



New Advanced Hologram Technology

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Axiom Holographics Holdings
Limited ABN: 88 637 026 281
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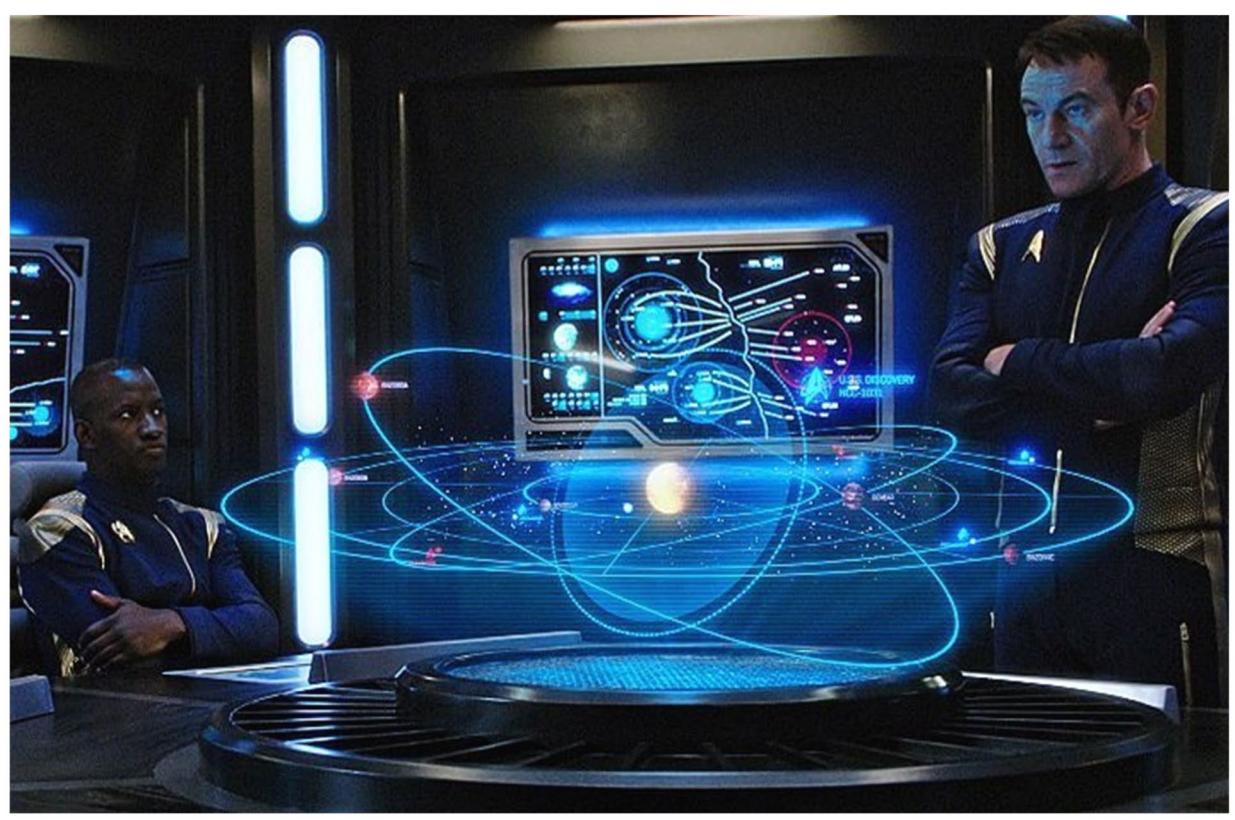


Who are we ?



We Build Hologram Technology for defence.
Australian Air force, Lockheed Martin, US Marines, US Navy
As well as Government departments around the world

What is a Hologram ?



