

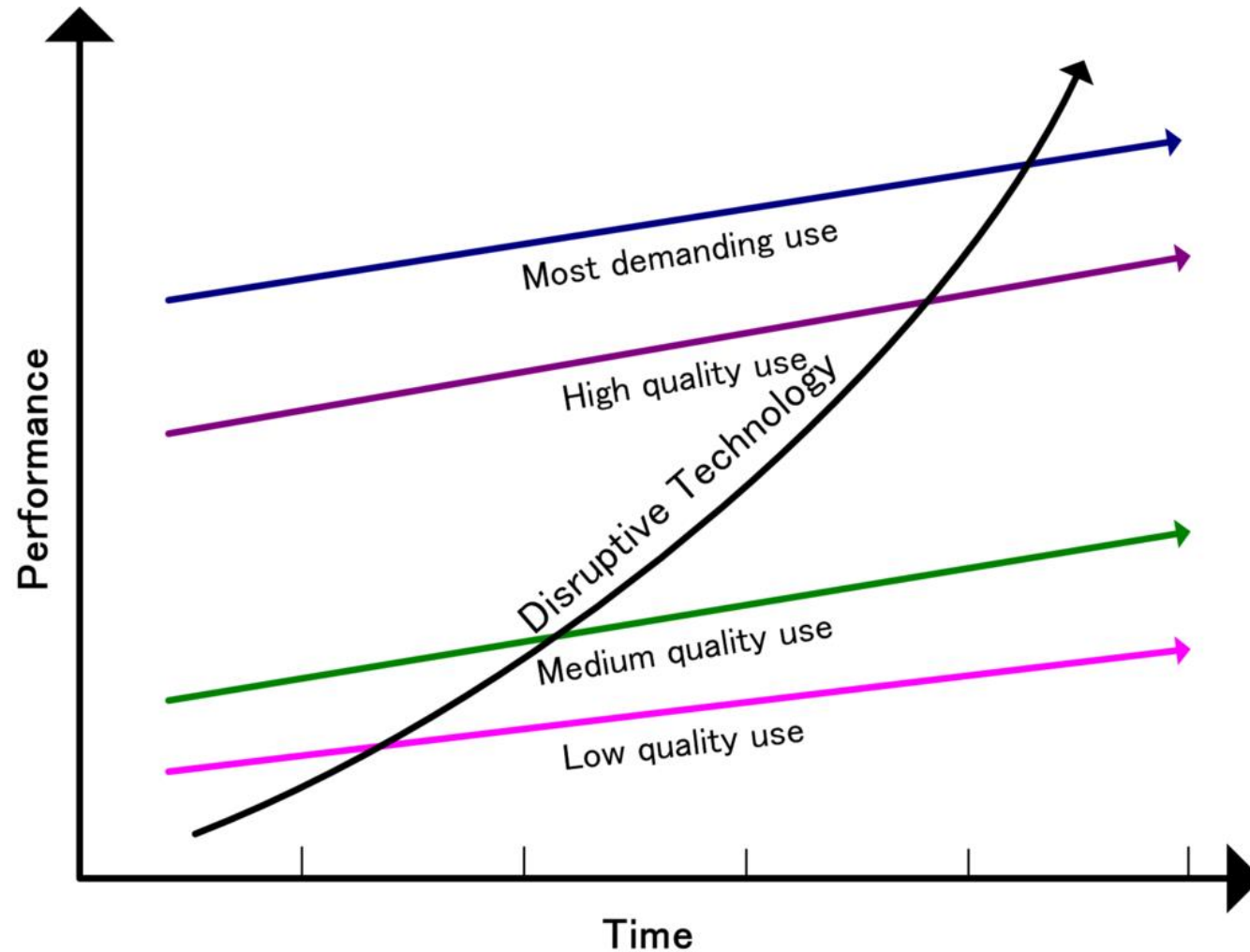


John Wright - CEO

Greg Kofford - Founding Shareholder

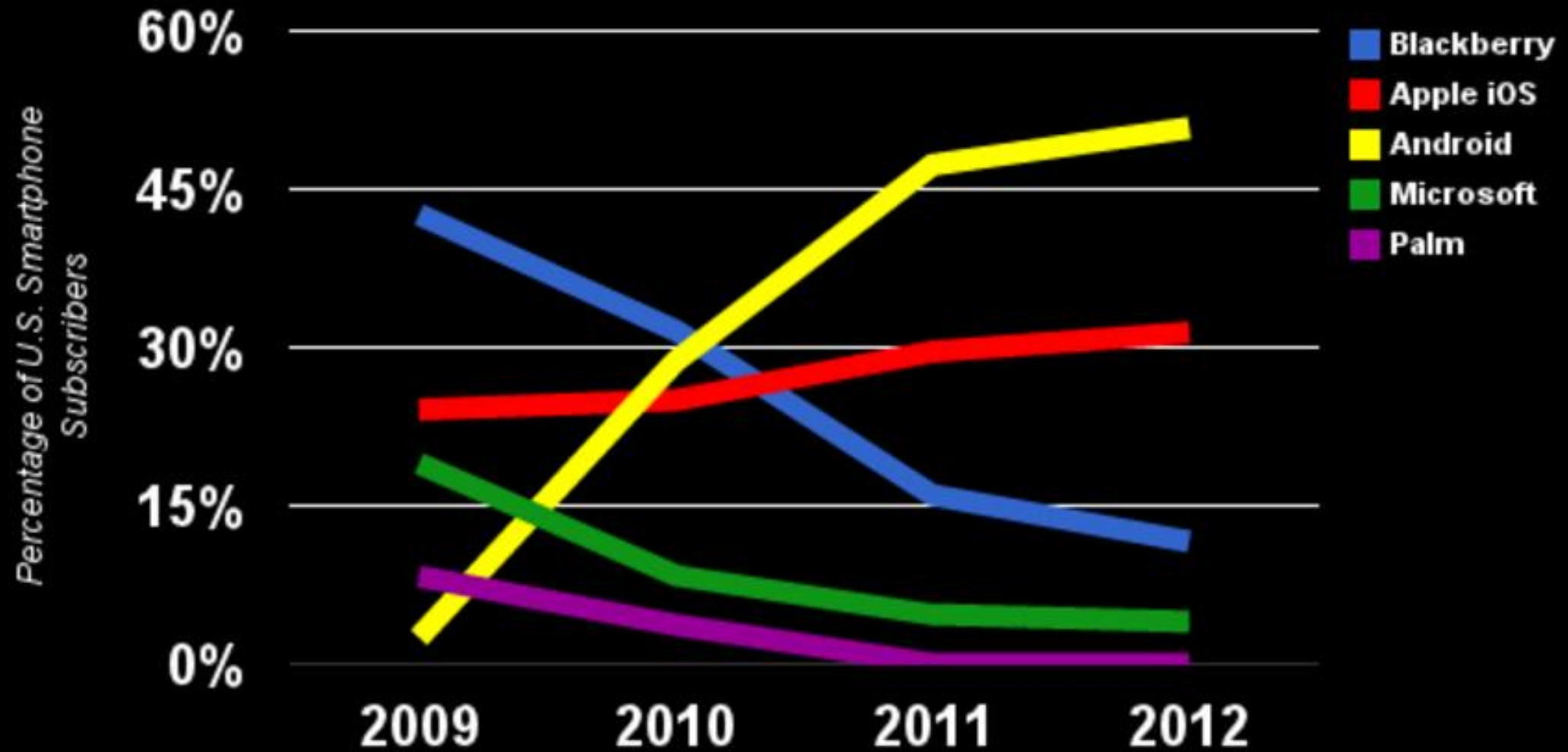
Andrew Sparke - Director

What is Disruptive Technology?



**For example, how many of
you had a Blackberry?**

Smartphone disruptive technology



I believe VR/AR technology is one of the most disruptive technologies ever made.

You will too, when you experience it today, for the first time...

What is VR and AR ?

Virtual Reality (VR) is using technology to immerse you into a computer generated world that you can then interact with.

**Augmented Reality (AR) is
where you can see the
world around you and also
see computer generated
content.**

Mixed Reality (MR) combines the real world around you, with a computer generated world but then adds real objects to interact with.

**I believe Virtual Reality without
touch is only 3D viewing.**

**To “understand” the
potential of VR/AR you
must experience it!**

**STRATA is in the business of
making 3D software, content
and VR/AR experiences.**



STRATA 3D software has been used by millions of customers since it started in 1988



MYST – customer highlight

Release Date – 1993

**Number of frames rendered
(areas to explore) – 2500**

CD Games sold – 6 million

John Wright – Past, Present and Future

1975 - Foundation in Art at BYU

1984 - Mechanical Engineering Degree – BYU – Utah

2016 - Joined Strata team

Innovation – First to sell 3D software – movie.byu in 1984. First to digitize vehicles. First to do stop motion animation using computer screens.

