



# Vidoni

Mixed Reality Learning

Redefining Training with Patent Pending Technology

---

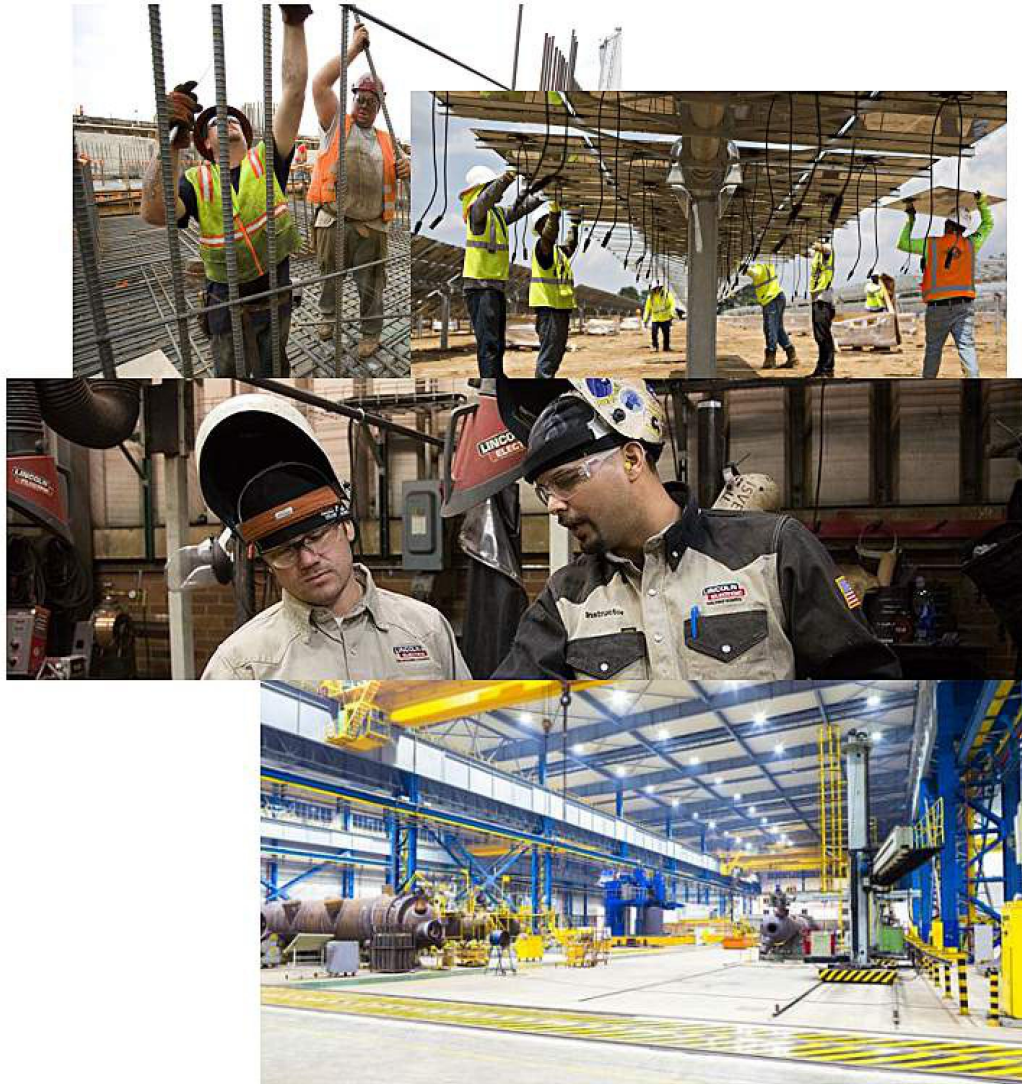


WELDING

**Mission Statement:**  
Make Hands-On learning and  
field-work faster, better and  
more intuitive - for all



**Vidoni**  
Mixed Reality Learning



## The Problem:

On average, a company loses more than \$14,000 for every job that stays vacant for three months or longer?

