augumenta

We turn workforce into smartforce!

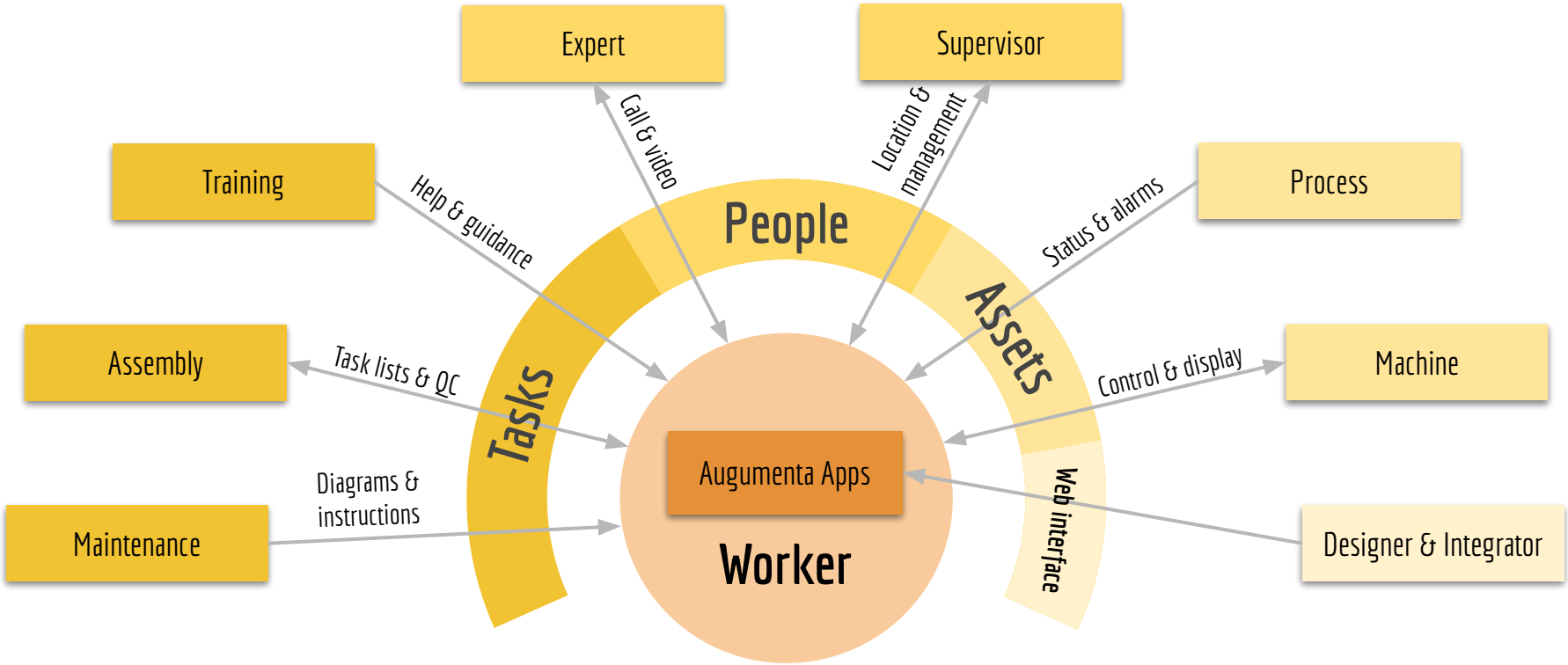
Investor deck, February 2020



Bridging workers and their digital environment with wearable apps

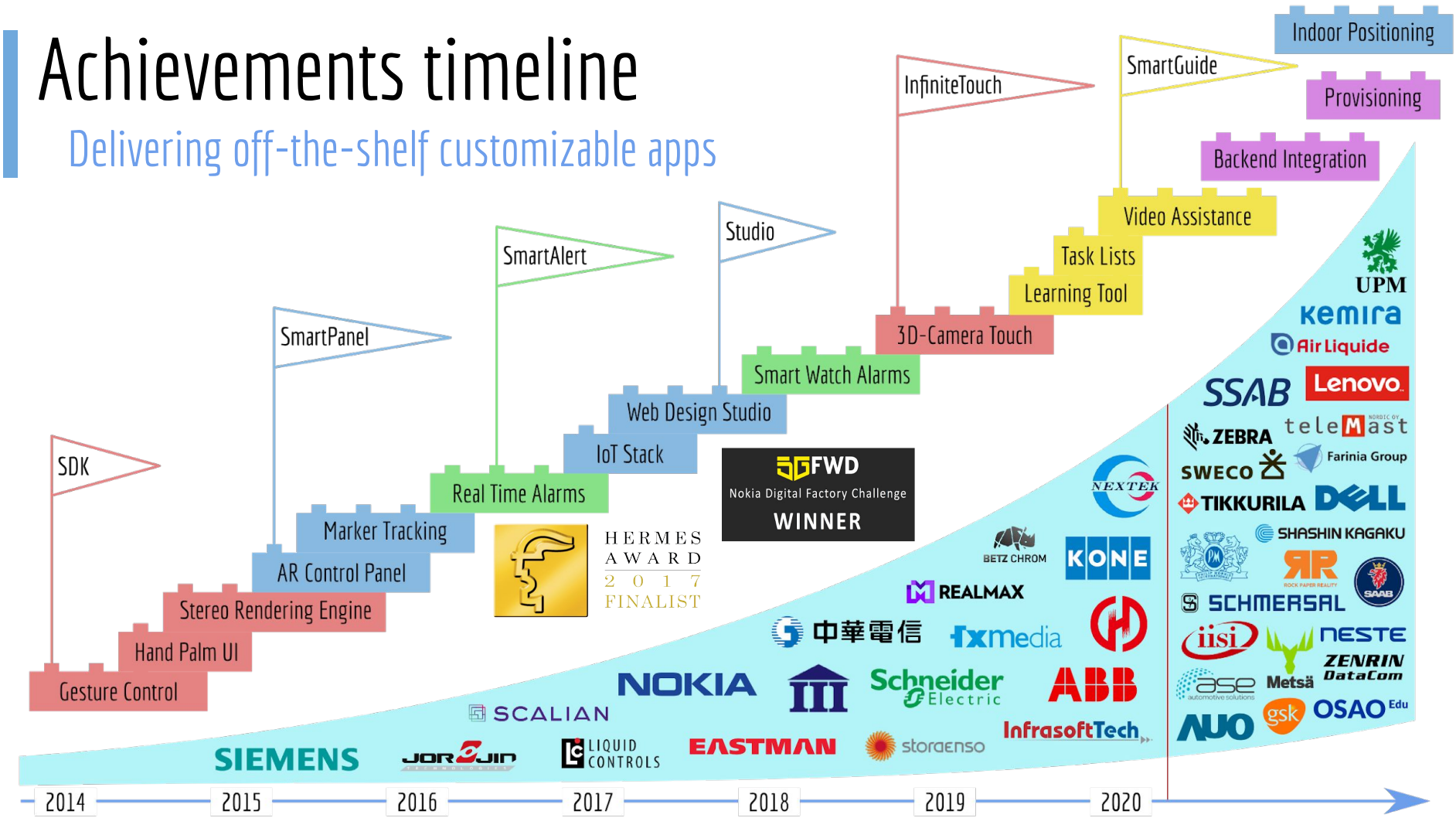
Solution landscape

Total coverage of worker connectivity with off-the-shelf apps



Achievements timeline

Delivering off-the-shelf customizable apps



SmartPanel

AR command, control and display





Features

- Full 3D user interface
- Fully passive panels
- Monitor and control any equipment over network
- Training with 3D overlays in the factory and in the field
- Web configurator

Benefits

- Lower TCO
- Ultra durable: ready for HAZMAT and sterile
- Zero maintenance
- Secure and private
- No scale-up costs

Tech

- See-through augmented reality
- Multi-finger interaction
- 3D operator positioning
- Stereo 3D display of controls & data
- All major IoT protocols supported

SmartAlert

Data when & where you need it



Features

- Real-time visibility on production KPIs and alerts
- Provides problem solving instructions
- Video calls to remote experts
- Personalized: workers only see data relevant to their role
- Available on smart glasses and smart watches

Benefits

- Problems solved faster or even proactively
- Reduced workforce stress
- Less downtime, less mistakes
- Improved workplace safety

Tech

- All major IoT protocols supported
- Multimodal control (gesture, voice, etc.)