1988 founder of first company (Viewpoint) to create 3D library of models, motion capture, sound, textures, avatars, military vehicles, earth, landmarks, 3D skeleton, anatomy, etc.

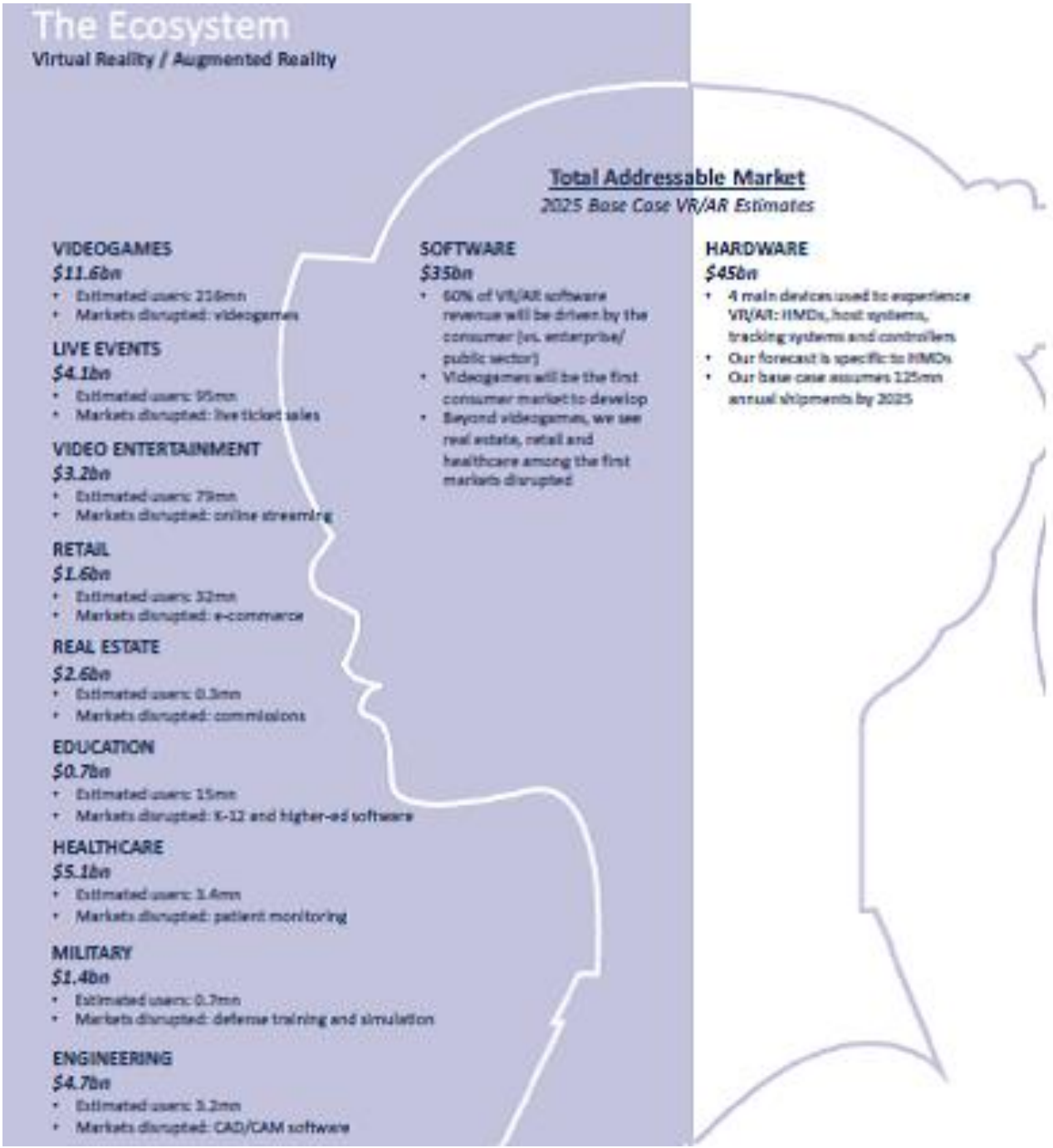
Early partners included Motorola, Intel, Kleiner Perkins, Hummer Winblad, Sumotomo Bank and Goldman Sachs. Sold to Computer Associates in 1998.