Mastering a complex skill is **CHALLENGING** and **TIME CONSUMING**  
Especially, skills in a complex real or 3D virtual environment



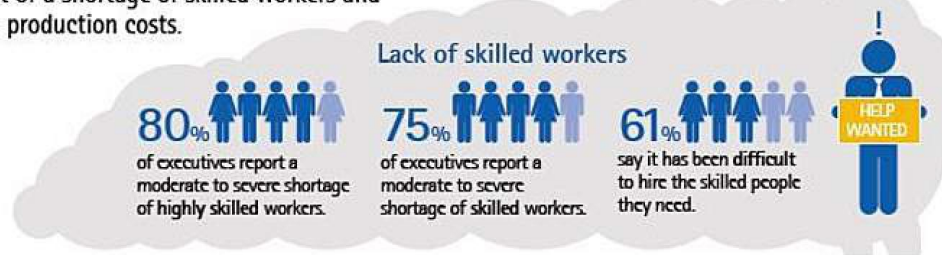
**Vidoni**

Mixed Reality Learning

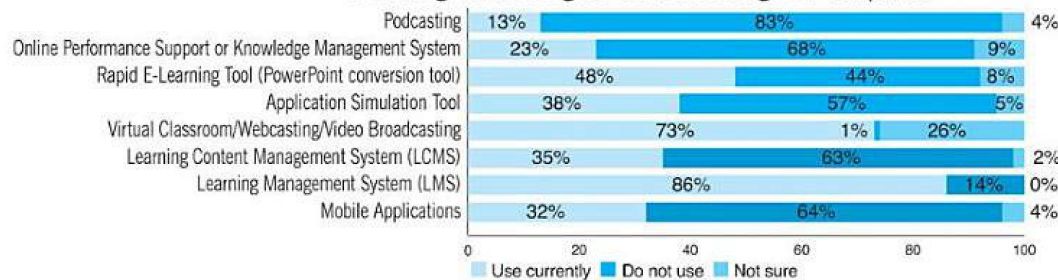


## Combating the Skills Shortage in U.S. Manufacturing

U.S. manufacturers may be losing up to 11% of net earnings annually as a result of a shortage of skilled workers and increased production costs.



Learning Technologies Current Usage All Companies



Training Magazine Dec 2017

## The Problem:

...Additionally, the Labor and skills shortage is a threat to growth for every industry across the USA!



Vidoni

Mixed Reality Learning





# The Solution

The Vidoni™ patent-pending A.I. Mixed Reality hands-on learning system paired with LiDAR 3D modeling technology creates the perfect BIMxR\* learning environment:

- Significantly improves skill acquisition
- Reduces inspection and training time
- Increases operational and retention rates
- Actively assists in-field skill and task execution

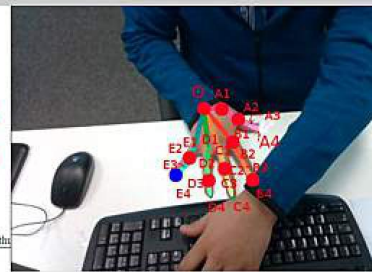
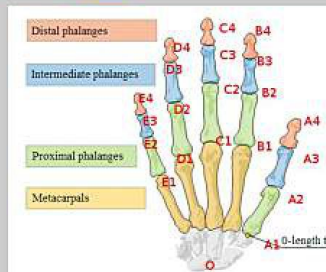
\*BIMxR = Building Information Modeling + xReality



**Vidoni**

Mixed Reality Learning





Vidoni™ technology allows users to create Mixed Reality training experiences with motion capture of an instructor's hands.\* Trainees and lifelong learners then follow and mimic the expert hands for muscle memory and hands-on learning by actually “doing” for the best possible retention.

