

GLOBAL ENGAGEMENT FOR EMERGING TECHNOLOGY



YLTERR

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



DOCUMENTS CONTENTS

- 1 | [Bespoke Tech Engagement Concept](#)
- 2 | [Project Design & Development Approach](#)
- 3 | [Example Tech Engagement Products](#)
- 4 | [Zylter Tech-enabled Projects & Capabilities](#)

[titles hyperlinked to sections]

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

IMMEDIATE VALUE OF BESPOKE MEDIA ENGAGEMENT

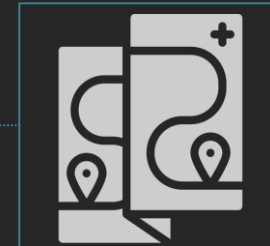
Gaining interest of technology target audiences requires dynamic, engaging and targeted content

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

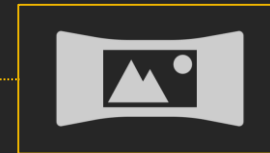
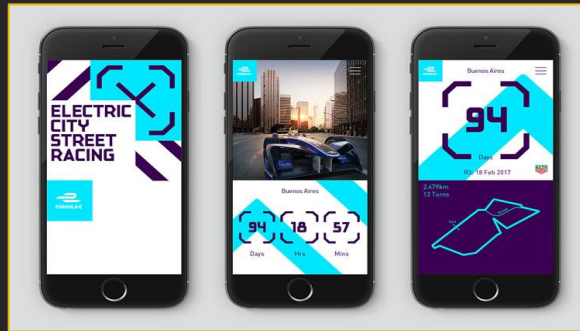
Zylter engagement resources demonstrates emerging technology on a global stage



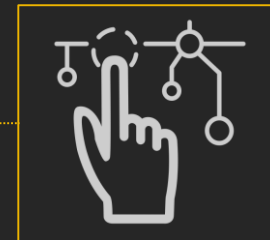
HAND-CRAFTED
PRINT MEDIA



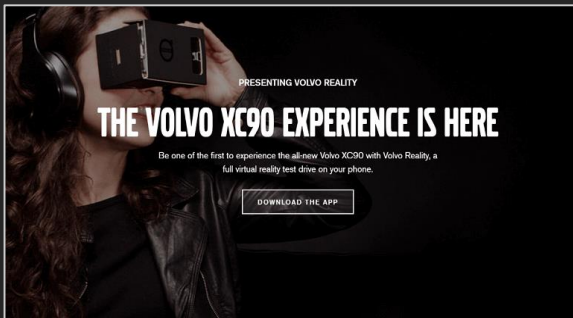
LARGE-FORMAT
PRINT MEDIA



MOBILE APP



INTERACTIVE
MEDIA



VIRTUAL /
AUGMENTED
REALITY

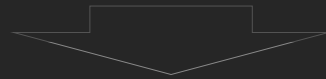
TECH-ENABLED MEDIA CONCEPT FOR GLOBAL ENGAGEMENT

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

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

TECH-ENABLED MEDIA CONCEPT FOR GLOBAL ENGAGEMENT

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

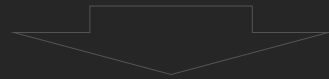


Technologies					
Settings	Emerging Tech Narrative Experience				
Experiences					
Personalities					
Opportunities					

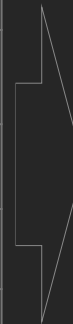
Dynamic tech projects offer compelling experiences that illustrate the maturity, benefit and global adoption of emerging technology

TECH-ENABLED MEDIA CONCEPT FOR GLOBAL ENGAGEMENT

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



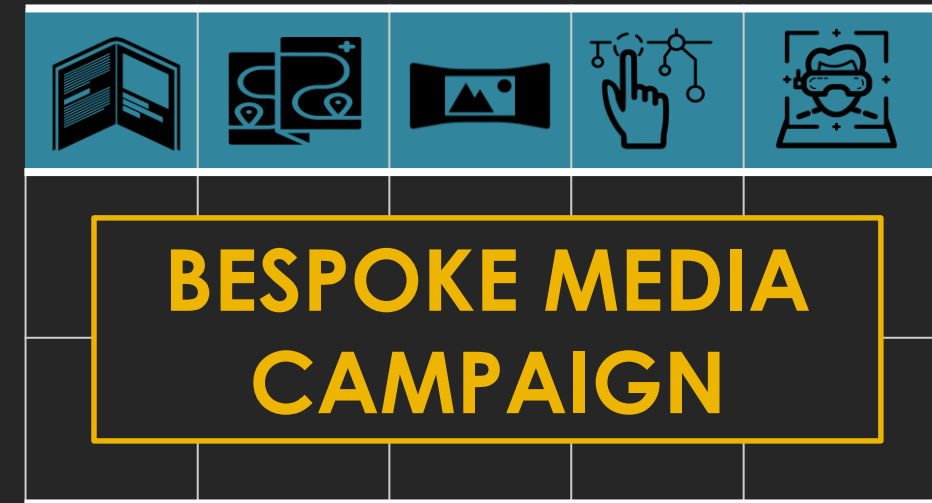
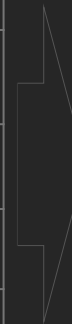
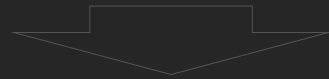
Technologies	Emerging Tech Narrative Experience				
Settings					
Experiences					
Personalities					
Opportunities					



