GLOBAL ENGAGEMENT FOR EMERGING TECHNOLOGY

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Zylter Vision & Approach

Zylter helps our clients communicate why their transport technology is the right solution to customers and end-market users and help them deliver it

We seek out and excel at global projects requiring analysis, design and engineering of emerging commercial technology solutions

Zylter Emerging Tech Development Approach

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3 | Example Tech Engagement Products

4 | Zylter Tech-enabled Projects & Capabilities

[titles hyperlinked to sections]

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1 | BESPOKE TECH ENGAGEMENT CONCEPT

Zylter's tailored campaign concept design for a systematic and adaptable approach to identify, prioritize and develop tech-enabled options to enable technology market growth

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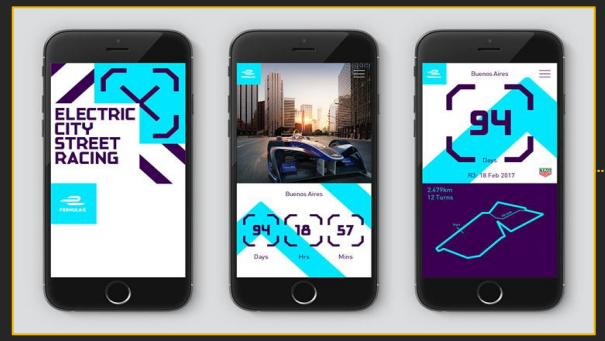
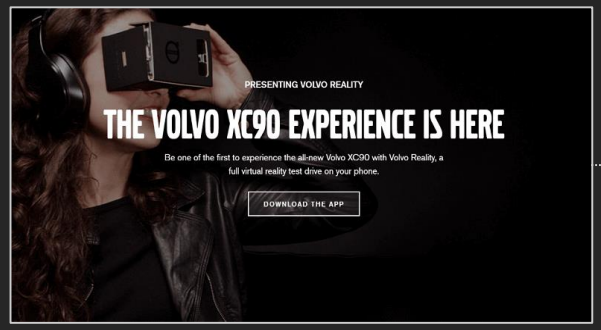
IMMEDIATE VALUE OF BESPOKE MEDIA ENGAGEMENT

Gaining interest of technology target audiences requires dynamic, engaging and targeted content

Delivery is often a key differentiator between a set of suitable investment options

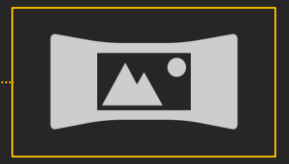
Zylter engagement resources demonstrates emerging technology on a global stage



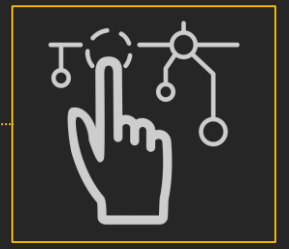


HAND-CRAFTED PRINT MEDIA

LARGE-FORMAT PRINT MEDIA



MOBILE APP



INTERACTIVE MEDIA

VIRTUAL / AUGMENTED REALITY

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TECH-ENABLED MEDIA CONCEPT FOR GLOBAL ENGAGEMENT

Tech-enabled and tailored media will support and complement a long-term development strategy by generating interest and fruitful engagement

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TECH-ENABLED MEDIA CONCEPT FOR GLOBAL ENGAGEMENT

	AWARENESS	INTEREST	ENGAGE-MENT	DISCUSS-ION	CLOSING
INVESTORS	Tech Market Development Strategy				
ADOPTERS					

Technologies					
Settings	Emerging Tech Narrative Experience				
Experiences					
Personalities					
Opportunities					

Dynamic tech projects offer compelling experiences that illustrate the maturity, benefit and global adoption of emerging technology

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TECH-ENABLED MEDIA CONCEPT FOR GLOBAL ENGAGEMENT

	AWARENESS	INTEREST	ENGAGE-MENT	DISCUSS-ION	CLOSING
INVESTORS	Tech Market Development Strategy				
ADOPTERS					

Established media and emerging tech offer many options to share key aspects of the tech project experience with priority audiences

Technologies
Settings
Experiences
Personalities
Opportunities

Emerging Tech Narrative Experience

Tech-enabled Engagement Tools

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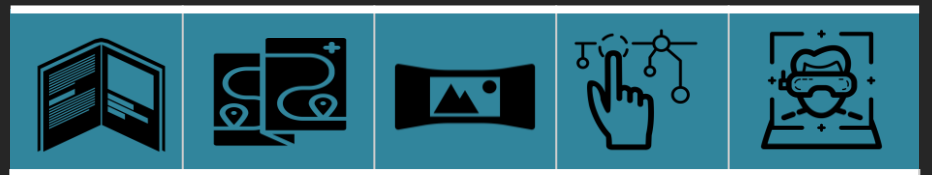
TECH-ENABLED MEDIA CONCEPT FOR GLOBAL ENGAGEMENT

	AWARENESS	INTEREST	ENGAGE-MENT	DISCUSS-ION	CLOSING
INVESTORS	Tech Market Development Strategy				
ADOPTERS					



BESPOKE MEDIA CAMPAIGN

Technologies
Settings
Experiences
Personalities
Opportunities

Emerging Tech Narrative Experience

Tech-enabled Engagement Tools

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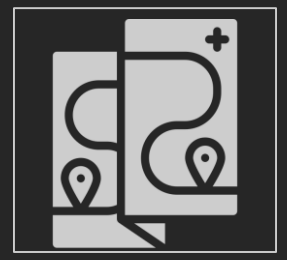
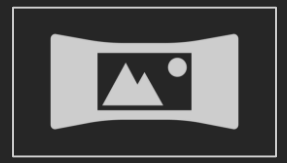
TECHNOLOGY OPTIONS FOR TECH ENGAGEMENT PRODUCTS