\*patent pending

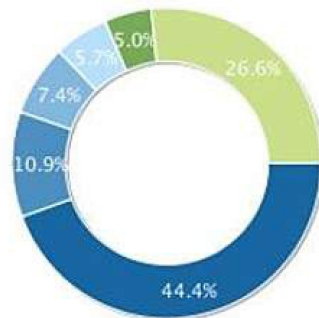


**Vidoni**  
Mixed Reality Learning





Top Industry Based on 2017 Market Share



Source: IDC Worldwide Semiannual Augmented and Virtual Reality Spending Guide

*In one study that used a simple informational heads-up display, GE's experiments revealed a 34% increase in efficiency on a first-time use case by illustrating next-steps for the user via a heads-up manual.*

# Addressable Market

## Manufacturing:

Market: **\$2.25 trillion.**  
Manufacturers spend the most  
per learner \$1,217.00 - 2017

### Problem:

- Shortage of multi-skilled employees
- Many leveraged companies assume growth to meet financial obligations and/or expectations. Labor availability could pose a problem.
- Most manufacturing workers are unskilled or have only been trained to perform a single job function.

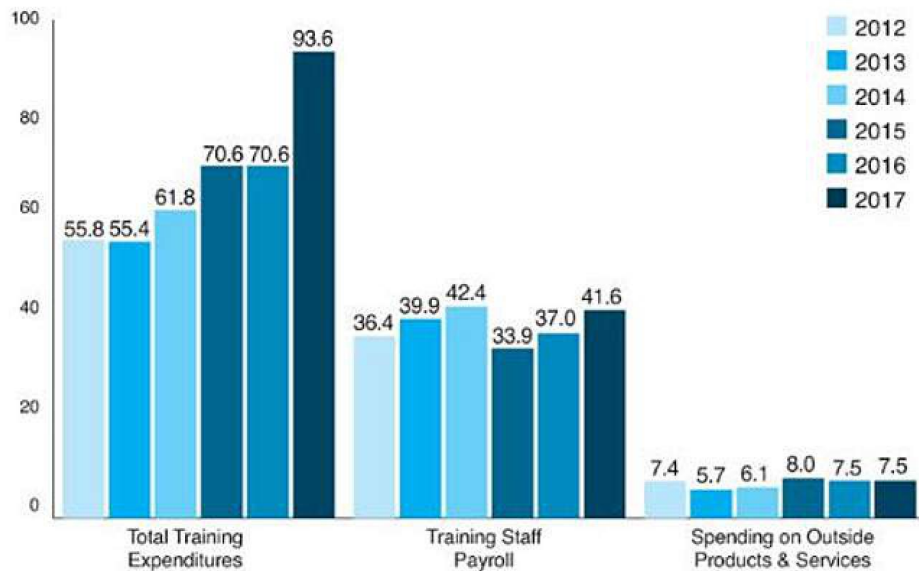


**Vidoni**

Mixed Reality Learning



**Training Expenditures 2012-2017**  
In \$ Billions



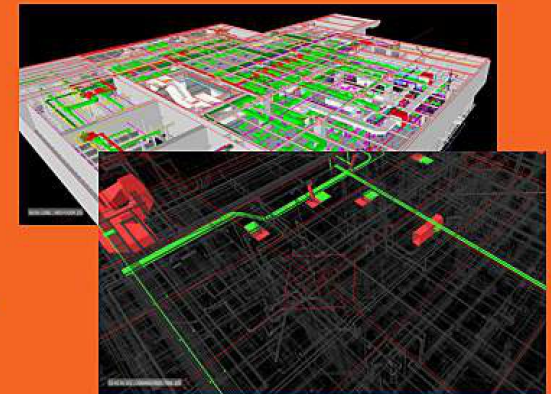
*Vidoni™ 's patent pending mixed reality hands-on learning helps students and lifelong learners retain more and develop muscle memory for better training outcomes.*

Training Magazine Dec 2017

## Other markets

The planned Vidoni™ Studio SaaS platform with scalable user content-creation lessons will teach skills in...