Tech-enabled Engagement Tools				
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Established media and emerging tech offer many options to share key aspects of the tech project experience with priority audiences

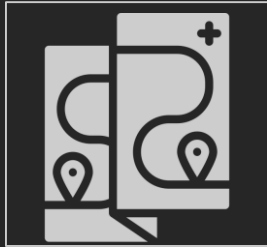
TECH-ENABLED MEDIA CONCEPT FOR GLOBAL ENGAGEMENT



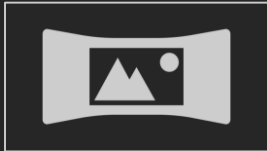
TECHNOLOGY OPTIONS FOR TECH ENGAGEMENT PRODUCTS



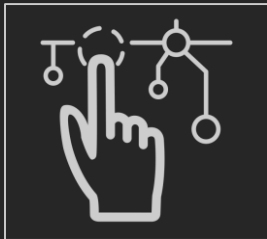
HAND-CRAFTED
PRINT MEDIA



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*

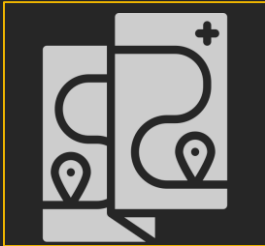
2 | PROJECT DESIGN & DEVELOPMENT APPROACH