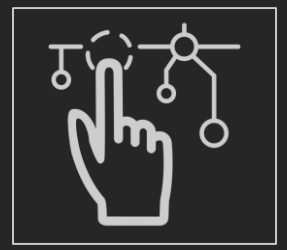
HAND-CRAFTED PRINT MEDIA



LARGE-FORMAT PRINT MEDIA



MOBILE APP



INTERACTIVE MEDIA

VIRTUAL / AUGMENTED REALITY

Example media product options

(see back-up slides for examples)

An integrated approach to applying existing and emerging media to address strategic objectives and generate measurable ROI

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2 | PROJECT DESIGN & DEVELOPMENT APPROACH

Zylter's resources and approach to designing, planning and executing Bespoke Media Development

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ZYLTER APPROACH FOR TECH-ENABLED PRODUCT DESIGN

Zylter specializes in tailored technology projects that require creative use of analysis, design & engineering

Our Approach to Developing tailored and tech-enabled designs includes:

- Emphasis on understanding user requirements and geographic context
- International network of partners and expertise
- Collaborative and purpose-built teams
- Standardized project management processes and resources

[see back-up slides for illustrative product examples & our recent projects]

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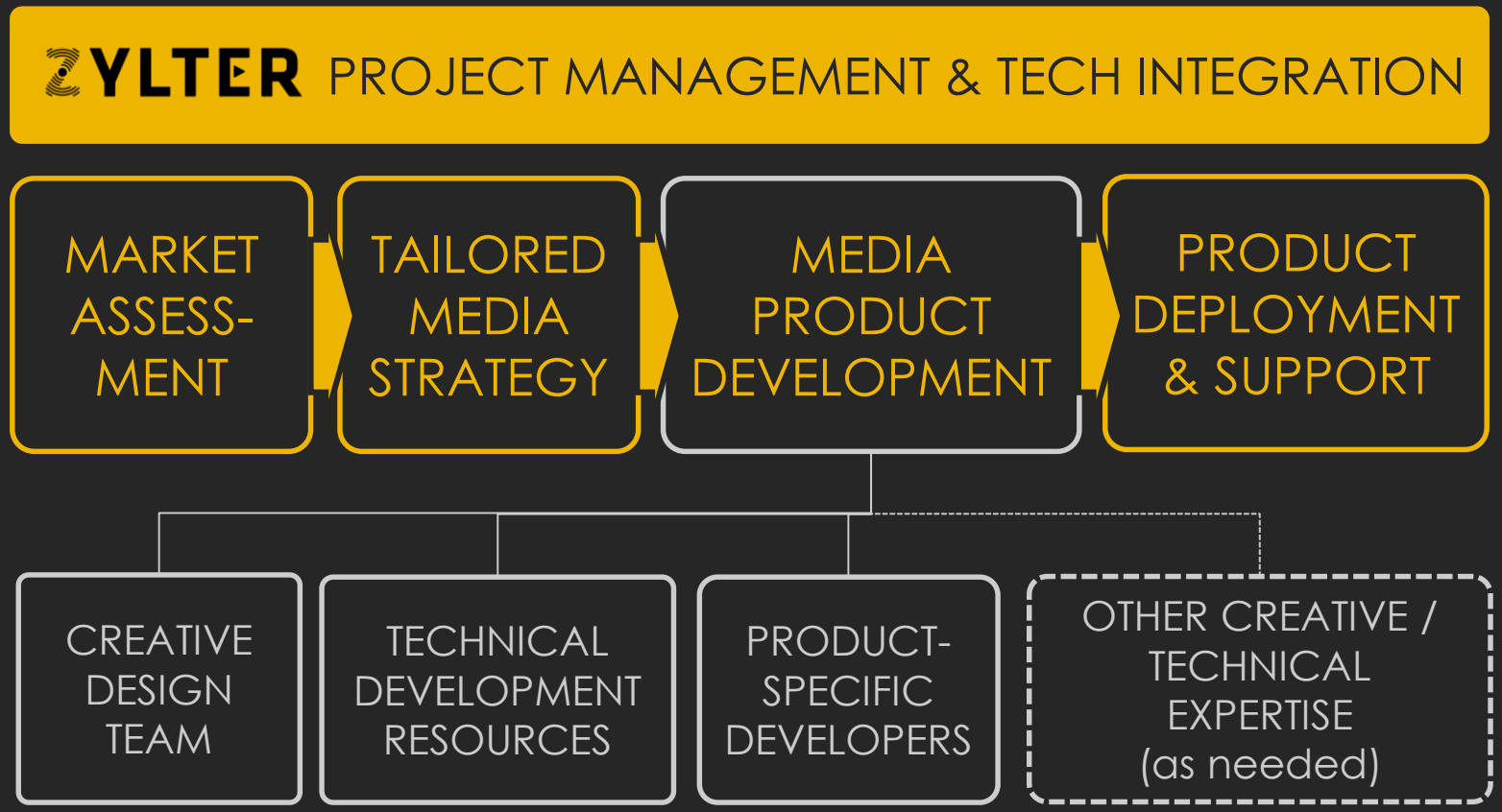
ZYLTER APPROACH FOR PROJECT EXECUTION



Zylter's execution approach is built around a core of tech program development and integration expertise

We maintain (and grow) a diverse network of partners and contributors to meet project-specific needs