- Fabrication (e.g., HVAC)
- Construction, BIM
- Oil & Gas
- Facility Mgmt
- Safety
- Services
- Medical
- Sports Professionals
- Consumer



- Overall, on average, companies spent \$1,075 per learner in 2017 compared with \$814 per learner in 2016.
- The AR revenue for the energy and utilities sector will be a US \$18-billion market in 2022, with platform and licensing, as well as smart glasses hardware, comprising the majority of that market, according to ABI Research.
- AR & VR Healthcare Market to reach USD 6141.78 million by 2025. As an example Vidoni can be used for a Mirror Box Therapy - helping stroke victims.



**Vidoni**

Mixed Reality Learning



## % U.S. Unemployment Rate



### Unusual Actions Being Taken because of the Labor Shortage:

- Waiving drug testing requirement - only incident-based
- Bringing back retirees as consultants or part-time
- Waiving English proficiency: Spanish-only shifts

Source: <https://data.bls.gov/timeseries/LNS14000000> \* The Cleveland Bar Association and CPAs meeting 2019

# Labor Market Forces

Recent restructuring trends where non-skilled, semi-skilled or skilled labor is a growing major issue:

- A process manufacturing facility employing over 200 closed because nearly all maintenance employees had left or retired over a six-month period. Furthermore, long-time employees retired and lack of appropriate process control left a large knowledge gap which caused 25% scrap rates. A **Kaizen approach with Vidoni™** Training would be of benefit in these types of cases.\*
- Construction: difficulty completing large construction in process contracts on time and budget due to lack of skilled labor led to a major restructuring.
- Company/stakeholder groups intensely debate wage inflation because of both potential increases in the minimum wage and rapid employee turnover.

### Current Political climate issues:

- Tariffs constrain supply and are inflationary
- Immigration restrictions hamper supply of labor
- How are we going to make what we need, let alone grow?
- Prescription drug addiction
- Expanse of marijuana
- Gen X and Y – rather have time off then make money