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

ZYLTTER 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

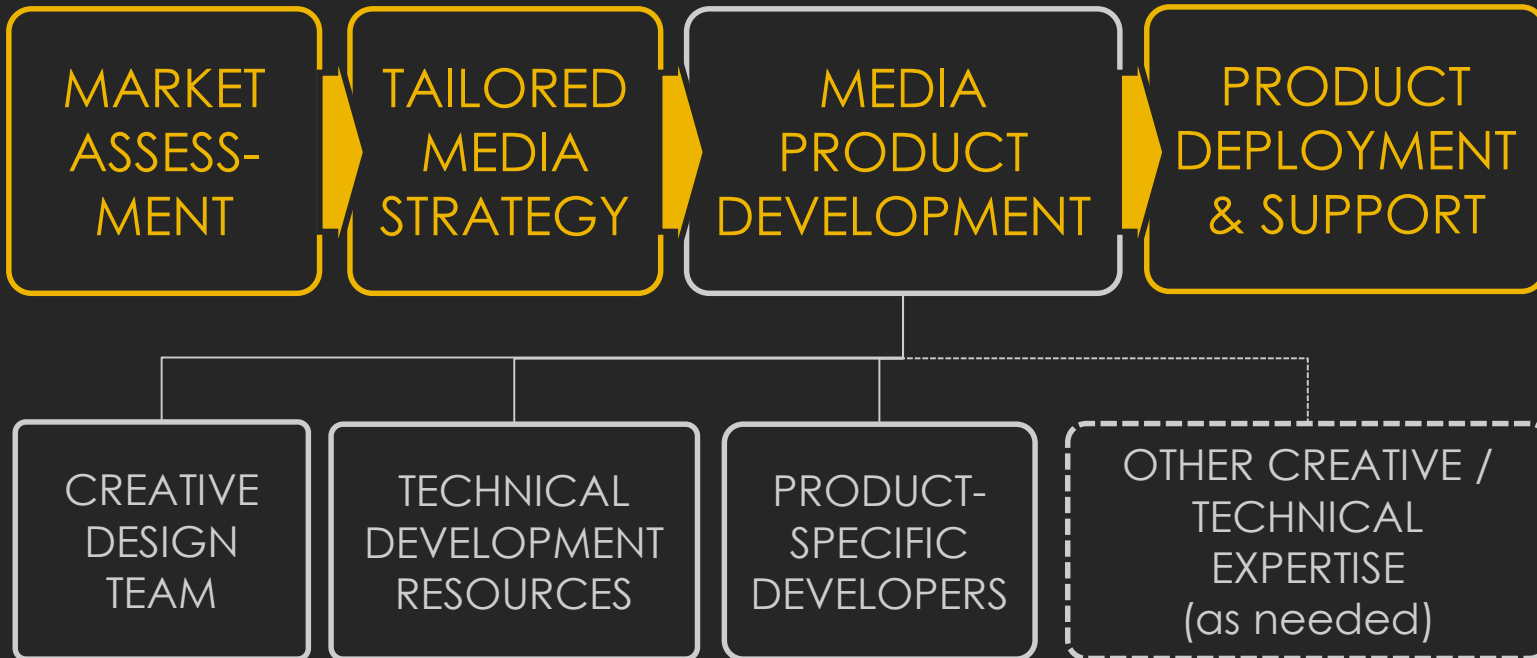
Collaborative and purpose-built teams

Standardized project management processes
and resources

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

ZYLTTER APPROACH FOR PROJECT EXECUTION

ZYLTTER PROJECT MANAGEMENT & TECH INTEGRATION

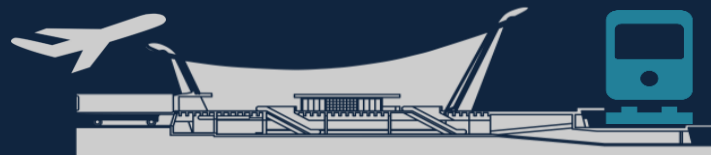


Zylter's execution approach is built around a core of tech program development and integration expertise

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

EMERGING TECH PROJECT KEY NARRATIVE ELEMENTS

EMERGING TECHNOLOGY PROJECTS



INVESTORS

	TECHNOLOGIES	SETTINGS	EXPERIENCES	PERSONALITIES	OPPORTUNITIES
	<ul style="list-style-type: none">Technology / IPEngineeringNoveltyMaturity	<ul style="list-style-type: none">Potential markets	<ul style="list-style-type: none">Investor experience (involvement, etc.)Marketability	<ul style="list-style-type: none">Leadership teamEngineering leadsDeal makers / power brokersBoundary spanners	<ul style="list-style-type: none">Market sizeReturnsGrowth timelineRisksCompetitive landscape
	<ul style="list-style-type: none">User-centered designAccessibility	<ul style="list-style-type: none">Global-oriented sitesCosmopolitanThrivingSustainability	<ul style="list-style-type: none">User experienceSocial benefitsEnvironmental benefits21st Century transport vision	<ul style="list-style-type: none">Current adoptersRecognizable leadersCity branding & image influencers	<ul style="list-style-type: none">Long-term impact & benefitsRevenue generationMunicipal supportSustainabilityCity branding & image

ADOPTERS

3 | EXAMPLE ENGAGEMENT OPTIONS

*Illustration of bespoke media options
applied to similar markets and uses*

EXAMPLE MEDIA PRODUCT HAND-CRAFTED PRINT MEDIA



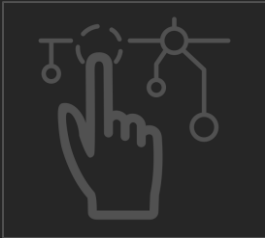
HAND-CRAFTED
PRINT MEDIA



LARGE-FORMAT
PRINT MEDIA



MOBILE APP



INTERACTIVE
MEDIA



VIRTUAL /
AUGMENTED
REALITY



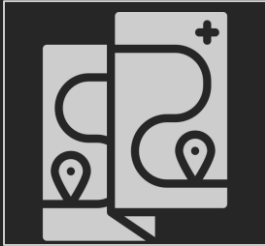
Hard-copy content
provides a tactile and
enduring experience
....For the lobby table



EXAMPLE MEDIA PRODUCT LARGE-FORMAT PRINT MEDIA



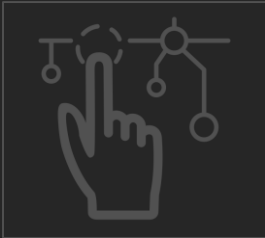
HAND-CRAFTED
PRINT MEDIA



LARGE-FORMAT
PRINT MEDIA



MOBILE APP



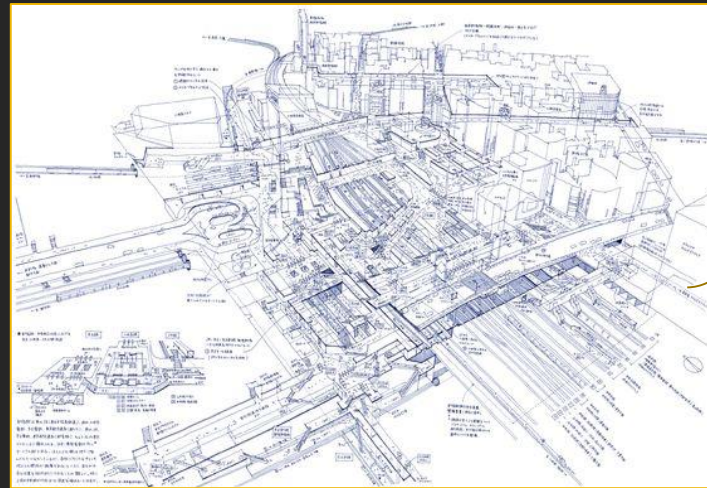
INTERACTIVE
MEDIA



VIRTUAL /
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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