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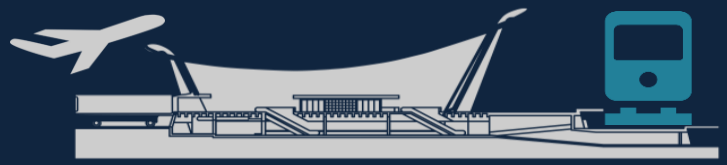
EMERGING TECH PROJECT KEY NARRATIVE ELEMENTS

EMERGING TECHNOLOGY PROJECTS



		TECHNOLOGIES	SETTINGS	EXPERIENCES	PERSONALITIES	OPPORTUNITIES
INVESTORS		▪ Technology / IP ▪ Engineering ▪ Novelty ▪ Maturity	▪ Potential markets	▪ Investor experience (involvement, etc.) ▪ Marketability	▪ Leadership team ▪ Engineering leads ▪ Deal makers / power brokers ▪ Boundary spanners	▪ Market size ▪ Returns ▪ Growth timeline ▪ Risks ▪ Competitive landscape
ADOPTERS		▪ User-centered design ▪ Accessibility	▪ Global-oriented sites ▪ Cosmopolitan ▪ Thriving ▪ Sustainability	▪ User experience ▪ Social benefits ▪ Environmental benefits ▪ 21st Century transport vision	▪ Current adopters ▪ Recognizable leaders ▪ City branding & image influencers	▪ Long-term impact & benefits ▪ Revenue generation ▪ Municipal support ▪ Sustainability ▪ City branding & image

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3 | EXAMPLE ENGAGEMENT OPTIONS

Illustration of bespoke media options applied to similar markets and uses

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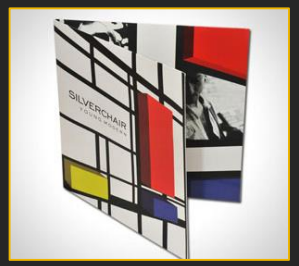
EXAMPLE MEDIA PRODUCT HAND-CRAFTED PRINT MEDIA

- HAND-CRAFTED PRINT MEDIA
- LARGE-FORMAT PRINT MEDIA
- MOBILE APP
- INTERACTIVE MEDIA
- VIRTUAL / AUGMENTED REALITY



Hard-copy content provides a tactile and enduring experience ....For the lobby table

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EXAMPLE MEDIA PRODUCT LARGE-FORMAT PRINT MEDIA

HAND-CRAFTED PRINT MEDIA

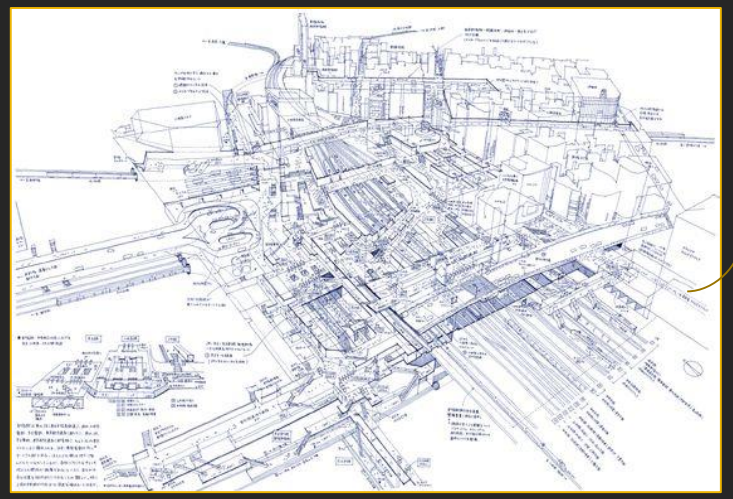
LARGE-FORMAT PRINT MEDIA

MOBILE APP

INTERACTIVE MEDIA

VIRTUAL / AUGMENTED REALITY

Wall mounted for detailed review an static boardroom art



Abstracted versions of plan views and engineering drawings

Abstracted poster to highlight key aspects of technology and global setting

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EXAMPLE MEDIA PRODUCT MOBILE APP

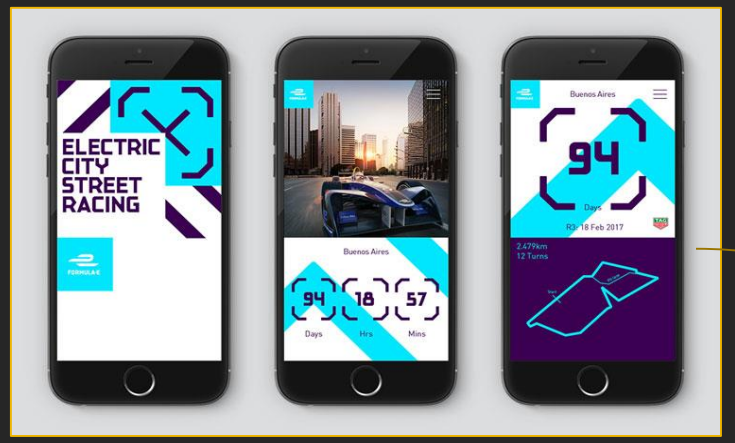
HAND-CRAFTED PRINT MEDIA

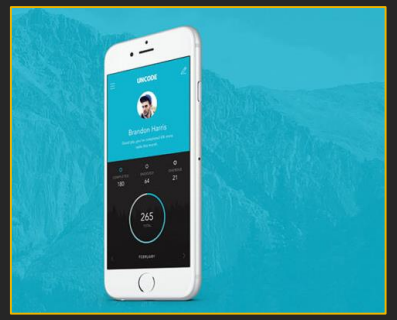
LARGE-FORMAT PRINT MEDIA

MOBILE APP

INTERACTIVE MEDIA

VIRTUAL / AUGMENTED REALITY





Opportunity to provide regular updates and content on in progress and completed tech implementation projects