SmartGuide

Instructions made easy

- Enforces consistent procedures
- Better performance, less mistakes
- Complete record logs
- Faster workforce training
- Real-time team supervision

Benefits

- Step-by-step instructions
- Multimedia recording for evidence and QA
- Video-calls with remote experts
- Robust to unstable network connections

Features

- Online and offline operation
- Rich data rendering
- Multimodal user control

Tech



Studio

Web-based app customization



- Drag&drop tool for configuring our apps:
  - Author AR workflows and user interfaces
  - Connect with backend systems
- Deploy final design to glasses with a single click
- Available in the cloud or on-premises

★ Features

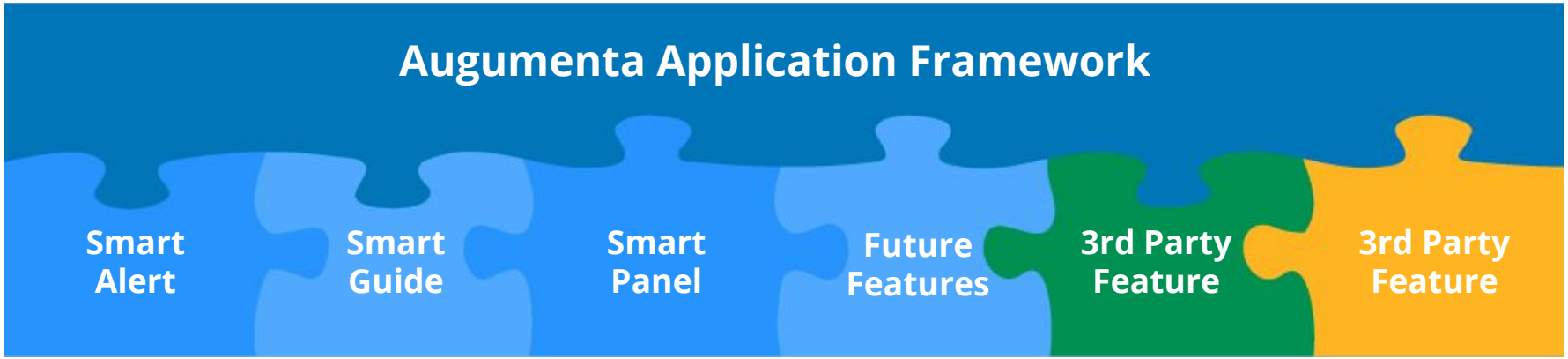
- Customer on the driver's seat:
  - No need to rely on our NRE services
  - Allows us to scale up fast
- Accelerates design and deployment phases
- Central point for easy monetization