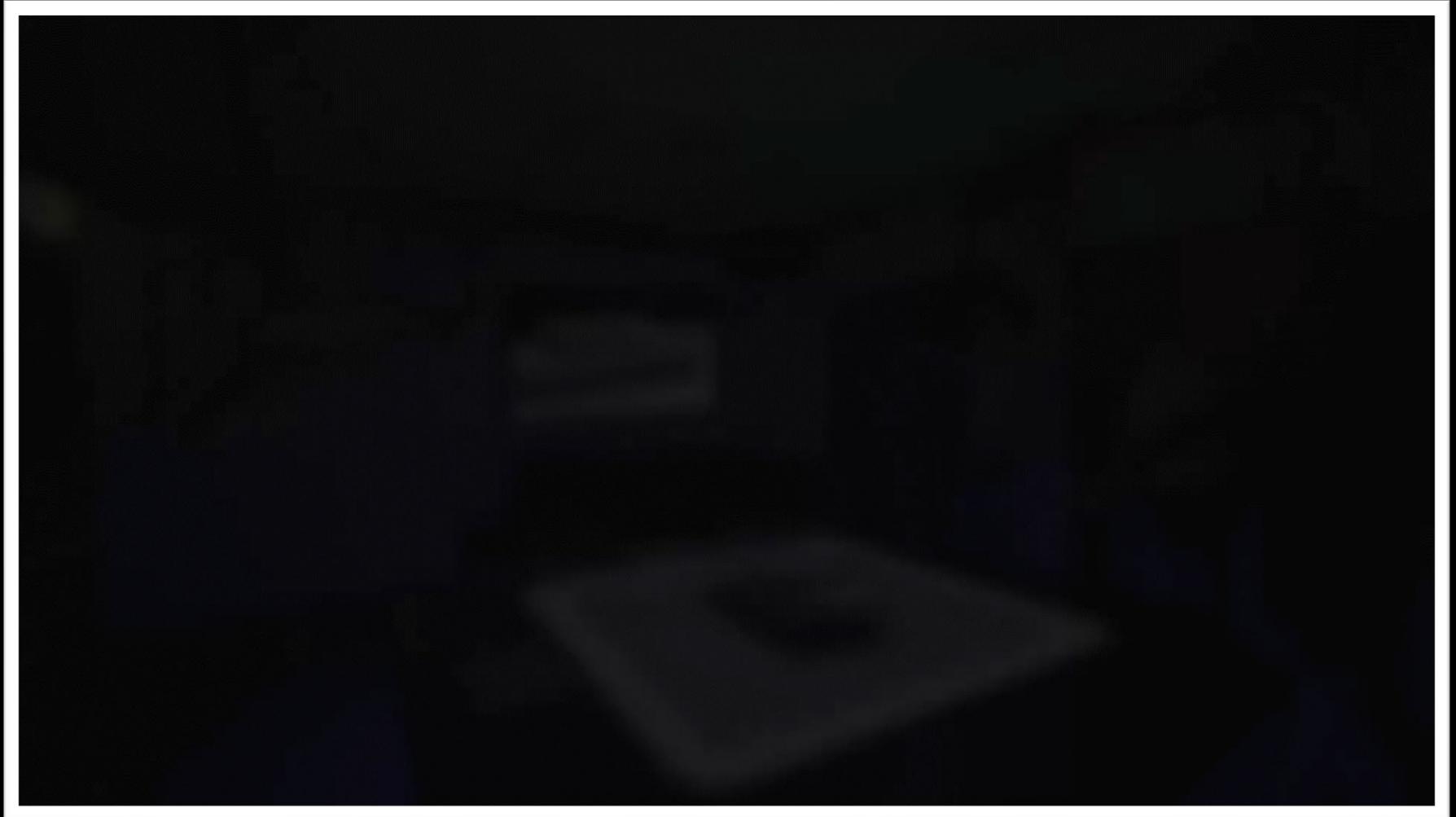
You wear glasses but they are not Virtual Reality.

Virtual reality is when you wear screens over your eyes

What Do We Make?



- Hologram Tables
(Multi-User)
- Hologram Walls
- Hologram Rooms
- Hologram Arcade
Machines
- Hologram
Entertainment
Centres
- Immersive Tours
(Real World
Places)





Giant Hologram Tunnels



Real Depth



The walls don't look like flat pictures
Instead they project real depth, so you feel like you are in an open environment that is hundreds of kilometres big.