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EXAMPLE MEDIA PRODUCT INTERACTIVE MEDIA

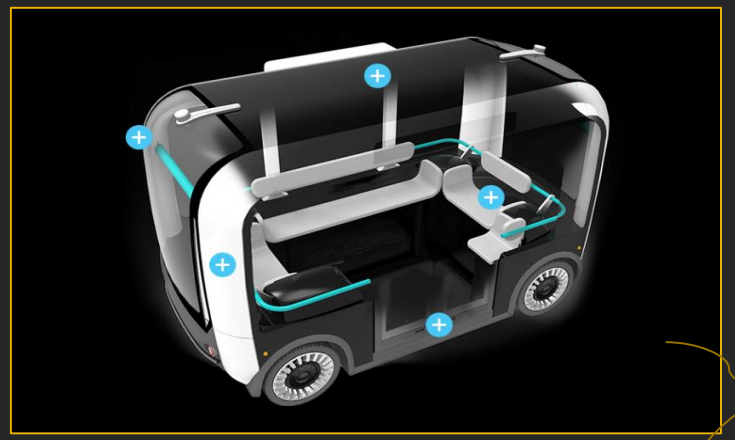
HAND-CRAFTED PRINT MEDIA

LARGE-FORMAT PRINT MEDIA

MOBILE APP

INTERACTIVE MEDIA

VIRTUAL / AUGMENTED REALITY



Content that motivates peer-to-peer sharing within target groups

Dynamic content that allows users to understand key aspects of technology and user experience

EXAMPLE MEDIA PRODUCT VIRTUAL / AUGMENTED REALITY

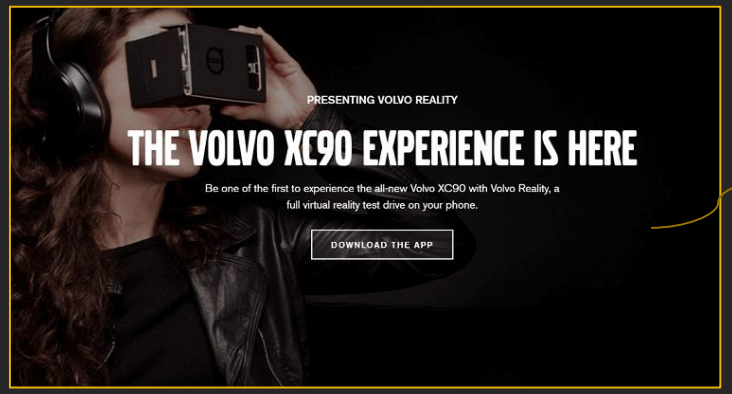
HAND-CRAFTED PRINT MEDIA

LARGE-FORMAT PRINT MEDIA

MOBILE APP

INTERACTIVE MEDIA

VIRTUAL / AUGMENTED REALITY



Replicate and share user experience in advance of tech project launch

Immersive experience allowing target audiences to see the tech project in context at completion

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4| ZYLTER TECH-ENABLED PROJECTS

Recent Zylter projects illustrating our resources and experience with emerging technologies

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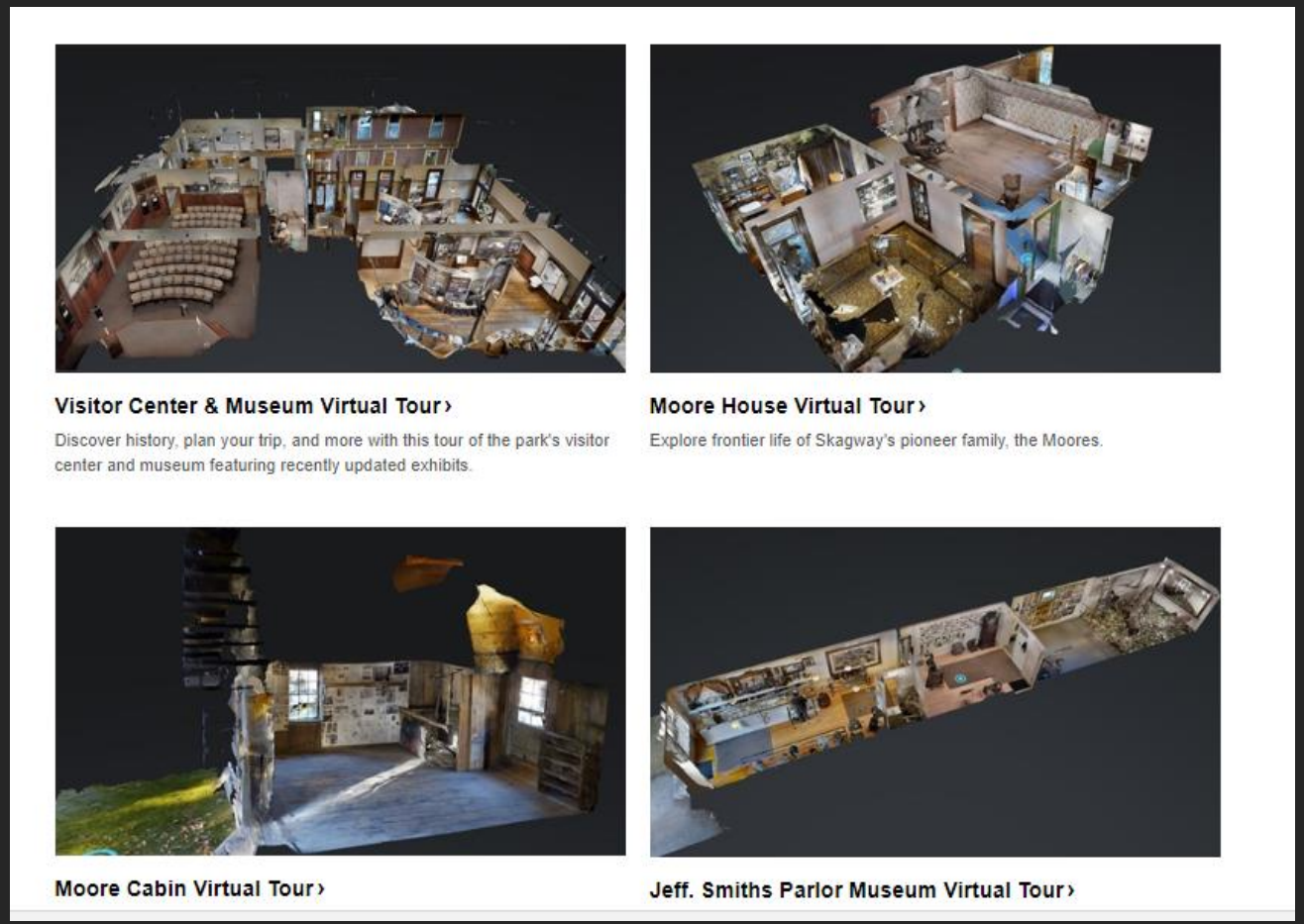
ZYLTER PROJECT EXAMPLE MATTERPORT 360-DEGREE VIRTUAL TOURS OF U.S. NATIONAL PARKS



