

Virtual Reality As A Service (VRAAS)

Cloud Based Virtual Reality Platform | Data Sheet



Two of the hottest topics in tech today are virtual reality (VR) and cloud computing. VRoom Technology is a platform solution that moves the time consuming and costly post-production workflow associated with VR into a centralized, cloud based suite of VR producer tools. Once uploaded, (VR) broadcasters can easily stream top quality VR/AR immersive experiences to their target customers, leverage a variety of VR business apps for advertising, subscriptions and end-user engagement tools. VRoom's VRAAS platform is engineered to help our clients access and grow their brands along with the VR/AR industry.

Core Value For VR Producers & Businesses

• EASY ENTRY POINT

Fast track VR distribution from a centralized, easy to use, cloud based admin area.

• FASTEST TIME TO MARKET

Sign-up, pick a plan and upload 360 cinematic assets. Start streaming within minutes not days or weeks.

• MAXIMUM REACH

Cloud based encoding optimizes for streaming across the most widely used VR headsets and networks or incorporate into an existing website. Custom mobile app.

• Generate Revenue & ROI

Activate pre-roll and in-app ad displays as well as , subscriptions, advertising, in-app VR ecommerce features.

• FUTURE PROOF

New VR/AR extensions, features and functionality added regularly to admin area. Maximum network and HMD compatibility.



FULL FEATURE SET

CONTENT INTAKE and STORAGE

- HLS / DASH Encoding
- Drag & Drop VR Canvas
- Spatial / 360 Audio
- 360 Video / 360 Objects
- Secure HTTPS
- Easy File Management
- 99.999% Uptime

CONTENT & SUBSCRIPTION MANAGEMENT

- Scalable Plans
- VR Extensions Marketplace
- Advertising / ROI Control
- Branding / Watermark Control
- DRM Control
- Pay Per View Control
- VR Analytics & Reports

USER EXPERIENCE

- O- Auth User Management
- User profiles
- In-App Social Sharing
- Content Rating System
- Search Tools

Platform Engineering Roadmap

12 Months to Extend Core Platform, Web APP and Mobile APP Infrastructure & Functionality

Cloud Based VR/AR Asset Management (Core MVP)

Story: Upload, encode and host on VRoom's secure, scalable cloud based content management system (VRCMS) engineered for VR / Immersive

On-Demand VR/AR Streaming (Core MVP)

Story: CDN and adaptive streaming protocols enable 360° VR playback with fast startup, low latency to a wide range of VR-enabled devices.

DRAG & DROP VR STORYBOARD (Web App MVP)

Story: Easily add interactive hotspots, brand watermarks and custom text that enhance end-user engagement. Allows users to mix 360° video with interactive game elements and 3D objects, enabling a whole new type of VR experience!

VR/AR ANALYTICS (Release MVP)

Story: Core VR user ratings, heatmap, scene explorer via admin dashboard, VR social Sharing

VRoom ROI ENGINE (Release MVP)

Story: Admin opt-in to monetize with display ads, pre-roll and in-app sponsored ads. Future sprints will introduce VR-ecommerce and allow end-users to make in-app purchases and booking / reservations. We're currently seeking restaurant and hotel partners to pilot.

VR/AR EXTENSIONS MARKETPLACE (Release MVP)

Story: Extend functionality and increase engagement with add-ons from a growing library of VR/AR plugins

VRoom MOBILE APP (Core APP MVP)

Story: Migrate from VRoom's current alpha stage mobile VR app solution (V0.02) to public launch (V1.0)

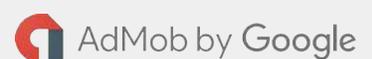
APP BUILDER FEATURE FOR DRAG & DROP VR STORYBOARD (Web APP Release)

Story: Extend functionality of VR StoryBoard. Clients can easily assemble and export custom branded VR mobile app as a standalone app or for distribution via iOS & Google Playstore.

Network Vendors, Partners
and Integrations



Google Cloud Platform



VRoom's Engineering Mission

As the world moves closer to AR and VR, demand for VR/AR related tools that simplify workflow and enable immersive Storytelling will grow. We will meet that demand by developing and deploying cloud based applications that help VR Broadcasters (Producers and Brands) tell their stories in a new way and provide the best possible end-user experience.

"VR is potentially the final computing platform. This is generalizing, but if you have perfect virtual reality, you don't have to perfect much else." ~ Palmer Luckey, Founder Oculus VR

The Industry Standard We'll Set

VR/AR adoption depends on maximum resolution rendering, maximum refresh rate and maximum network transmission speeds. We will lead the global VR/AR hosting and CDN industry and be provider of choice by ...

Providing the fastest and most reliable VR stitching on upload .. Goal is 10x improvement in stitch frames per second (FPS) compared to industry.

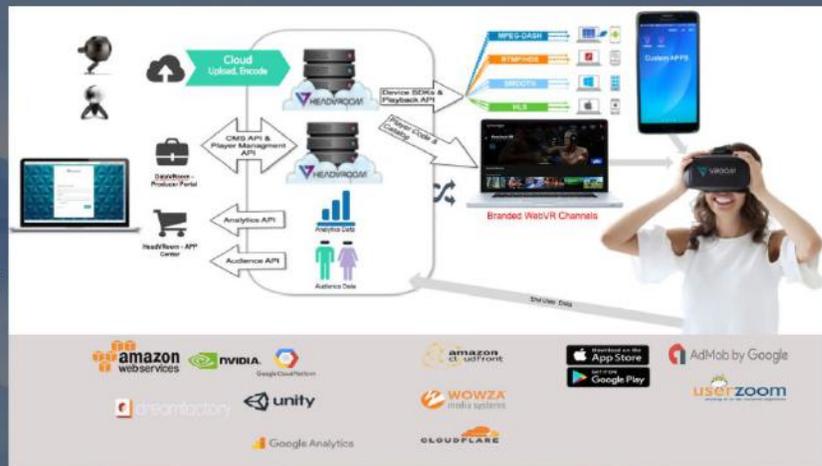
Delivering 100% hands-free encoding on upload with highest quality file rendering and maximum network stream compatibility.

Leverage BOTH GPU AND CPU processing real-time processing speed and maximize the end-user experience

Early Stage Workflow & Network Diagram

We're Not Building Web Apps. We're Building The Canvas for Immersive Content Management and Distribution and Changing The Way Stories Get Told Forever.

Here's How We're Going To Do It!



ABOUT THE TEAM

VRoom's IT team started out as a "one man show" in 2016, however to accomplish our 2017 roadmap, mission and goals, we're now staffing 3 technical team members (Lead Engineer, Back / Front End Developer and Technical PM). Our IT team are full time employees (we don't outsource code!) and will work from our Eastern European office. Chris Berno will head up IT for the remainder of 2017 and we expect to on-board a senior level IT Director by Q1 2018. IT team growth is planned to keep pace with demand. We use a combination of "Lean" and "Agile" best practices and our sole focus is on end-user experience. Our first sprint is to get the VRoom App from MVP to our first 1,000 users.

For more information visit: www.vroomtechnology.com

