation. For example, an Alien Encounter family immersive experience for The Eden Project, an early AR and real world gaming experience for Resident Evil: Operation Raccoon City and digital x IRL narrative experiences for authors Stephen King and John Connelly.

Contact

Name: Ben Mason

Email: ben@tseffect.com

Website: www.tseffect.com

Size of Company

Employees or FTE equivalent: 1-5

Revenue

<£500k

Type of Company

Marketing and experiential

Customer Types and/or names

Consumer facing brands across entertainment, tech, FMCG, hospitality and the Arts

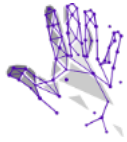


Why are you in the UK?

The UK has been at the forefront of the immersive entertainment scene for the last 15 years.

What do you want/need/hope for/from the UK Ecosystem?

Specific emerging tech skills to help create the best content and experiences.



Company Name

Touch Immersion Ltd

Company Summary

We are an Immersive Engineering company currently creating highly detailed VR programs for teaching and training. Our purpose is to accelerate the use of VR and AR technologies to drive global engineering and scientific developments.

We are focused on the STEM higher education and aerospace training markets.

Our moon-shot goal is to create an immersive concurrent design facility to allow for concurrent engineering design processes to be completed completely virtually.

Contact

Name: Campbell-Ross Drummond

Email: campbell@touchimmersion.co.uk

Website: www.touchimmersion.co.uk

Size of Company

Employees or FTE equivalent: 1-5

Revenue

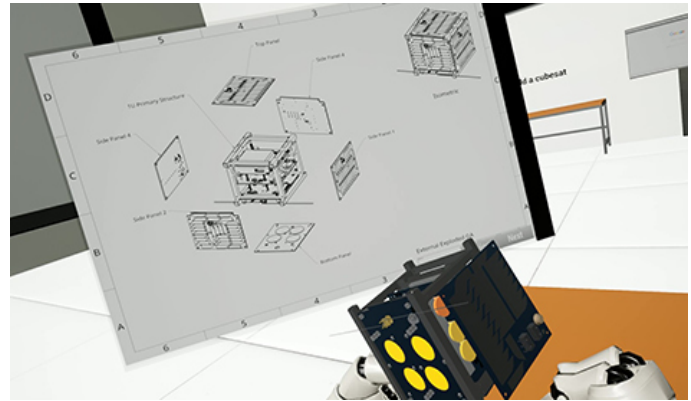
Under £100k

Type of Company

VR and AR SaaS

Customer Types and/or names

STEM Higher Education and Aerospace SMEs who need to scale up their training and teaching operations.



Why are you in the UK?

The UK is a world leader in aerospace technology and STEM education. As such we see the UK as the perfect environment within which to apply immersive technologies to develop the next generation of teaching and training systems to increase the rate of STEM innovation.

What do you want/need/hope for/from the UK Ecosystem?

We want to contribute to the UK immersive ecosystem and see it grow to collectively bring forward the benefits of virtual and augmented reality to a myriad of different sectors. As such we are actively looking to collaborate and innovate with those focused on engineering training and teaching. We would like to see the UK grow to become a world leader for developing innovative solutions with immersive technologies.



Company Name

VRtuoso

Company Summary

VRtuoso is the world's first SaaS Enterprise VR online content creation, real-time guided content consumption and live/real-time VR interactive streaming platform for enterprise rollouts at scale.

VR Authoring Tool:

VRtuoso enables any in-house team to quickly & easily create and deliver real-time, guided, on- & off-line, immersive VR business presentations and interactive training experiences. Designed for people who aren't VR experts, with near zero learning curve. With VRtuoso, you can capture and create your own VR content and as well as use our rich VR libraries with 500,000+ VR content.

VR Real-Time Sessions:

During any online meeting or training sessions with VRtuoso you can interact, moderate, guide and control what your audience views on either their VR headsets or personal devices (such as Mobile, Tablets, and PCs) in real-time. You can also share and publish your VR presentations and training experiences in an off-line mode in any Website and any LMS.