Disruption– Viewpoint's models are now used in 1000's of movies (Independence Day, Antz, Total Recall, etc.), video games and websites.

VR/AR
will disrupt every
type of business

VR/AR Market Estimates (2025)

Hardware	\$45 B
Software	\$35 B
Videogames	\$11 B
Live Events	\$4.1 B
Video Entertainment	\$3.2 B
Retail	\$1.6 B
Real Estate	\$2.6 B
Education	\$0.7 B
Healthcare	\$5.1 B
Military	\$1.4 B
Engineering	\$4.7 B





VR/AR Market Size Predictions

\$150 Billion US by 2022



\$182 Billion US by 2025



\$1 Trillion US by 2035



VR/AR – Why Now?

VR/AR is a combination of decades of “innovation acronyms”:

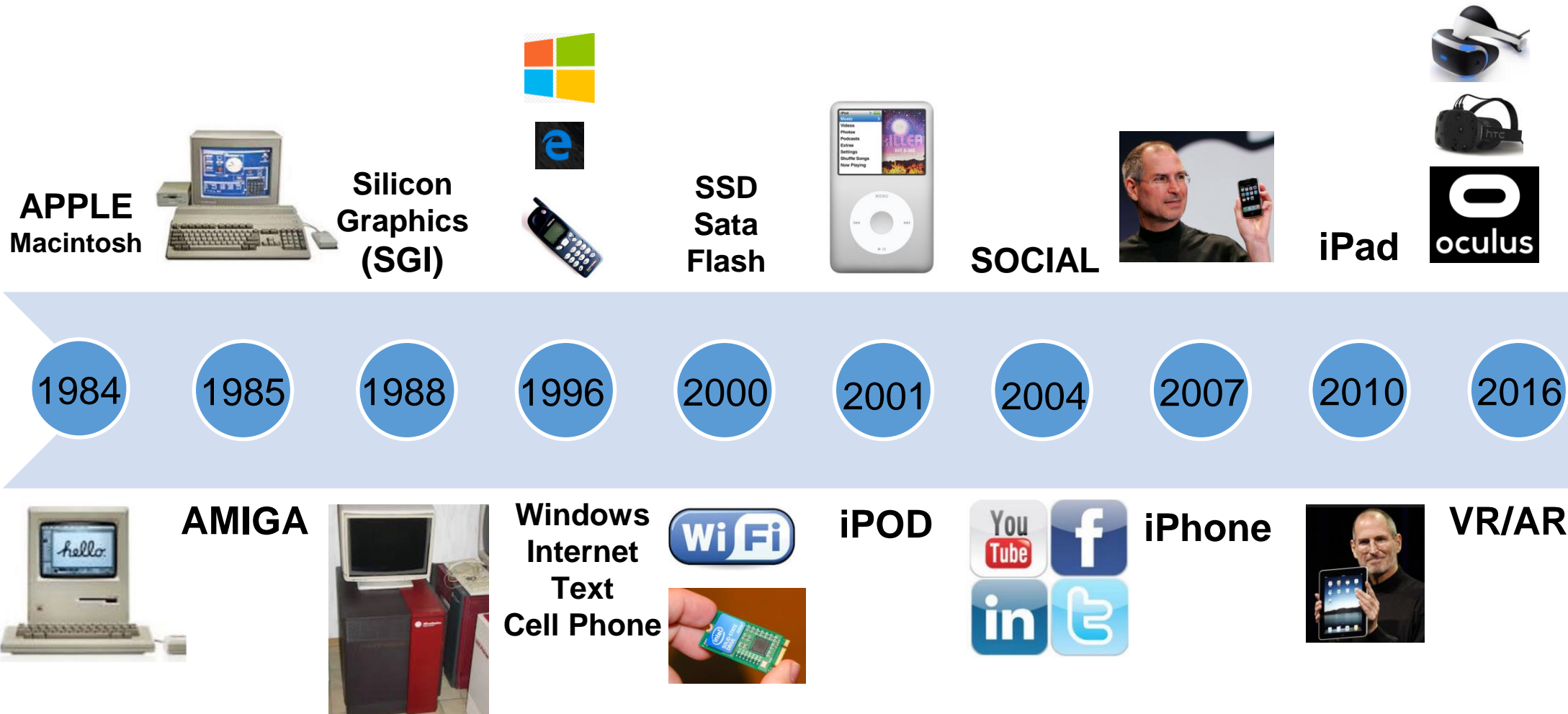
- 3D
- AR
- CPU
- DOF
- DNS
- FIVR
- FOV
- FPS
- GPS
- GPU
- HDMI
- HMD
- HPU
- HTML
- IMU
- IoT
- IP
- IPD
- IR
- LoS
- mDP
- OHMD
- PNG
- PPI
- PSVR
- RGB
- RJ45
- S3/AWS
- SSD
- SVG
- USB
- VR
- VRMMO
- WiFi