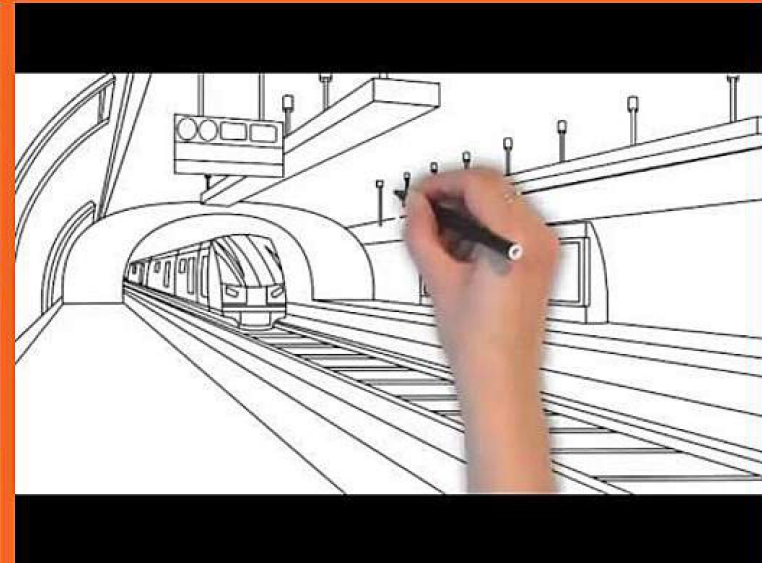
**Vidoni**

Mixed Reality Learning



# Vidoni™ promo videos

*Click Images to see Vidoni's latest promo videos*



**Vidoni**  
Mixed Reality Learning



---

***Vidoni™ will help our customers...***

Innovate Skills  
Building

Increase talent  
Diversity

Anticipate  
Tomorrow's Jobs

Leverage an Online  
Talent Platform

Partner With Schools  
and Universities

Incentivizing Lifelong  
Learning



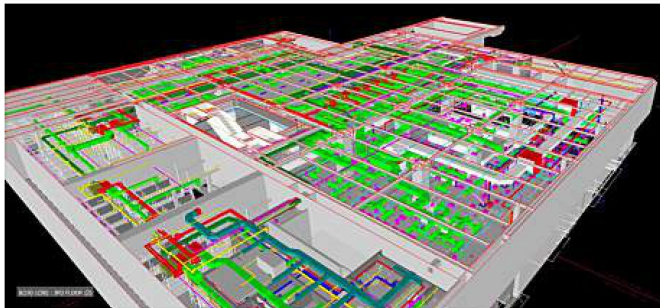
**Vidoni**

Mixed Reality Learning

Scan with LiDAR

Convert to BIM

Vidoni™ Learning and  
Collaboration in BIMxR



*“What’s worse than training your workers and losing them? Not training them and keeping them.”*

— Zig Ziglar

## Vidoni Solution Overview

Vidoni™ helps trainees & learners accelerate and retain their training by using our patented pending mixed reality hands-on instruction. Vidoni™ motion captures the instructors hands for playback in mixed reality headsets or a smartphone.

Vidoni™ creates representative 3D model assets of the work-space. For example in construction and manufacturing our customers can go into their next Safety Kickoff/Toolbox presentation with Vidoni™ MR Learning or Vidoni™ on a BYOD smartphone for a 3D Showcase. Vidoni™ technology can win over the team with true hands-on learning for better retention.

Also, mixed reality manufacturing work-space and construction site tours help stakeholders create an immediate, lasting immersive connection to the project because trainees can experience the space as if they were really there.

Distributed training allows the expert instructors to spend more time focusing on what moves the company forward and not inefficient 1-1 training.



ATHEER



**Honeywell**

THE POWER OF **CONNECTED**



**RE'FLEKT**

**UP**  **SKILL**



**STRIVR** 



## Indirect Competition for the time being

Vidoni™ is the only A.I. Hands-On Motion Capture technology to leverage mixed reality for training.

We are the first to seek monetization in MoCap/MR training.

None of the competition to the left are doing what we are doing - A.I. Hands-On Motion Capture technology leveraging mixed reality for training.

Their solutions are overlaid information in Augmented Reality or digitized instruction manuals in AR.