VR Interactive Streaming:

VRtuoso's live interactive streaming tele-transport remote people to real locations in real-time where they can see the environment in 360° and also interact with any objects and with the people there wherever they are in the world. The location comes to your audience.

Contact VRtuoso to book your free live VR demo session and watch this 3min video to see and learn more: <https://youtu.be/SExD1rKAHU>

Contact

Name: Frank Furnari

Email: frank@vrtuoso.io

Website: www.vrtuoso.io

Size of Company

Employees or FTE equivalent: 10-20

Revenue

+\$1m

Type of Company

SaaS Enterprise Software



Customer Types and/or names

Trusted and deployed by 1 million enterprise users and over 500 hours of VR learning delivered. American Express, BT, PwC, Pfizer, Leonardo Military Defence, BP, Yoox Net-a-Porter, CNH, Iveco, Barilla, Stansted Airport, CGI, Belfast Harbour, University of Glasgow, Telecom Italia, Philip Morris International, ConvaTec, O2 - Telefonica, London North Eastern Railway, and other enterprises in UK, Europe, Middle East, Australia, and the USA.

Why are you in the UK?

VRtuoso is headquartered in the UK, London, and with offices in Italy and USA.

What do you want/need/hope for/from the UK Ecosystem?

Networking with the Enterprise ecosystem in every sector



Company Name

VividQ

Company Summary

VividQ brings Computer-Generated Holography to next-generation display devices. Our software and IP powers true holographic display, from augmented reality wearables to head-up displays and consumer electronics.

Holography is the ultimate display technology and ushers in a revolution in the interaction between human and machine. It no longer exists only in the realms of science-fiction. VividQ is bringing holographic display from inside academic labs and into the commercial world for the first time.

VividQ software computes complex light patterns to project three-dimensional holographic images which integrate seamlessly into the real world, recreating the way we observe depth naturally. Display devices running computer-generated holography create highly realistic and interactive visual experiences.

Our technology is used by global tech companies, from early-stage innovation all the way through to consumer-ready products. The VividQ Partner Ecosystem brings together the essential components to reach mass consumer adoption.

Contact

Name: Aleksandra Pedraszewska

Email: info@vivid-q.com

Website: www.vivid-q.com

Size of Company

Employees or FTE equivalent: 30-40

Revenue

NRE and licensing from clients at \$2m+

Type of Company

Software

Customer Types and/or names

International technology companies, HMD manufacturers, Technology OEMs, Technology ODMs



Why are you in the UK?

VividQ is based in London and Cambridge - two major tech hubs in the UK. As a deep-tech software company, we benefit from being in close proximity to innovative companies such as Arm, with whom we collaborate to demonstrate computer-generated holography on a mobile GPU for the first time.

The company was founded in 2017 by engineers, software developers, scientists and commercial minds from the Universities of Cambridge, Oxford and St Andrews. We also continue to have strong ties to the University of Cambridge Photonics Department where VividQ's innovation in holographic display was first discovered.

In 2020, VividQ was also awarded the KPMG's Best British Tech Pioneer. To further support our cutting-edge technology, we received a Smart Grant from Innovate UK, the UK's innovation agency. Co-founder and COO Aleksandra Pedraszewska is a graduate of the London & Partners 'Mayor's International Business Programme'.

What do you want/need/hope for/from the UK Ecosystem?

At VividQ, we collaborate with industry-leading technology companies to enable the next generation of holographic devices. By offering reference designs and integrated solutions alongside partner companies, we create a direct path for technology OEMs to bring holographic display applications, powered by VividQ, to the market.

We are interested in developing a partnership with UK-based designers and manufacturers of optical systems, processors, tracking systems, display hardware and 3D content. UK-based partners in our ecosystem include Arm, Compound Photonics, TruLife Optics, Forth Dimension Displays and Mo-Sys Engineering.



Company Name

WOND.AR

Company Summary

TO EXPAND REALITY. That is our mission.

Professional filters for Instagram, Facebook and much more.

Through Augmented Reality, we offer agencies and companies an engaging, scalable and fun way to refine their audience's social dialogue on Instagram, Facebook, SnapChat and Facebook Ads.