Coming out of the wall 2.5 m

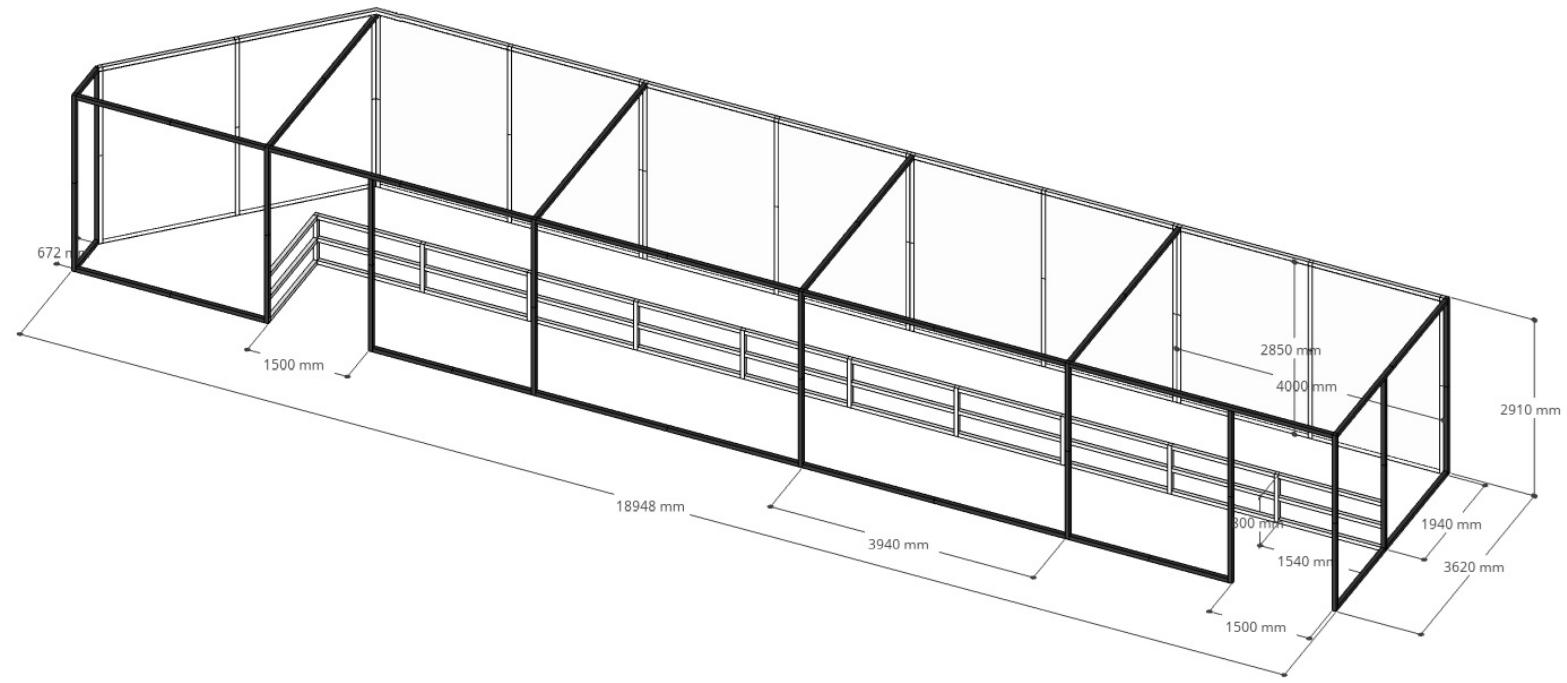


Holograms look
like real objects
(a little bit like ghosts)