Benefits

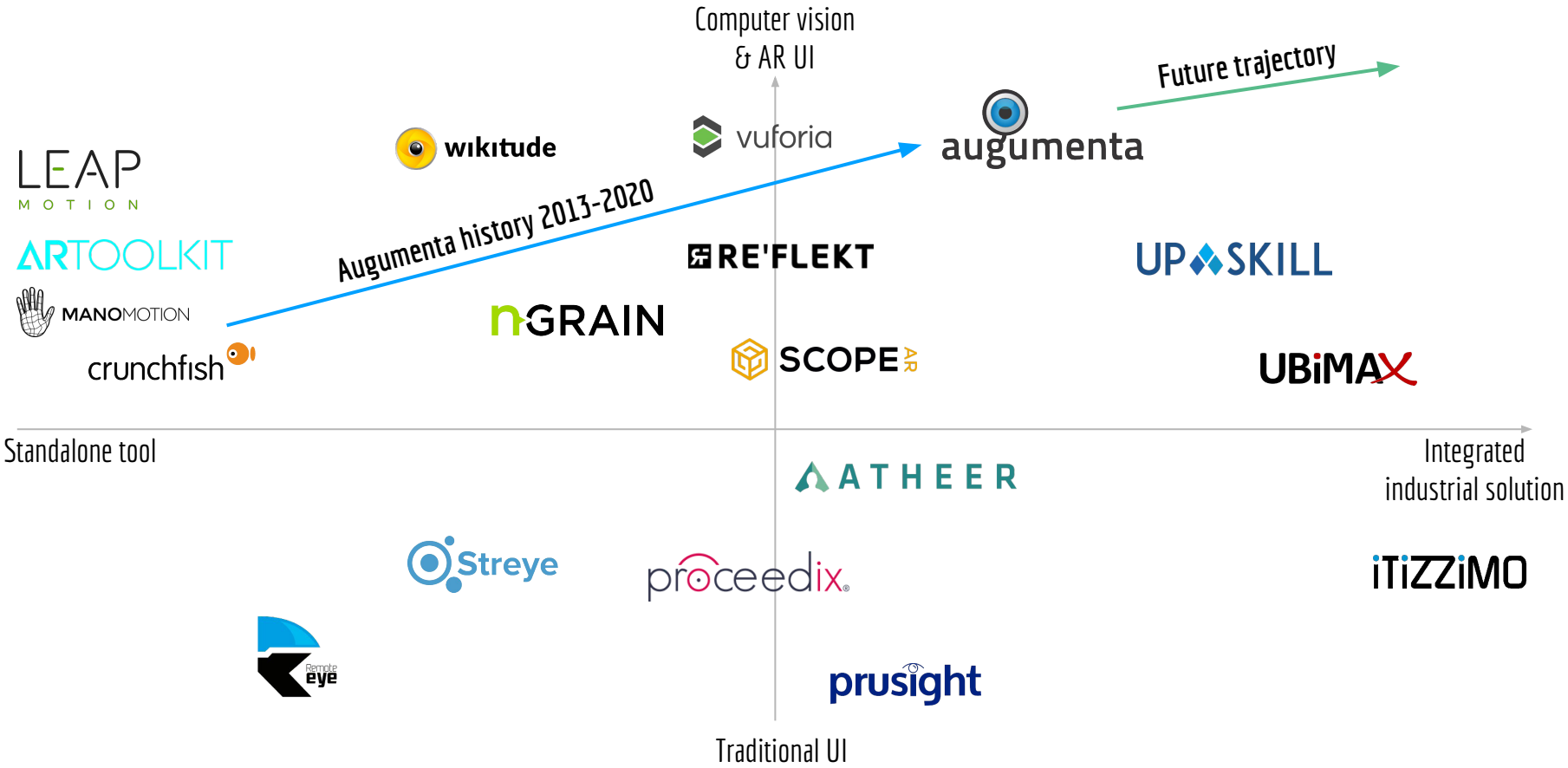
Our Vision

From silos to a common framework

- Today, all solutions on the market are standalone: workers cannot access features without switching apps
- This is a major usability and scalability issue that hinders smartglasses' usefulness
- We will create a modular framework to support the features needed by industries
- We will open the framework APIs to 3rd parties enabling smooth transition and rich features support



Competitive landscape



Market opportunity

Scaling up from digital factories to digital everything

Our focus today:

7000+ Industry 4.0 factories

50k EUR license fee per factory

30% market share

= 90M EUR annual revenue



Our core tech can be easily applied in the future to:

Utilities



Medical

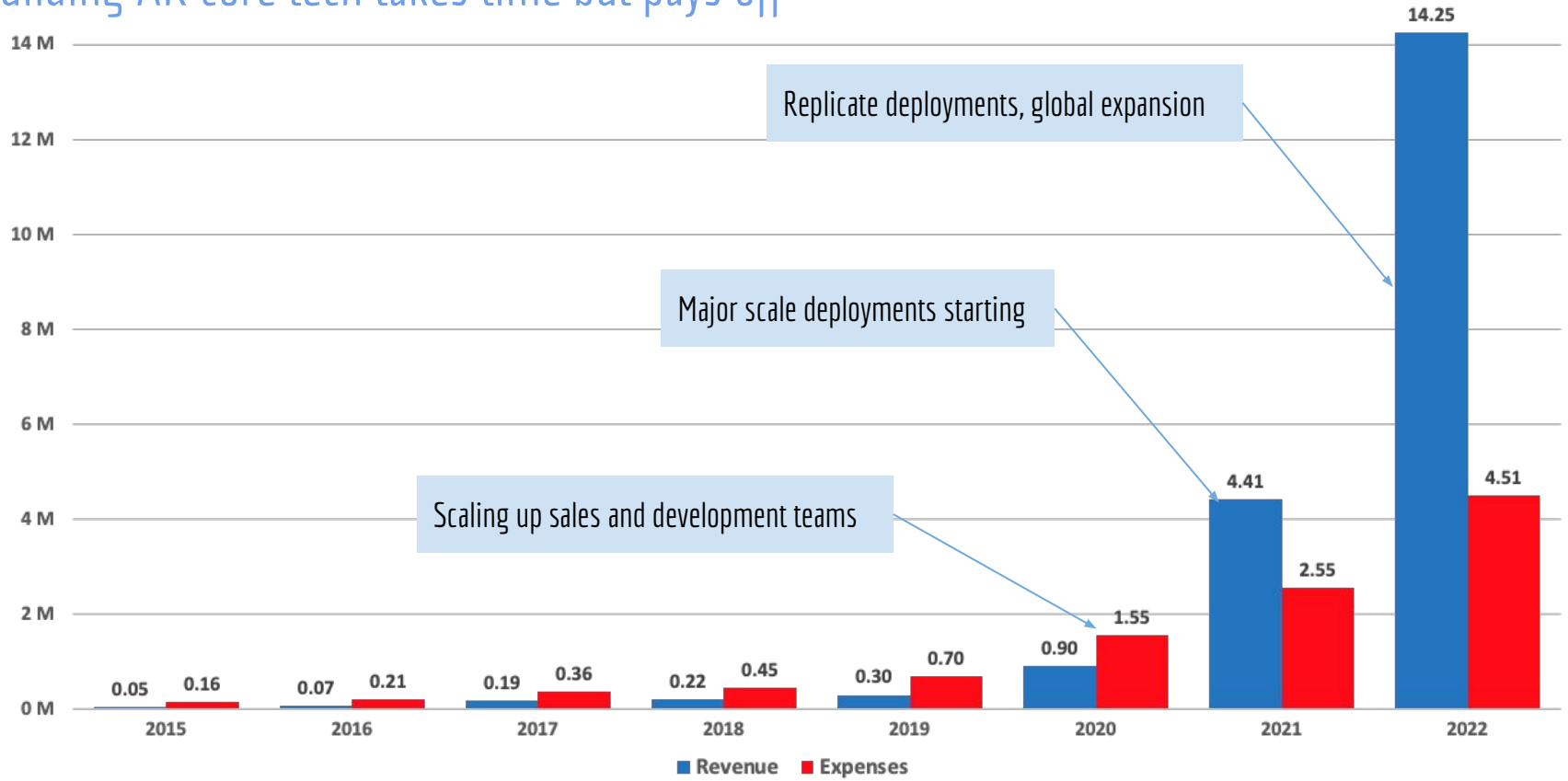


Education



Financials

Building AR core tech takes time but pays off



Investment plan

Seed round: closed, ~1M EUR (-2017)

2M EUR pre-A investment ongoing, closing Q2/2020

- ★ Grow the engineering team - products out faster
- ★ Enlarge the app suite - fulfill customers demands for more AR apps in their use cases
- ★ Extend the IP core - maintain our tech leadership position and file patents to protect it
- ★ Accelerate sales and marketing globally - grow team and replicate; what sells well here sells well there too
- ★ Expand to new markets - reproduce success stories; everyone is after enhanced productivity

Founding team

Together, with over 60 years of experience



Tero Aaltonen: CEO

- ✓ Engineering, R&D management, sales and bizdev expert
- ✓ Has lived and worked on 3 continents
- ✓ Experience working across the value chain, from silicon vendors to OEMs

scalado



Peter Antoniac, PhD: CTO

- ✓ Software production for the mobile industry
- ✓ Inventor of over-the-palm AR controls
- ✓ Robotics and industrial automation

NOKIA

intel



Damien Douxchamps, PhD: CRO

- ✓ Computer vision and camera guru
- ✓ Inventor of the most accurate and robust camera calibration algorithm
- ✓ Creator of the first true-multi-touch LCD table

alterface

CYBERDYNE

… and over 7 other talented and full-time engaged team of employees with over 30 years of experience in AR, IIoT and wearables