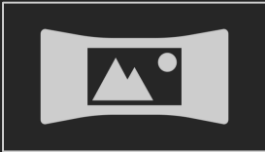
EXAMPLE MEDIA PRODUCT MOBILE APP



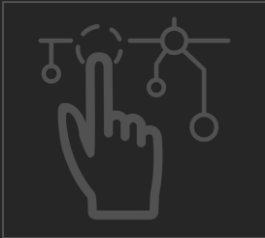
HAND-CRAFTED
PRINT MEDIA



LARGE-FORMAT
PRINT MEDIA



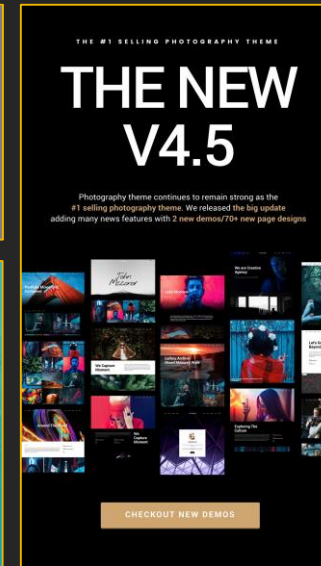
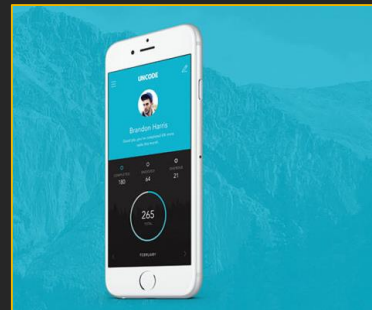
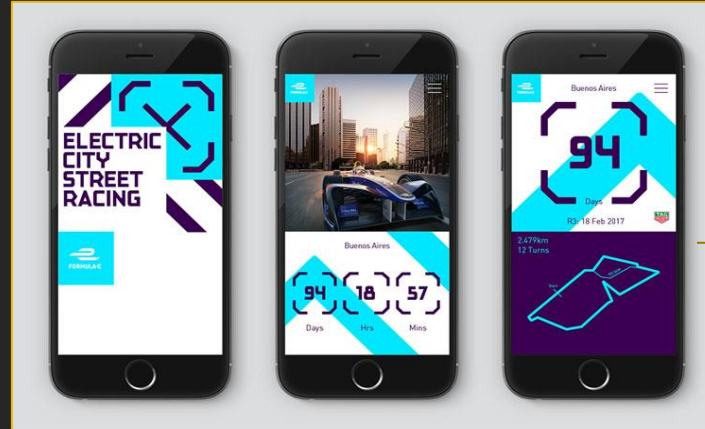
MOBILE APP



INTERACTIVE
MEDIA



VIRTUAL /
AUGMENTED
REALITY



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

EXAMPLE MEDIA PRODUCT INTERACTIVE MEDIA



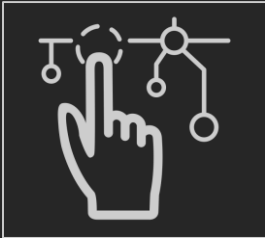
HAND-CRAFTED
PRINT MEDIA



LARGE-FORMAT
PRINT MEDIA



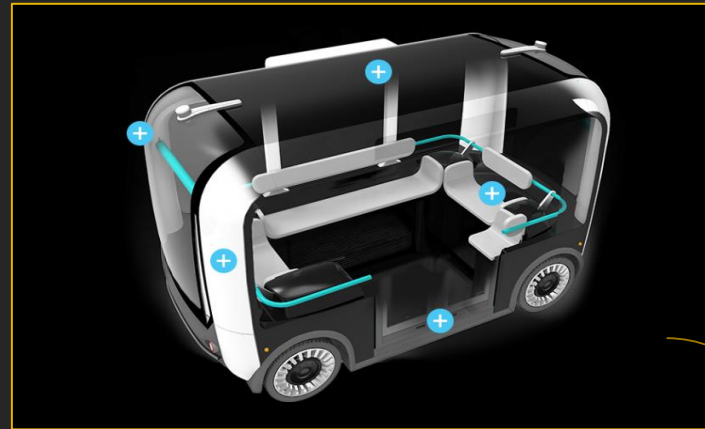
MOBILE APP



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



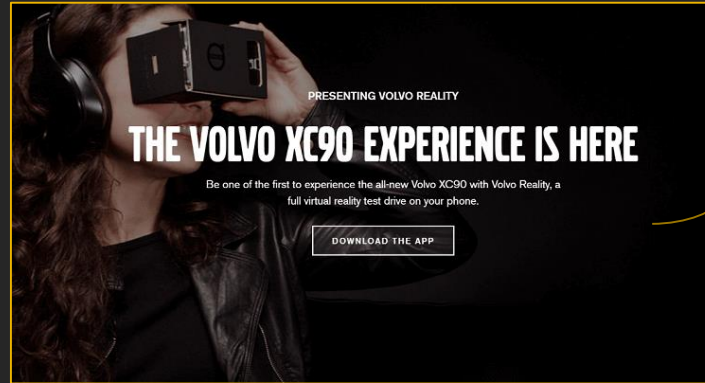
MOBILE APP



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

4 | ZYLTER TECH-ENABLED PROJECTS

Recent Zylter projects illustrating our resources
and experience with emerging technologies

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



Visitor Center & Museum Virtual Tour ›

Discover history, plan your trip, and more with this tour of the park's visitor center and museum featuring recently updated exhibits.