**Vidoni**

Mixed Reality Learning

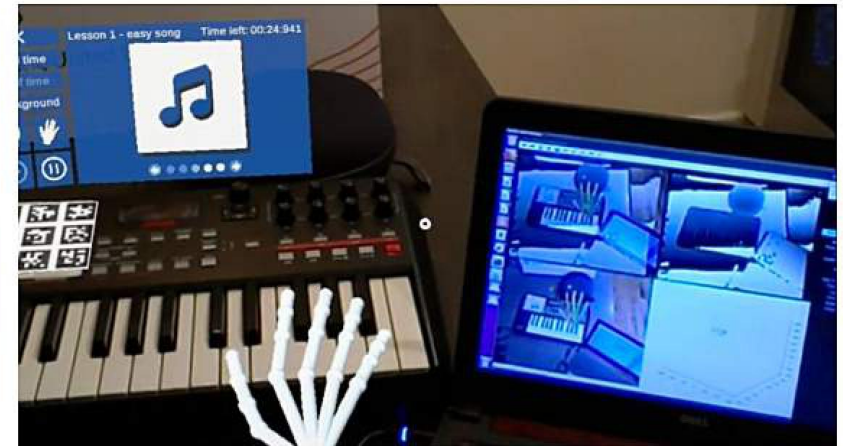
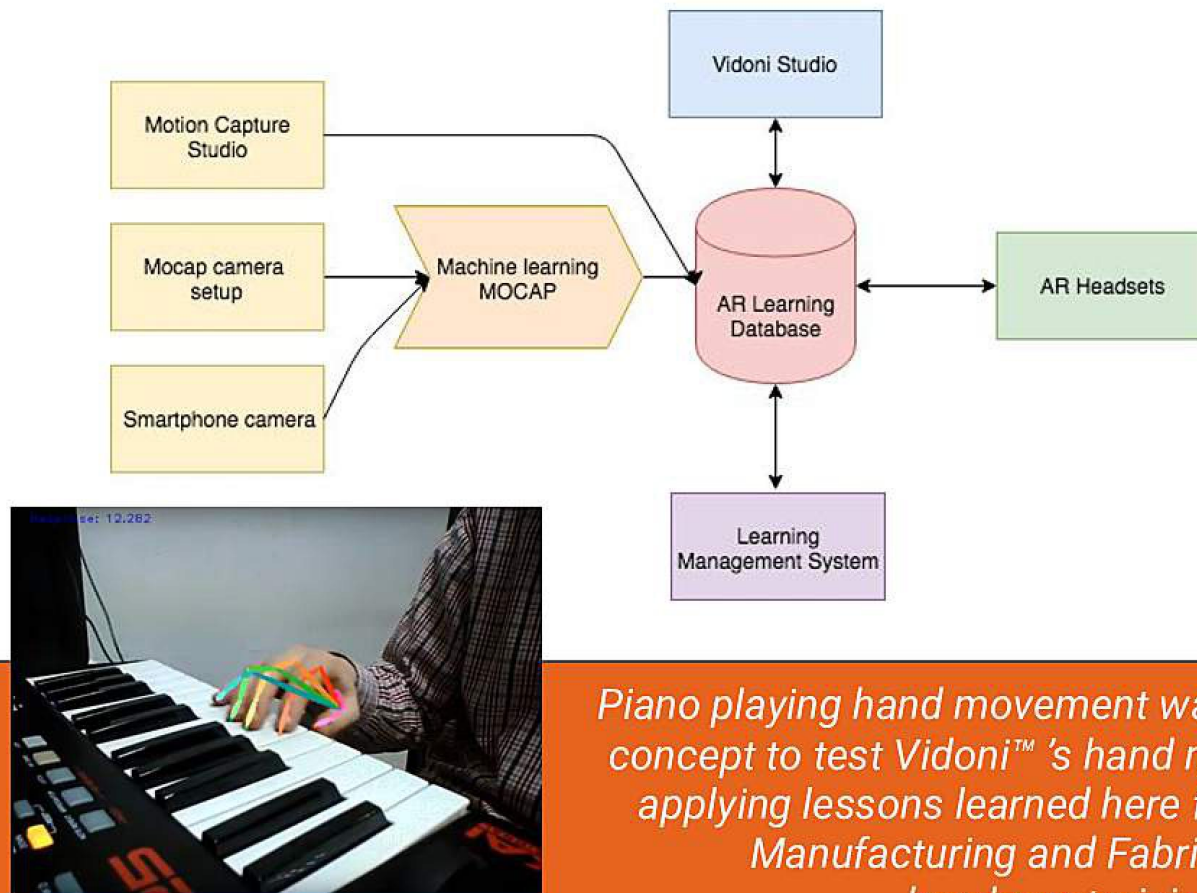


The background image shows a white industrial robotic arm on the left, with a Wi-Fi symbol and the text "Automation machine" on its side. A person's hands are holding a tablet in the center, displaying a 3D grid-based interface. On the right, a blue industrial control cabinet features a screen showing a pixelated robot icon. The entire scene is overlaid with a semi-transparent blue filter.