they float in
the air of the
tunnel

People try to
touch them but
their hand
goes straight
through

20 Meter Long Tunnel

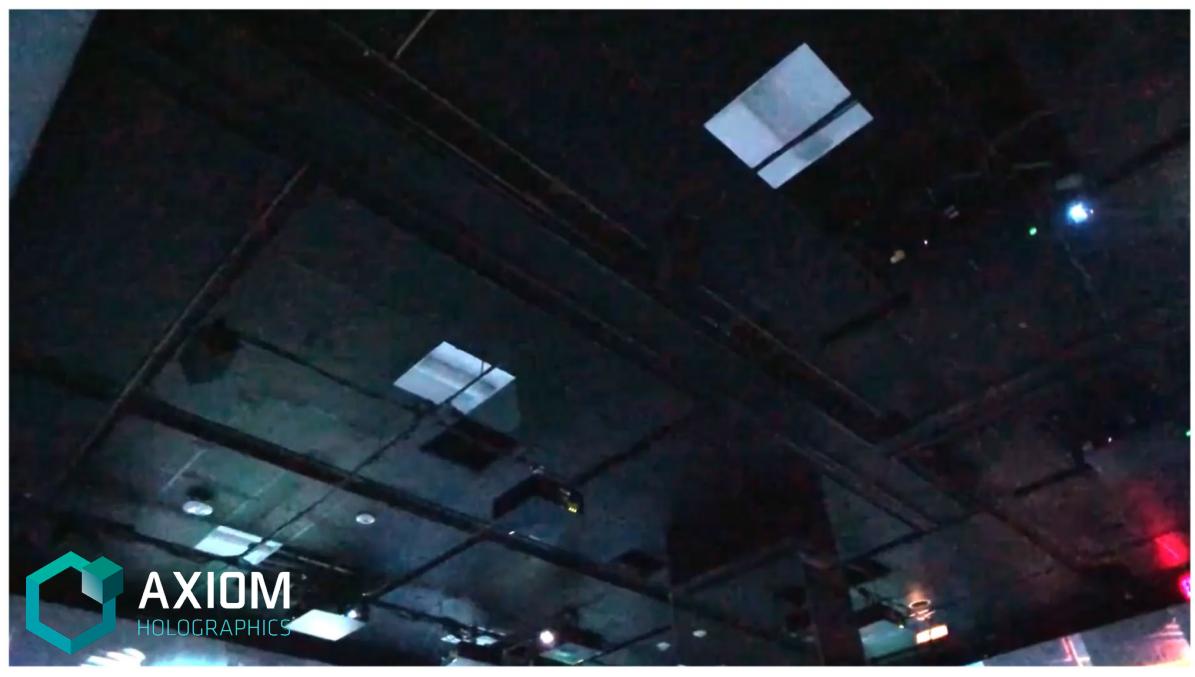


Multiple Decorated Panels



Comparison to The Top 3 Immersive Experiences in the World

National Geographic



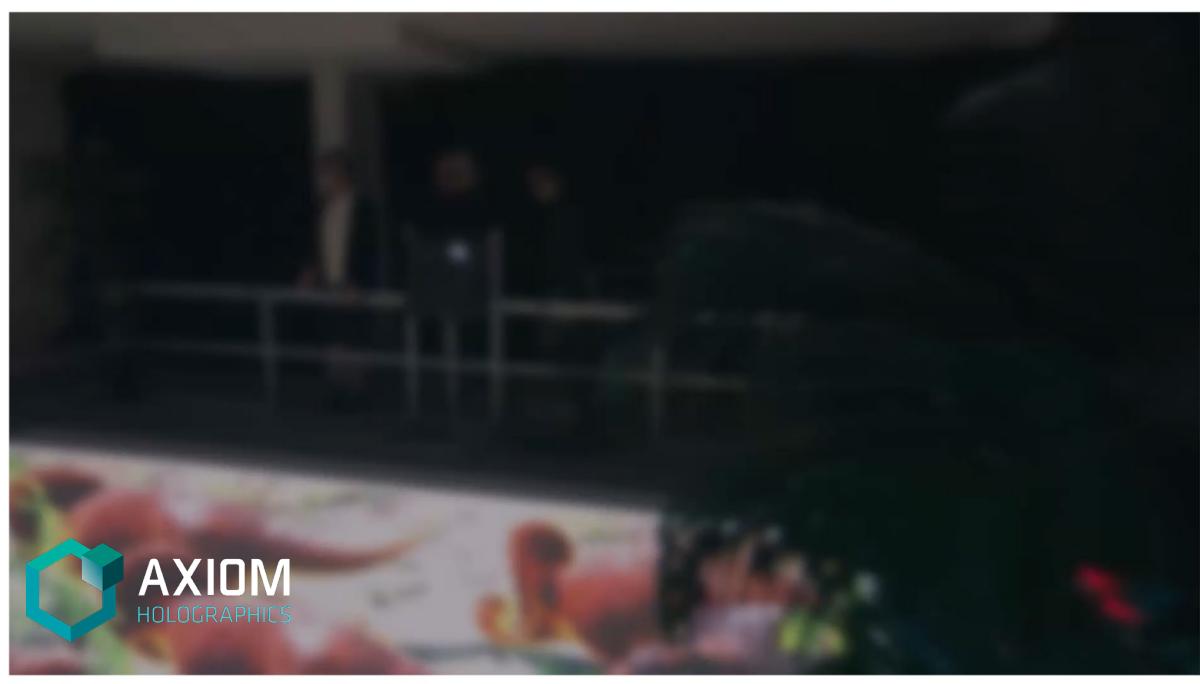
National Geographic “beyond king tut” immersive experience
two large rooms with flat 2D projectors on walls.
\$20 usd