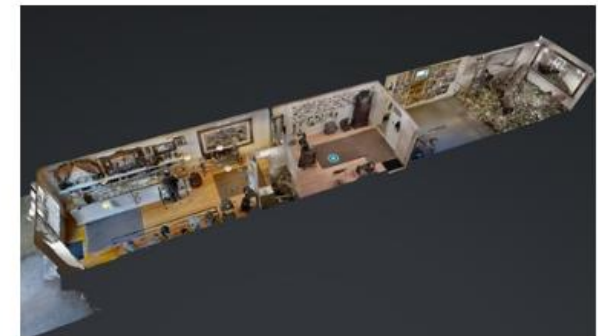


Moore House Virtual Tour ›

Explore frontier life of Skagway's pioneer family, the Moores.

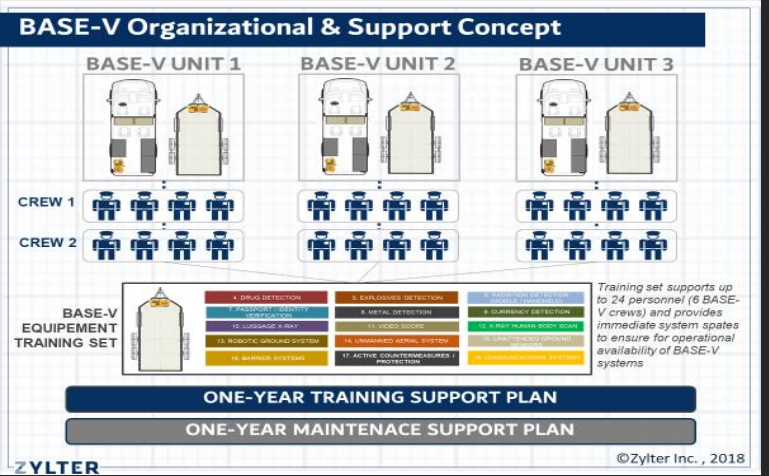
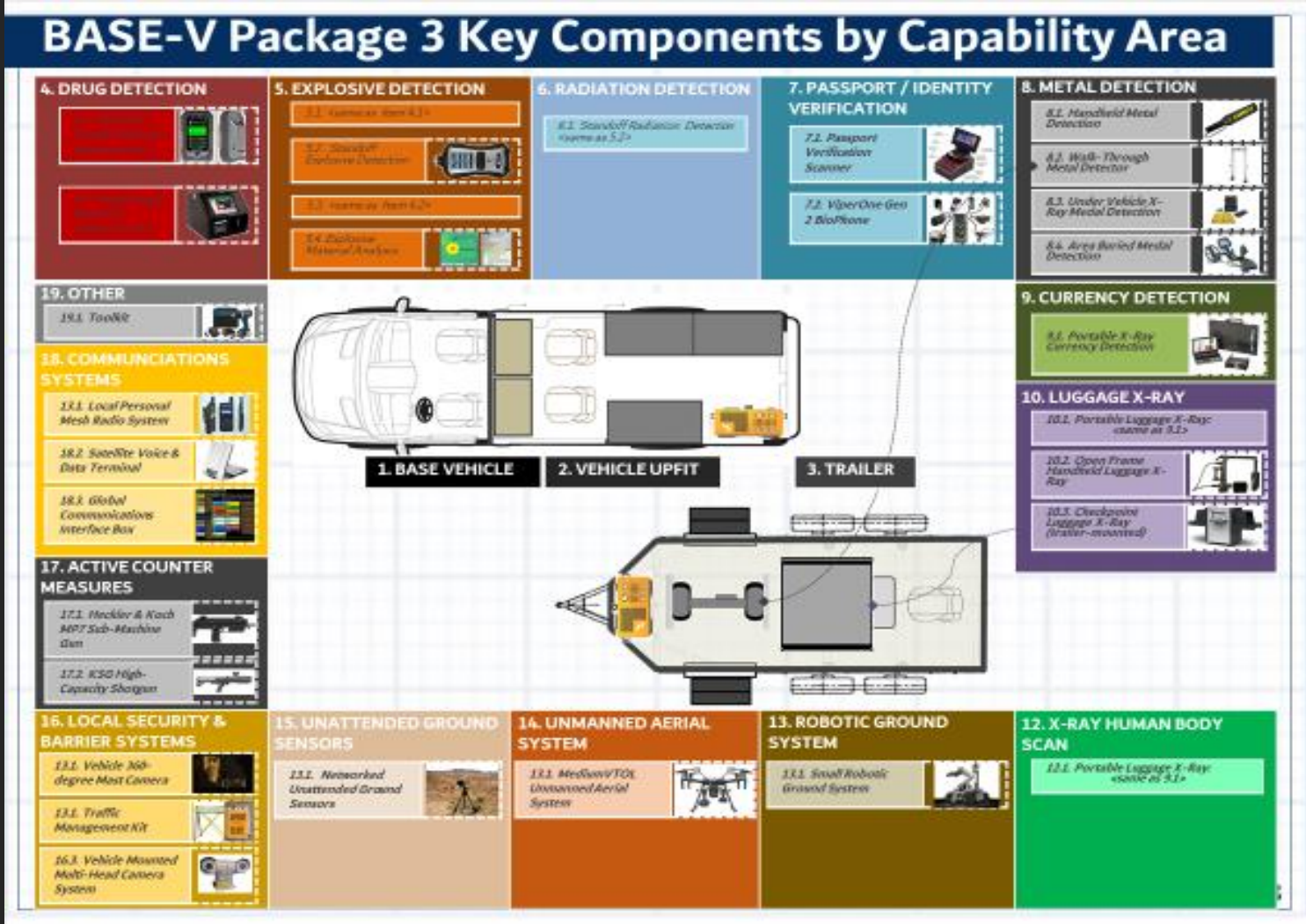