# The technology:

MoCap + MR + **AI** = Vidoni™

# Vidoni™ MR Learning System Architecture



The Vidoni™ team took 2nd place in the Machine Learning group at Collision Tech 2018 in New Orleans  
[Click Image to see Vidoni's Tech promo video](#)

*Piano playing hand movement was our intense choice for a proof of concept to test Vidoni™'s hand motion capture technology. We are applying lessons learned here for pilot projects in Construction, Manufacturing and Fabrication with Vidoni's expert hands-on training motion capture!*



# Headset Partners

- Trimble/Microsoft
- DAQRI
- ThirdEye
- Microsoft

*The adoption of mixed reality learning paradigms is “inevitable”, according to Leila Martine, HoloLens director at Microsoft UK. “It’s a more human way for us to learn and interact than having a qwerty keyboard or reading from a textbook. Learning retention levels are off the charts,” she says. - Times Higher Education*



---

## The DARQ stack 2019 trend for business Vidoni™ has 2 out of 4 with the other 2 to follow

### DARQ

- Distributed ledger technology (DLT)
- Artificial intelligence (AI),
- Reality Augmentation, Extended (xR)
- Quantum computing.

[How businesses can prepare to harness the DARQ stack](#)

[Accenture Technology Vision 2019](#)

[A Survey of 6,672 Executives Reveals  
the Biggest Tech Trends](#)

[AR WILL SPARK THE NEXT BIG TECH PLATFORM—CALL IT  
MIRRORWORLD - WIRED](#)

---

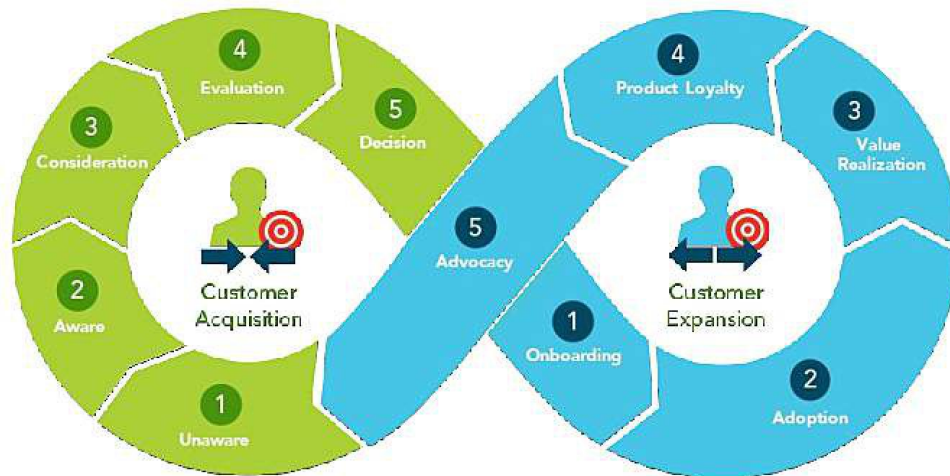
# Marketing and Tech Milestones

**May 2018** - Alpha prototype and 2nd place at Collision Machine Learning Contest

**February 2019** - Refined Prototype and leverage pilot content from projects







# GTM Strategy

How do we market our products and services to our B2B customers?

- Recruit a team of sales representatives
- Offer B2B Customers Pilot Programs....
- LinkedIn/Social Media/Event Contests....
- Email Marketing....
- LinkedIn Ads....
- Online Sales Promotions....
- Host Events....
- ....comprehensive notes and flowchart available



**Vidoni**

Mixed Reality Learning

## Why invest now?

- Patent Pending Marker-less hand motion capture for hands-on learning
- First to market with MR mocap recording and playback by customer for customer created content
- Technology for Mixed Reality is exploding
- Skilled worker shortage threat addressed
- Federal Apprentice and Vocational Training Programs to combat labor shortage
- **In late 2018 the US Army announced it was purchasing up to 100,000 upgraded models of the HoloLens headsets for a very non-desk job:**
  - **Staying one step ahead of enemies on the battlefield.**
- **Even the much-maligned Google Glass headset is making quiet inroads in factories.**
- **Amazon is re-training 100K skilled employees**

*“AR/VR works as a platform not because of portability or personalization but because of its increased intuitiveness,”*

- Steven Kan, Google's head of AR/VR strategy

*“To increase profit margins, we need to ship more wafers at lower cost, so we looked at every part of our process and developed an integrated AI and AR/VR strategy,”*

- D.P. Prakash, GlobalFoundries



**Vidoni**

Mixed Reality Learning



# The Team



**Ken D'Amato**

**CEO & Co-Founder**

Ken has a proven executive management track record with over 25 years of sales/corp management such as with Xerox.