Van Gogh Alive



Van Gogh alive Immersive experience
flat 2D projectors on walls.
\$32 usd

Team Lab Borderless : Japan



Multiple rooms with flat 2D projectors
Some projectors on rocks and other large items
No Holograms at all

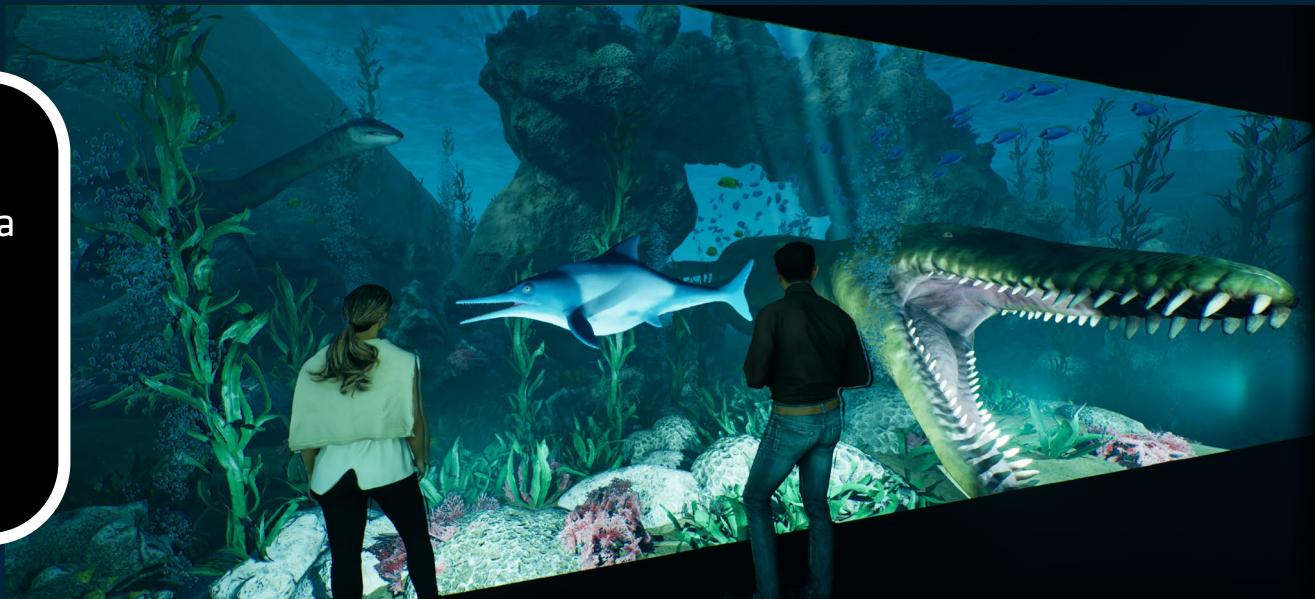
Content

Description of Tunnel Attractions



► Prehistoric Aquarium.

Walk through a long tunnel where the windows display a giant hologram aquarium. This uses hologram technology to project giant swimming dinosaurs that come off the walls into the room with you. At the end a Kronosaurus will come through the wall and pause so you can see his enormous size.



► Apatosaurus Nesting Ground

Walk through a 20-meter tunnel with 3D holographic depth windows that show a brontosaurus nesting ground all around you. A mother puts her head 3 meters through the window into the room, and at the end you can watch a baby dinosaur hatch from an egg. The holograms of these dinosaurs are large - some are over 15 meters long.

Description of Tunnel Attractions



Pterodactyl Canyon

Walk along a cliff over a canyon. Pterodactyls fly all around you and some fly right over the top of you. You look out over a beautiful environments of mountains and rivers.

In the end you fall down a waterfall.



Prehistoric Forest

Walk through a holographic prehistoric forest. Hologram branches made of light stick out from the walls while giant dragon flies buzz around you. At the end a giant millipede crawls down a tree then into the room.

Description of Tunnel Attractions



T-Rex

The T-Rex family is having a normal day, down by the river. Walk along a wall of windows looking out into their world.