Moore Cabin Virtual Tour ›



Jeff. Smiths Parlor Museum Virtual Tour ›

ZYLTER PROJECT EXAMPLE UAE BORDER SECURITY VEHICLE DESIGN & TECHNOLOGY INTEGRATION



The BASE-V system includes the set of capabilities required to address key operational requirements

	CAPABILITY AREA	VAN 1	VAN 2	VAN 3
CORE CAPABILITIES	DRUG DETECTION	X	X	X
	EXPLOSIVE DETECTION	X	X	X
	VIDEO SCOPE	X	X	
	PASSPORT / IDENTITY DETECTION	X	X	X
	CURRENCY DETECTION	X	X	X
	LUGGAGE X-RAY	X		X
	METAL DETECTION		X	X
	MOBILE / HANDHELD RADIATION DETECTION	X	X	
SUPPORTING CAPABILITIES	X-RAY HUMAN BODY SCAN			X
	ROBOTIC GROUND SYSTEM		X	X
	UNMANNED AERIAL SYSTEM		X	X
	UNATTENDED GROUND SENSORS			X
	LOCAL SECURITY & BARRIER SYSTEMS	X	X	X
	ACTIVE COUNTERMEASURES	X	X	X
	COMMUNICATIONS	X	X	X

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ZYLTAR PROJECT EXAMPLE COMMERCIAL VIRTUAL / AUGMENTED REALITY MARKET DEVELOPMENT

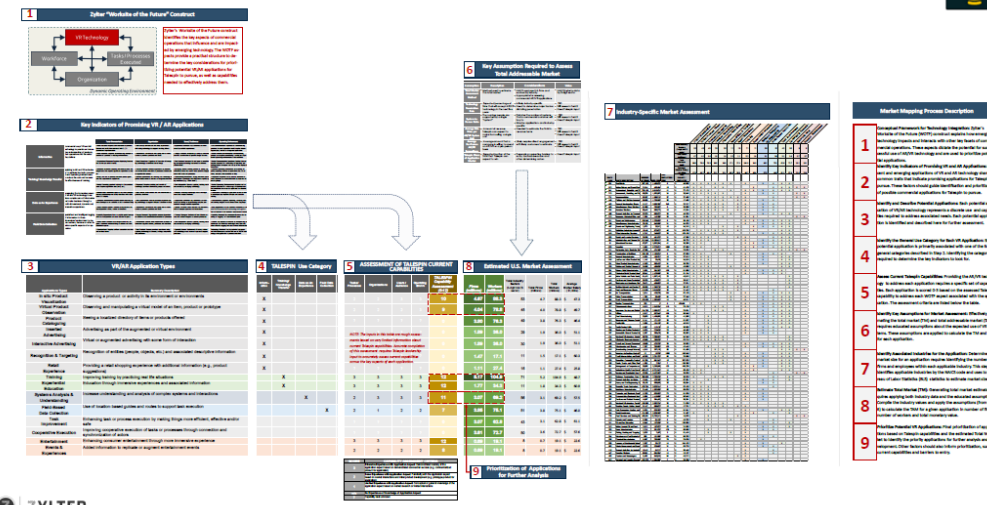
Assessment of Talespin Commercial VR/AR Applications and Markets



**ZYLTAR**
www.zylter.com

17 October 2017

TALESPIN Market Map for Commercial Virtual and Augmented Reality (VR/AR) Applications