Ken currently has 15 years experience evangelizing engineering training, building Information Modeling (BIM) technology, LiDAR laser scanning as a AEC BIMxR expert.

Ken will offer the best vision of Augmented and Mixed Reality training for the Manufacturing and Construction Industry. Ken is responsible for running all facets of the business. Ken is the genesis of the Patent Pending technology by Vidoni for exclusive AR/MR Learning workflows. - Engineering Science Degree - SUNY



**Marc Van Valen**

**COO & Co-Founder**

20 yrs Goldman Sachs Financial, Operations, VR/AR/MR/XR product sales and Fundraising. Marc is an experienced Chief Operating Officer with a demonstrated history of working with tech startups. Skilled in Business Planning, Management, Fundraising, Mergers & Acquisitions, and Start-ups. Strong business development professional with a Bachelor of Science (BS) focused in Accounting from Rutgers, The State University of New Jersey-New Brunswick.



**Tim Fleming**

**CTO & Investor**

Over 20 years IT experience as developer and architect for the enterprise, cloud and web applications using Java and Javascript technologies. Tim's Deep experience with DevOps automation design and implementation (Xebia Labs, Mesosphere, HashiCorp, Chef, Puppet, Ansible, Docker, OpsWorks). Having served as a Senior Level Java architect and developer Tim has hands-on Software Developer experience in multiple languages (Java, Python, Ruby, Scala, Javascript, SQL), methodologies (Agile, RUP, Waterfall), toolsets (UML, OOAD, MDA, SOA, etc) and frameworks (Spring, Hibernate, AngularJS, node.js). Also, Tim is experienced across the entire SDLC including requirements gathering, prototype implementation, application and system architecture, development, testing, deployment and production support. Extensive cloud computing expertise including Amazon AWS, Hadoop, Hbase, MongoDB, and R. rounds out Tim's long resume.



George Schwartz  
Chairman of The Board

## The Vidoni™ Board



Jeremy T Aidlen MD FACS FAAP  
Head of Pediatrics and Urology  
UMASS Medical School



Michael Keane  
Vidoni Advisory Board Director  
Executive Chairman at  
ChillTechnologies Limited



Alexander "Rocky" Nawrocki  
Product Development,  
Board Member





# Vidoni

## Mixed Reality Learning

The document content by Vidoni™ Inc. (or its subsidiaries, "Vidoni™ Inc."). All rights reserved. No parts of this document may be reproduced, transmitted or stored electronically without Vidoni™ Inc.'s prior written per Vidoni™ mission. This document contains Vidoni™ Inc.'s confidential or proprietary information. By accepting this document, you agree that: (A)(1) if a pre-existing contract containing disclosure and use restrictions exists between your company and Vidoni™ Inc., you and your company will use this information subject to the terms of the pre-existing contract; or (2) if no such pre-existing contract exists, you and your Company agree to protect this information and not reproduce or disclose the information in any way; and (B) Vidoni™ Inc. makes no warranties, express or implied, in this document, and Vidoni™ Inc. shall not be liable for damages of any kind arising out of use of this document.



**Vidoni**  
Mixed Reality Learning

---

## Contact:

### **Vidoni™, Inc.**

595 Baltic Street, Unit 4D  
Brooklyn, NY 11217

#### **Ken D'Amato CEO**

(917) 526-7847  
[ken@Vidoni.io](mailto:ken@Vidoni.io)

#### **Marc Van Valen COO**

(732) 275-2549  
[marc@vidoni.io](mailto:marc@vidoni.io)



**Vidoni**

Mixed Reality Learning