At the end the mother T-Rex realises you are there and comes through the wall into our world as a hologram that wants to eat you.

Hologram Zoo



We have two lines of content : Museum content (2 per year)
Hologram zoo content of animals and nature around the world (4 per year)

Polar Ice

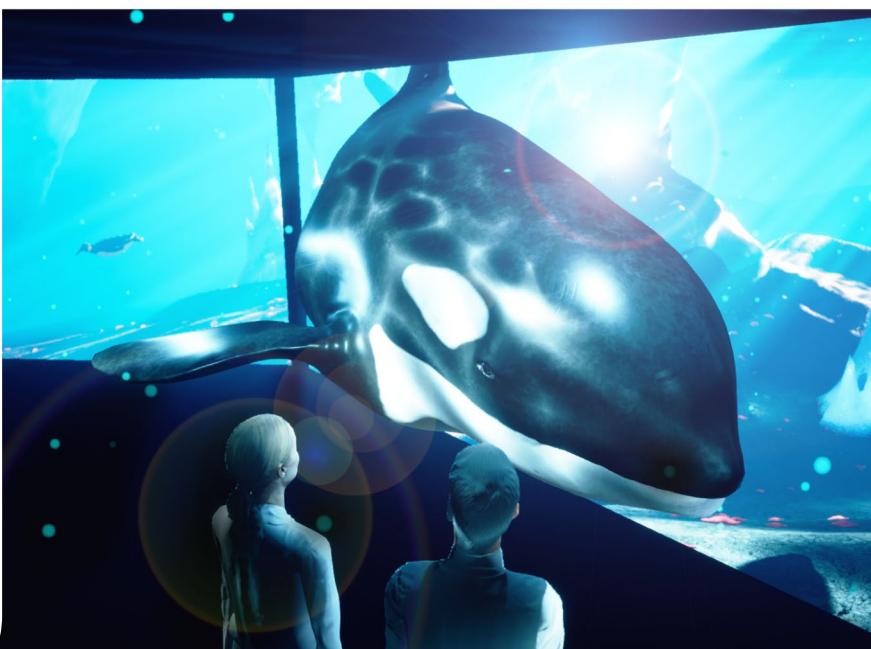
Frozen coast
with Penguins

Under the ice
with seals

Aurora at night

Polar bear cave

Artic ocean with
giant whale



The Experience



You and your family receives a card.

Line up (wait is around 4 minutes, as allow 3 groups per tunnel at a time)

The screen at the front has a count down then says “Next group can now go in”
your journey through the tunnel will take 1minute and 50 seconds.

At the end you exit and re-join the line of people.

You and your group repeat this procedure 5 times.

Each time you go through the tunnel you see a different environment

The Card tells the computer which one to run next for your group

The fifth one will be marked as “this is your last journey”

Through Put



The average group size is 3 people (generally 2 to 5 people)

School children can do group sizes of up to 10 people.

The revenue share model does not count individual people, instead, it assumes there will be an average of 3 people per group.

Each journey through the tunnel takes 1 minute and 50 seconds, with 10 seconds to swap to the next group.

Only one group goes through the tunnel at a time. It does not stream people through consistently.

The actual time the group is in the tunnel is 10 minutes

However, including the walking back and waiting time the activity will take 30minutes. (2 minutes * 5 journeys)

Sessions Per Tunnel.

A single tunnel will do 6 groups in an hour as each group uses 10 minutes of tunnel time.

This means a tunnel can do 18 people in an hour on average.

It is not intended that a venue would have only 1 tunnel, generally, for good “throughput” a venue would have 3 or more tunnels.

3 tunnels will do around 54 people in an hour.

If a venue has 5 tunnels, then each one is set to one of the environments exclusively.

5 tunnels will do around 90-100 people per hour,

Financial Modelling



The following model uses these inputs:

Non school days per year 175
school days per year 190
3 people per group on average.