1. Key Assumptions Required to Develop Key Differentiation Strategy

2. Key Indicators of Promising VR / AR Applications

3. VR/AR Application Types

4. Market Size Categories

5. Assessment of Market Entry Strategy

6. Estimated U.S. Market Assessment

7. Industry-Specific Market Assessment

8. Market Mapping Process Description

9. Zylter Inc. - 2017

Market Assessment: Task-Focused Application				
	Firms		Workers	
	Min	Max	Min	Max
TOTAL U.S. MARKET (mil)	5.3		108.5	
Technology Penetration Rate (by 2022)	30%	50%	30%	50%
Factor 1: Average Annual Salary	\$ 46,724			
Factor 2: Average Firm Size	20			
Factor 3: Comparative Technologies	Smart phone, tablets, etc.			
Factor 4: Commercial Trends	Significant commercial sensitivity to demonstrable ROI			
TOTAL ADDRESSABLE MARKET (TAM) in Firms & Workers (mil)	1.6	2.6	32.5	54.2
Factor 1: Unit of Sale	A VR- or AR-based program of instruction (POI) for training and assessing training of specific task or defined sequence of tasks			
Factor 2: Per-Unit Cost	\$ 3,000			
Factor 3: Unit-to-User Ratio	1			
Factor 4: Unit-to-Firm Ratio	25			
TOTAL ADDRESSABLE MARKET (TAM) (\$ mil)	\$ 4,767	\$ 7,944	\$ 3,906	\$ 6,510
Talespin Market Share	2%	5%	2%	5%
VALUE OF TALESPIN MARKET SHARE (\$ mil)	\$ 95.3	\$ 397.2	\$ 78.1	\$ 325.4
Overall Min / Average / Max (\$ mil)	\$ 78.1 / \$ 224 / \$ 397			

Task-Focused Applications: Product Requirements

TASK IMPROVEMENT

- Value Added: Intuitively integrated into task to allow improved performance
- Integrated: Seamlessly interface and share information with other resources (IT systems, etc.)

CORE REQUIREMENTS

- Task Fidelity:** Provide cognitive fidelity for key tasks addressed
- Environmental Realism:** Sufficient environmental detail and accuracy to elicit intended level of immersion and effectiveness
- Engaging Content & Format:** Intuitive content to maximize "stickiness" of info
- Performance Assessment:** Provides ability to observe and assess task execution