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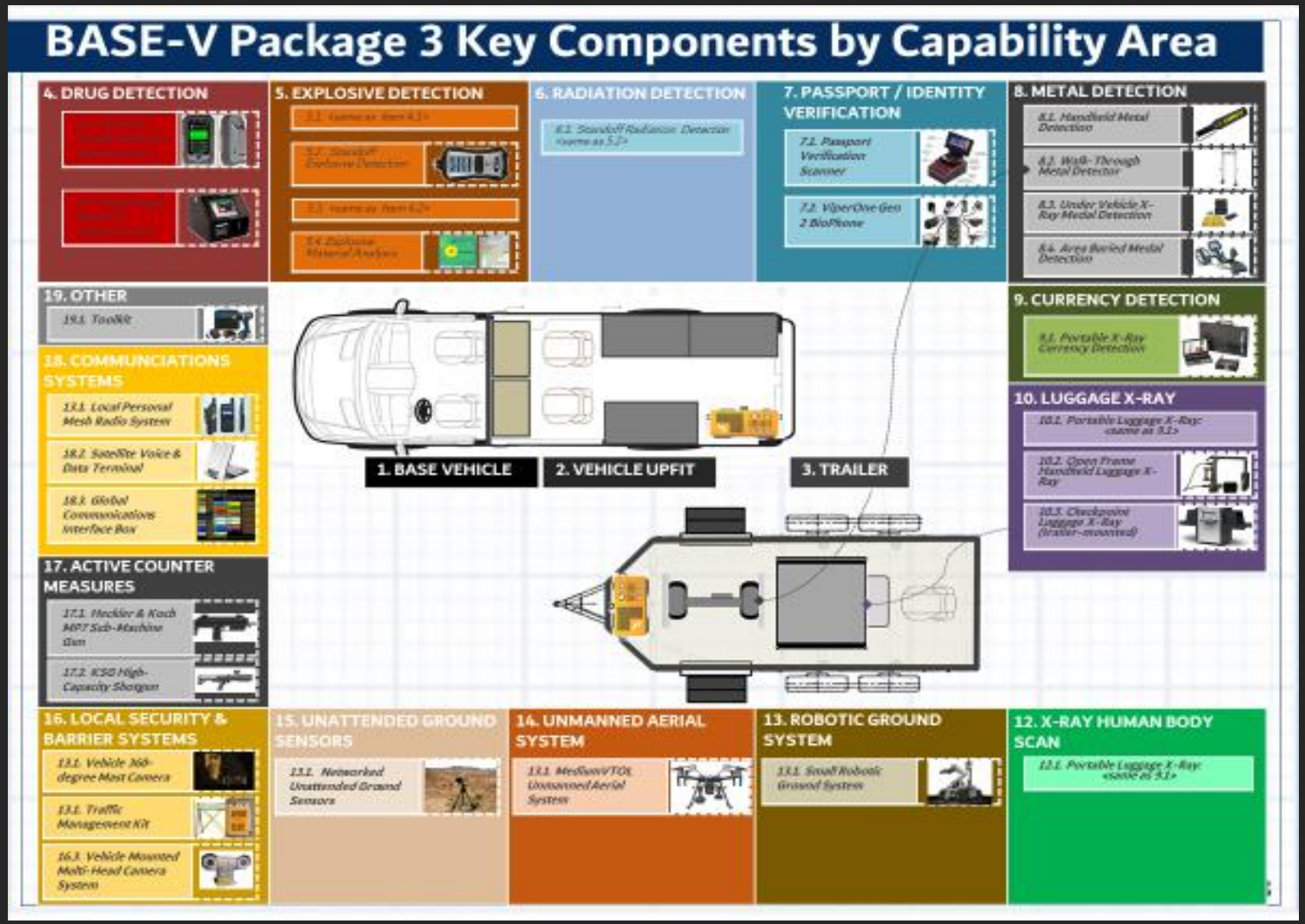
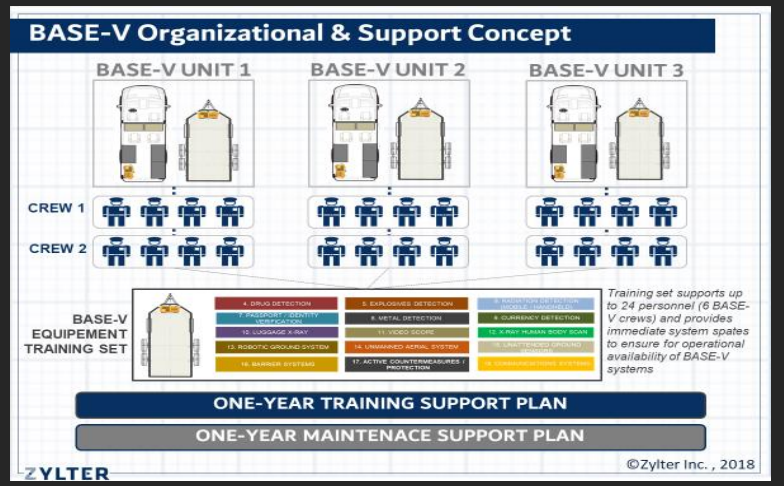
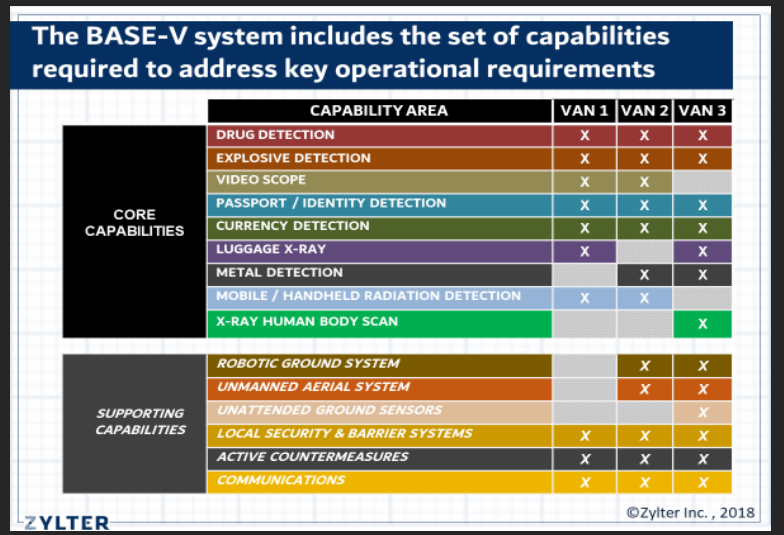
ZYLTER PROJECT EXAMPLE UAE BORDER SECURITY VEHICLE DESIGN & TECHNOLOGY INTEGRATION