At a price of \$10

you would make \$180 per tunnel per hour

Maximum Capacity:

12 Hours per non school day at %100 = \$378,000
12 Hours per school day at %100 = \$410,400
(at \$10 per ticket = \$788,400)
(at \$15 per ticket = \$1,182,600)
(at \$20 per ticket = \$1,576,800)

High

12 Hours per non school day at %80 = \$302,400
12 Hours per school day at %25 = \$102,600
(at \$10 per ticket = \$405,000)
(at \$15 per ticket = \$607,500)
(at \$20 per ticket = \$810,000)

Medium

10 Hours per non school day at %60 = \$189,000
10 Hours per school day at %8 = \$27,360
(at \$10 per ticket = \$216,360)
(at \$15 per ticket = \$324,540)
(at \$20 per ticket = \$432,720)

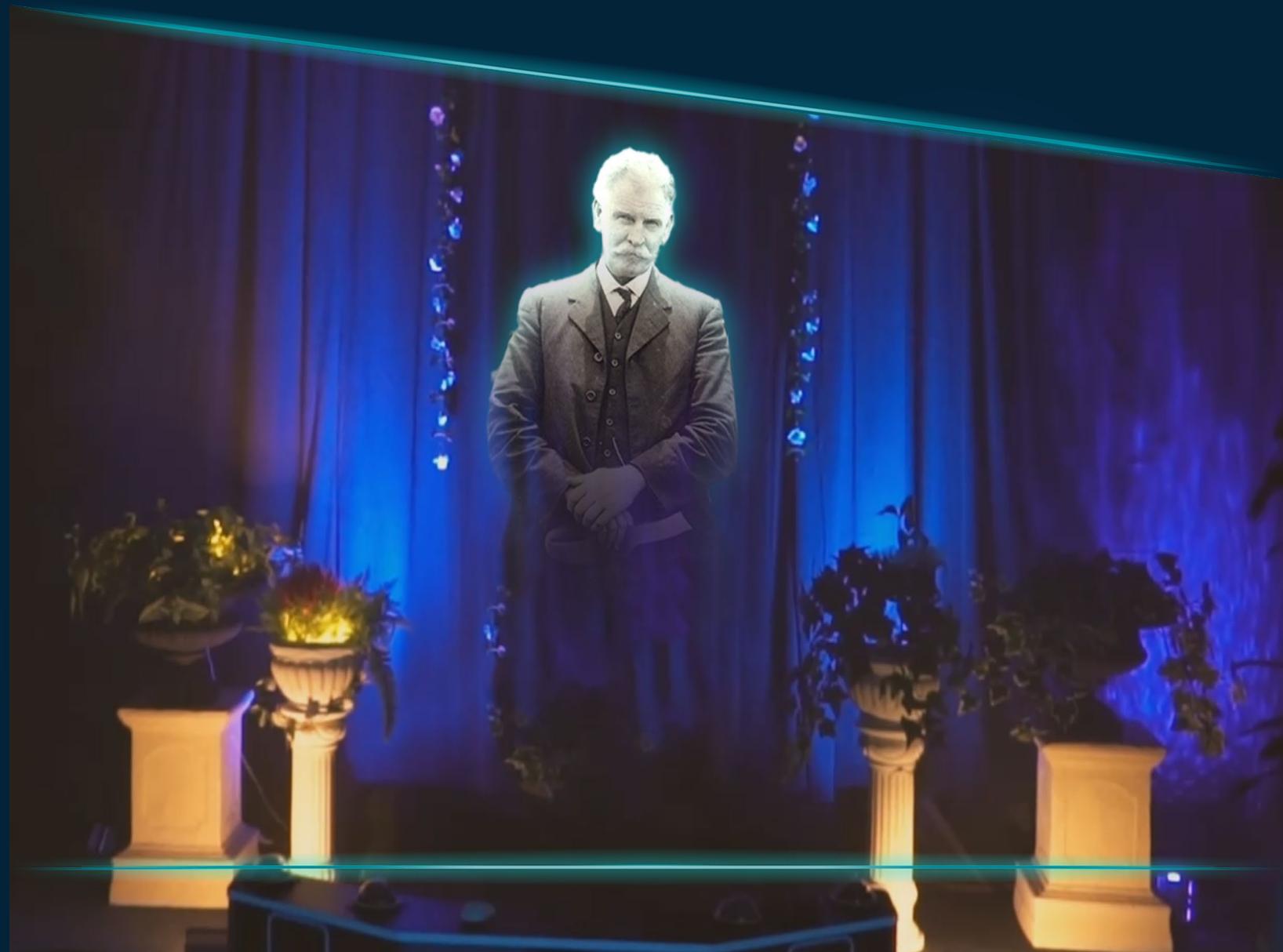
Very Low

10 Hours per non school day at %40 = \$126,000
10 Hours per school day at %2 = \$6,840
(at \$10 per ticket = \$132,840)
(at \$15 per ticket = \$198,810)
(at \$20 per ticket = \$165,680)