- 3D = display, models, motion
- AR = augmented reality
- CPU = central processing unit
- DOF = degrees of freedom
- DNS = Domain name server
- FIVR - full immersion virtual reality
- FOV = field of view
- FPS = frames per second
- GPS = Global Positioning System
- GPU = graphics processing unit
- HDMI = HiDef Multi-media Interface
- HMD = head-mounted display
- HPU = holographic processing unit
- HTML = Hypertext Markup Language
- IMU = inertial measuring unit
- IoT = internet of things
- IP = internet protocol
- IPD = interpupillary distance

- IR = infrared
- LoS = line of sight
- mDP = mini display port
- OHMD = optical head-mounted display
- PNG = Portable Network Graphics
- PPI = pixels per inch
- PSVR = PlayStation VR
- RGB = red, green, blue
- RJ45 = standard internet plug
- S3/AWS = Amazon Cloud Server
- SSD = Solid State Drive
- SVG = Scalable Vector Graphics
- USB = Universal Serial Bus
- VR = virtual reality
- VRMMO(RPG) = virtual reality massive multiplayer online (role-playing game)
- WiFi = Wireless Network Technology

ALL of these technologies
needed to be developed
“before” VR/AR.

Technology Timeline - game changers for B2B (Business Graphics)



**It is rare to be in a
position on the “ground
floor” of an opportunity
as disruptive as VR/AR**

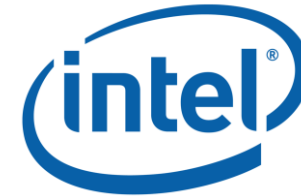
**We believe that VR
Training will redefine how
training is currently done
in every industry.**

Strata “first” to show demo of VR training:

- Shop.org Summit – Dallas, Texas – 3,000 attendees, over 100 VR demos



- VRX Expo – San Francisco, CA – 1000 attendees, over 50 VR demos



- NRF Big Show – New York, NY – 30,000 attendees, over 300 VR demos

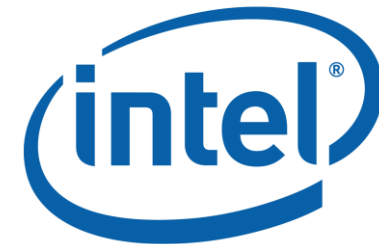


Projects we are engaged early with:

- Fortune 500 company – build a Virtual \$400,000 machine for demonstration at a tradeshow
- Worldwide coffee company – VR training for their managers.
- US auto company – Virtual showroom
- Global consumer skin care product company – AR tour of facilities and AR smart phone product demo.
- Consumer electronics chain store – Sales, Support and management destination VR training.
- Clothing Manufacture – virtual product demonstration
- Retail store – virtual avatar tracking system

Where is VR headed?

As Hardware prices go down, software and content use increases to a point where everyone has access to VR/AR.





DIGITAL 02.01.17 | 12:31PM PT

Facebook Ordered to Pay \$500 Million in Oculus Lawsuit

BY JANKO ROETTGER

Facebook's virtual reality subsidiary Oculus has been ordered by a Dallas jury to pay game developer ZeniMax Media \$500 million in damages over the violation of a non-disclosure agreement. The...

You must “experience” VR to believe in VR...

- Think of things you experienced for the 1st time since 1980:

COPY FAX PC/Mac Tesla Apple TV
email Print iPod Mouse GPS
Drone Google Search Android
Apple Watch DVD Touchpad iPad Flash Drive
iPhone NetFlix



**Everyone needs to experience
VR (with touch)
for the first time**

**When you finish the VR demo, you are the
“expert” and can teach the next person!**

There are 194 seconds left.
Volume: 0.5
Metrics: True



START DEMO



STRATATM

THE POWER OF 3D