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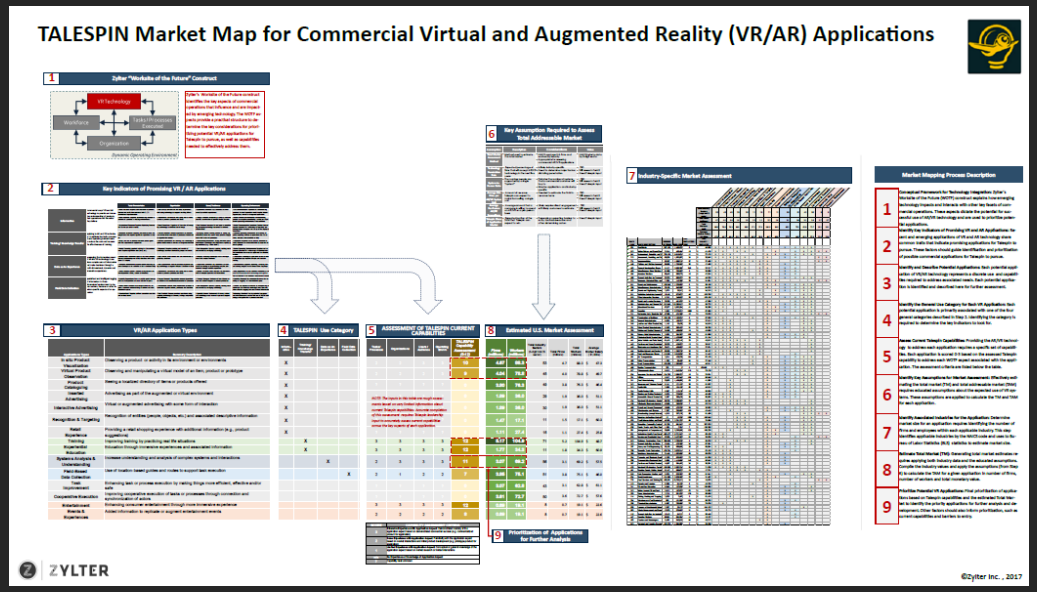
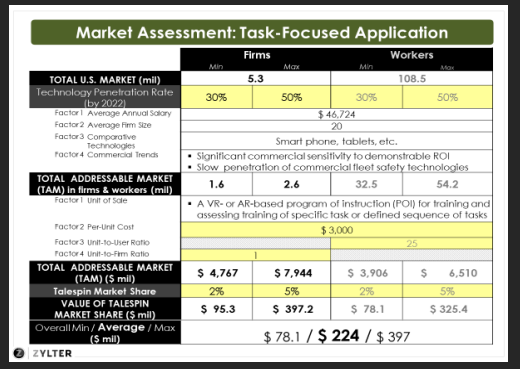
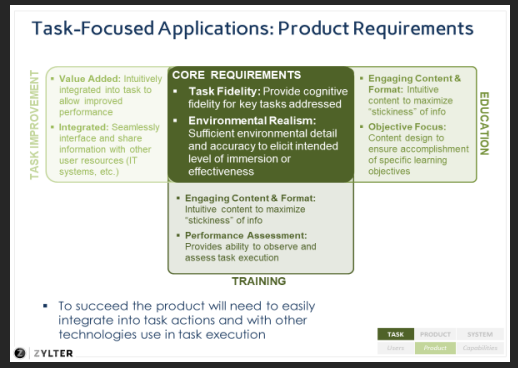
ZYLTER PROJECT EXAMPLE COMMERCIAL VIRTUAL / AUGMENTED REALITY MARKET DEVELOPMENT