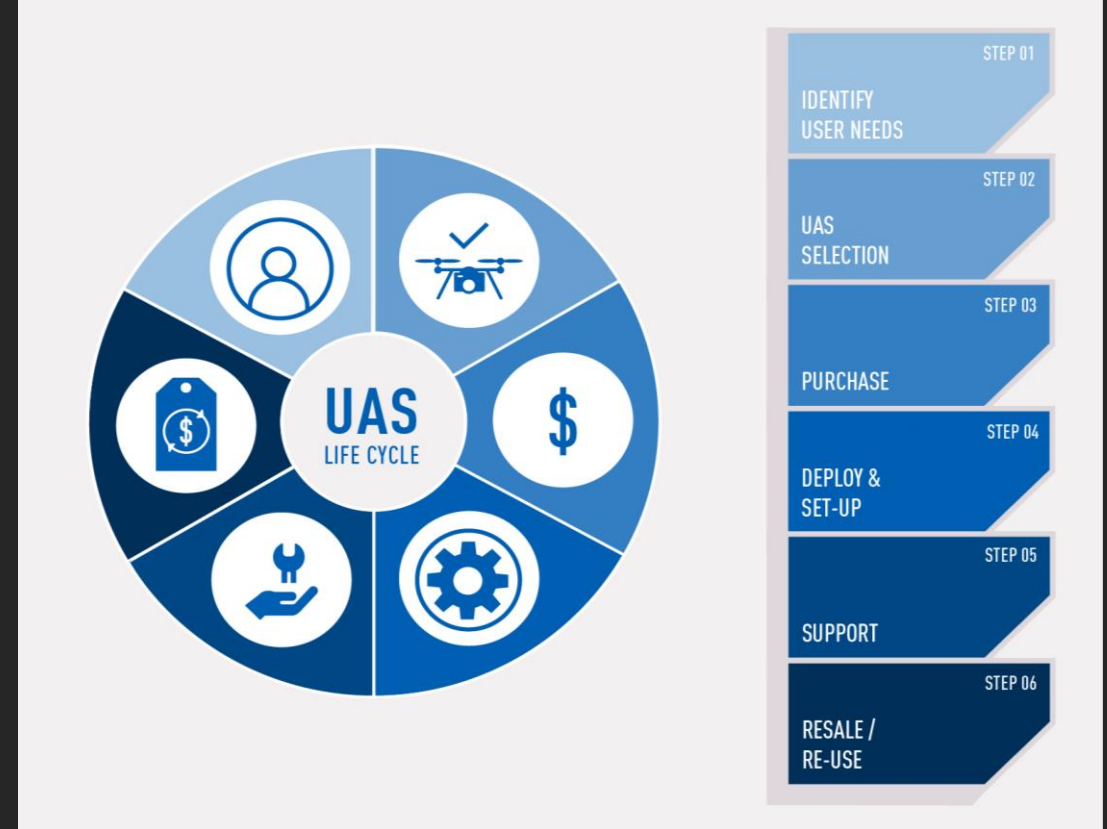
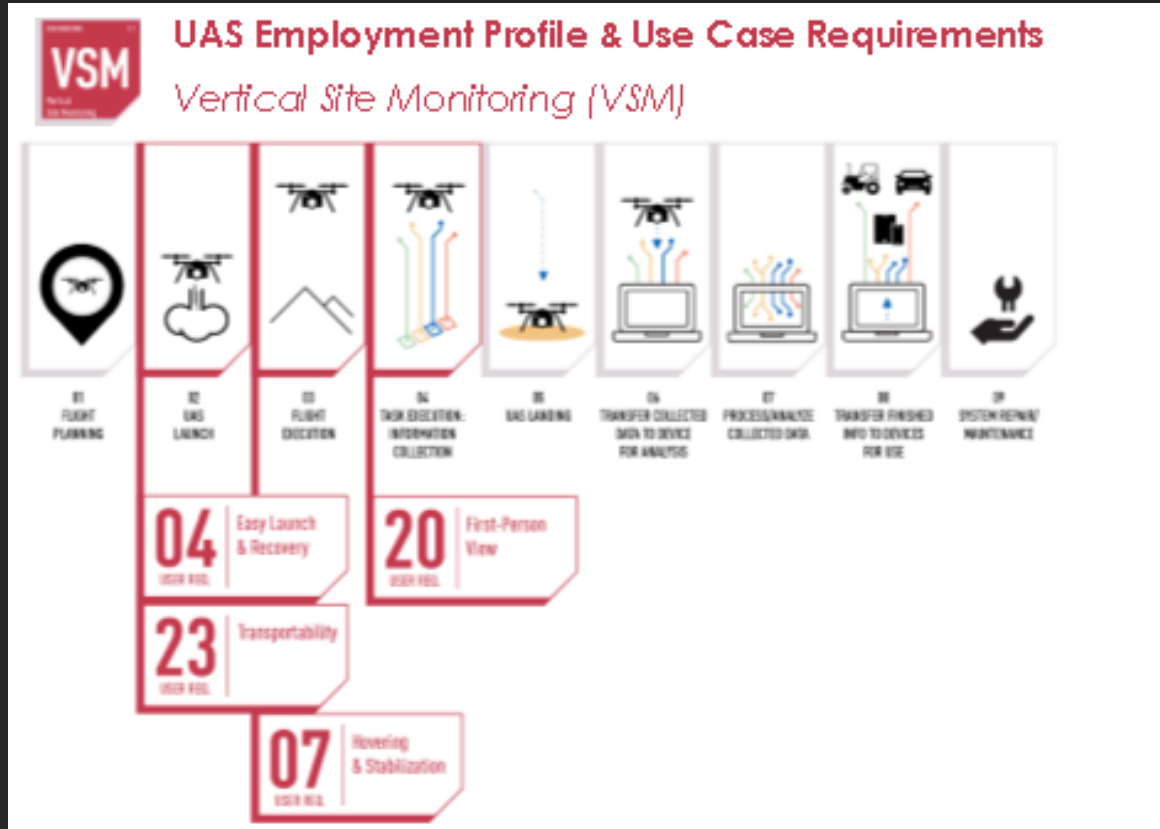
TRAINING

- To succeed the product will need to easily integrate into task actions and with other technologies use in task execution

EDUCATION

- Engaging Content & Format: Intuitive content to maximize "stickiness" of info
- Objective Focus: Content design to ensure accomplishment of specific learning objectives

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



ZYLTHER PROJECT EXAMPLE AUTONOMOUS GROUND VEHICLE MARKET RESEARCH DATABASE

Zylter Autonomous Vehicle Market Research Database

Industry Verticals	Socio-Technical System Areas	Technology Capability Areas	Support Capability Areas	Motivating Factors	System Design Considerations
<ul style="list-style-type: none">▪ Engineering▪ Logistics▪ Energy	<ul style="list-style-type: none">▪ AV technology▪ Tasks▪ Workforce▪ Work structure▪ Operating environment▪ General	<ul style="list-style-type: none">▪ Technology business case▪ Computing / cognition▪ Software▪ Proximity awareness▪ Navigation / positioning▪ Environment▪ Telematics▪ Obstacle avoidance▪ Autonomous operation▪ General	<ul style="list-style-type: none">▪ Communications▪ Infrastructure▪ Maintenance▪ Sustainment▪ Training▪ Fleet management▪ Data analysis / diagnostics▪ General	<ul style="list-style-type: none">▪ Safety▪ Economy▪ Efficiency▪ Productivity▪ Workforce requirements▪ Enviro impacts▪ Speed	<ul style="list-style-type: none">▪ Interoperability▪ System performance▪ Human-machine interaction (teaming)▪ Site development▪ Testing & validation▪ Task selection▪ General

Create. Technology. Zylter.



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