We create remarkable experiences by way of tailor-made filters.

Producing creative games and smart marketing campaigns with the technical and aesthetic precision of a professional team defines our DNA and level of service.

The objective of combining creativity with Augmented Reality to communicate a product or service, has been a challenging and exciting journey. The possibilities are enormous and the desire to expand the reality for our customers is what drives us.

We combine all of this with the need to reach new platforms, and starting this year, we will offer the creation of Facebook ads with Augmented Reality and the possibility of creating camera effects for other channels, such as Snapchat and soon also TikTok.

We remain focused on developing integrated strategies tailored to our customer needs, so that they can expand their communication within our reality.

Contact

Name: Raphael Carrondo

Email: raphael@wond.ar

Website: www.wond.ar

Size of Company

Employees or FTE equivalent: 5-10

Revenue

Below 150,000 year 2020

Type of Company

Creative XR Studio

Customer Types and/or names

Turner Media, Neymar Jr., iFood, KLM, Sem Parar, MRV, Clash Royale, PUBG



Why are you in the UK?

The UK is a trend setter and Global reference for the creative industry

What do you want/need/hope for/from the UK Ecosystem?

Partnerships, talent, know-how and innovative clients to build a portfolio



Company Name

XR Games

Company Summary

XR Games is an award-winning game development studio specialising in immersive AR and VR content.

We make fun games people love to play and talk about. Led by a team with big game experience at studios like Rockstar, EA, Codemasters, Sumo, Team 17 and Dubit, we've created games for some of the world's biggest brands, including Sony Pictures, Rovio, Dreamworks, BBC and Lego.

We specialise in full-scale immersive AR and VR content, as well as work-for-hire development for PC, mobile and console.

Contact

Name: Bobby Thandi

Email: bobby.thandi@xrgames.io

Website: www.xrgames.io

Size of Company

Employees or FTE equivalent: 20-30

Revenue

N/A

Type of Company

Software - Gaming

Customer Types and/or names

Sony Pictures Virtual Reality, Rovio, and other Hollywood film studios and games studios.



Why are you in the UK?

Founder born in the UK

What do you want/need/hope for/from the UK Ecosystem?

Further knowledge sharing of best practices so we all benefit from our collective learnings.



Company Name

XR Tech Marketing

Company Summary

Our experience and understanding of the immersive technology sector enables us to offer a number of marketing consultancy services, ranging from product positioning, to go-to-market plans, through to content marketing and optimisation. We also have a number of key partners covering across lead generation, PR, SEM, copywriting and content production.

The combination of our experience in the immersive technology sector, our proven technology marketing skills and our extensive partner network, enables us to offer companies a mix of skills and experience which is unique in this sector.

Contact

Name: James Watson

Email: james.watson@xrtechmarketing.com

Website: www.xrtechmarketing.com

Size of Company

Employees or FTE equivalent: 1-5

Revenue

N/A

Type of Company

Services

Customer Types and/or names

Shell, MLB, Cisco, IKEA



Why are you in the UK?

UK company

What do you want/need/hope for/from the UK Ecosystem?

Increased data to prove efficacy of immersive technology in the enterprise sector.



Company Name

skignz

Company Summary

skignz is a Precise Location AR Platform, that eliminates the reliance of Maps, delivered through any SMARTPhone App that utilises location services.

We provide any organisation with the ability to build our unique functionality into their own platform/systems through our SDK/API.

Find People, Places & Things, anywhere on the planet in real-time. skignz makes AR a utility at Enterprise level scale, by visualising relevant information, When and Where it's required!

Contact

Name: Si Brown

Email: marketing@skignz.com

Website: www.skignz.com

Size of Company

Employees or FTE equivalent: 5-10

Revenue

£500k

Type of Company

Enterprise AR software

Customer Types and/or names

Coca-Cola, Warner Music Group, Diageo, Suntrust Bank, Chic-fil-a, UKDiT, LNER



Why are you in the UK?

Founders are from the UK and company was founded here.

What do you want/need/hope for/from the UK Ecosystem?

Partners interested in using our PLAR technology platform to enhance their users experience.