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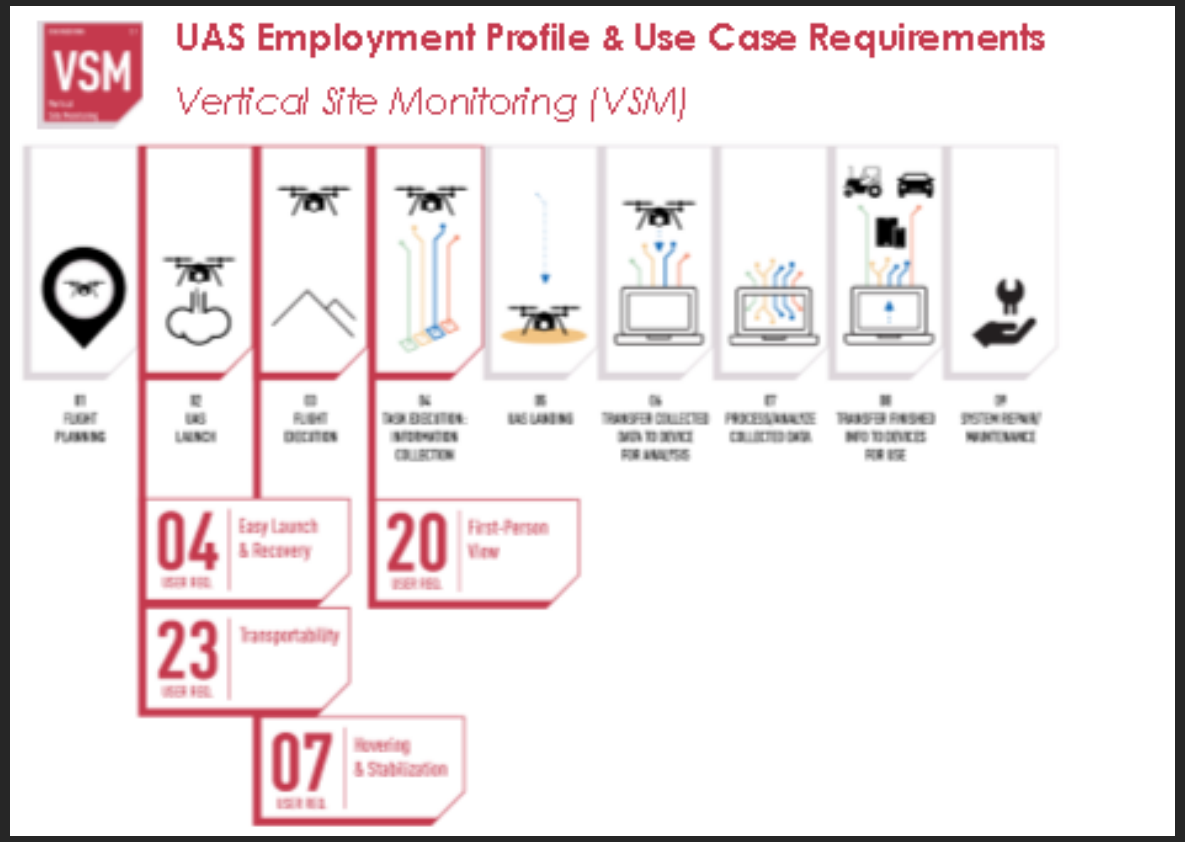
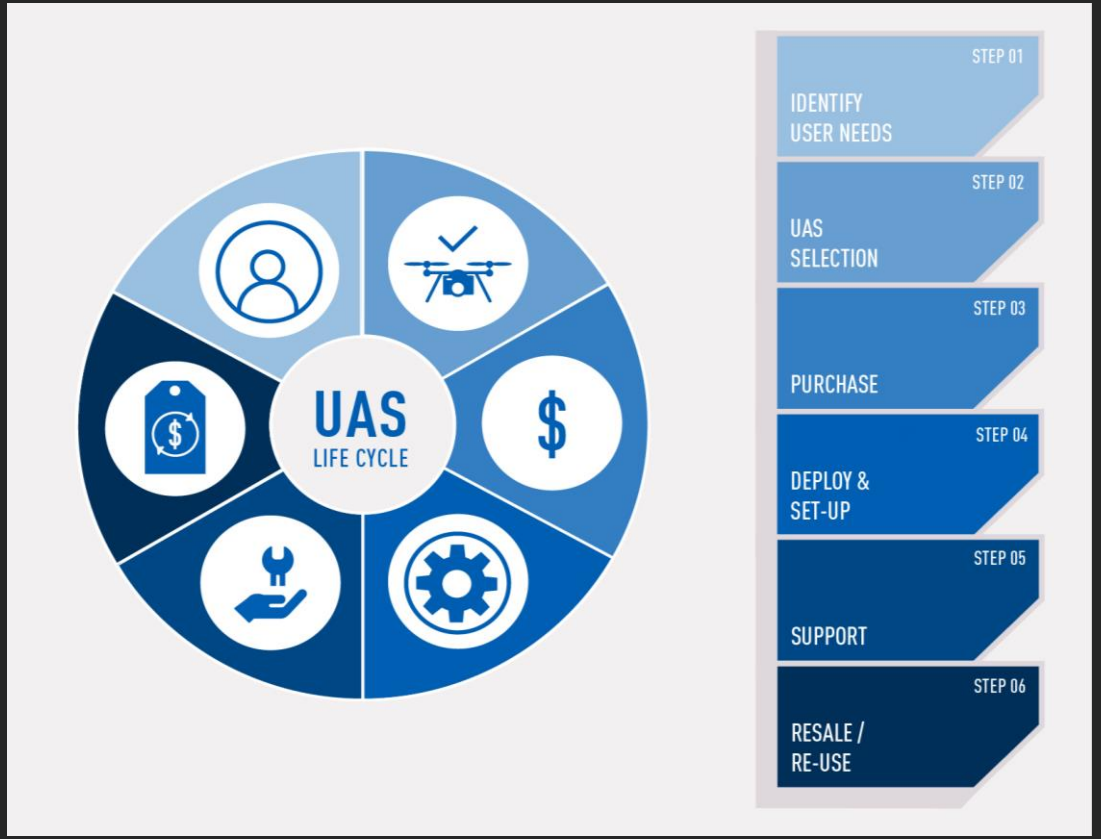
ZYLTER PROJECT EXAMPLE UNMANNED AERIAL SYSTEM EMPLOYMENT PROFILE & SUPPORT LIFE CYCLE DESIGN





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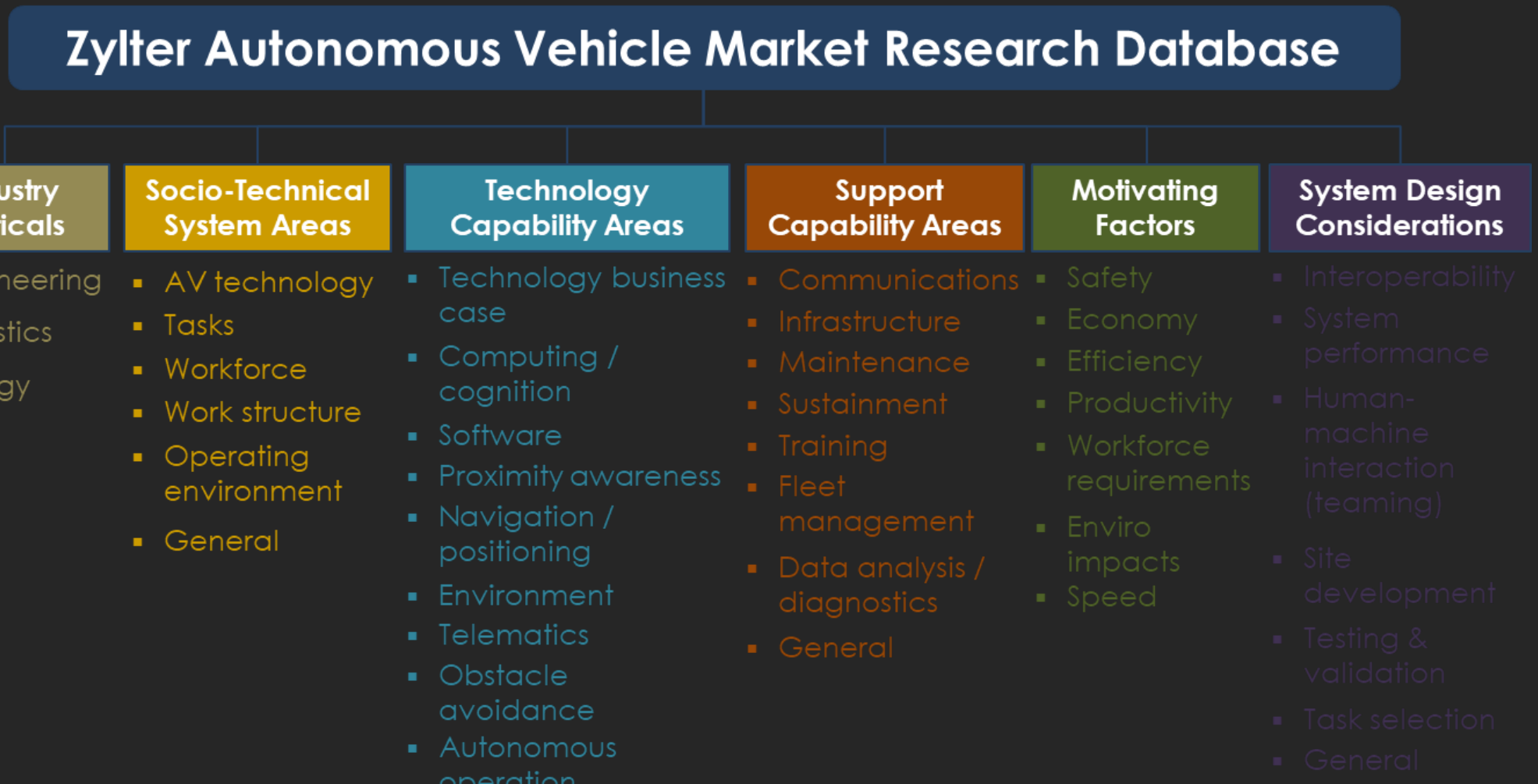
ZYLTER PROJECT EXAMPLE AUTONOMOUS GROUND VEHICLE MARKET RESEARCH DATABASE



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