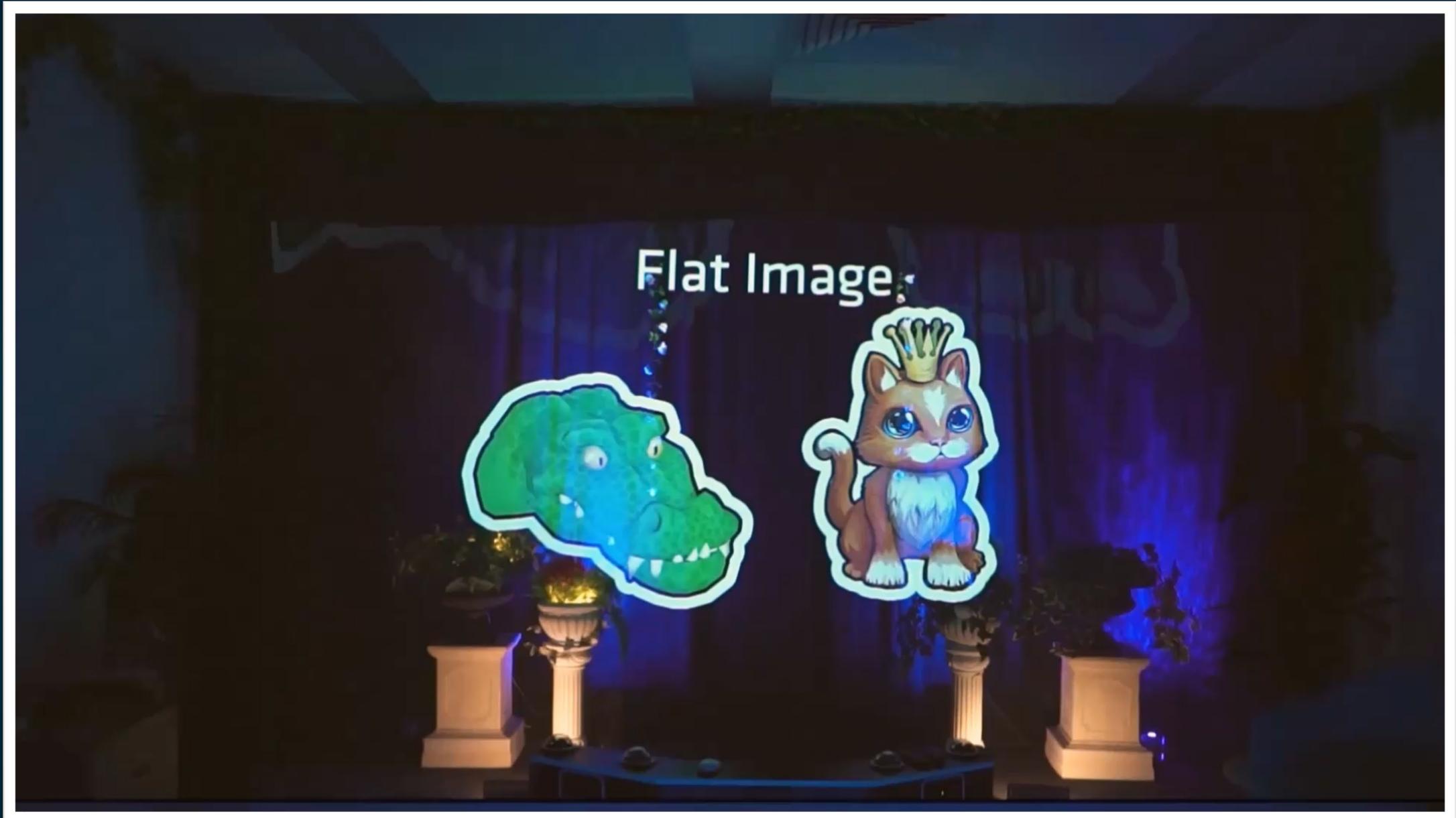
Accompanying Stage Holograms

Tunnels can be accompanied by “stage Holograms”.

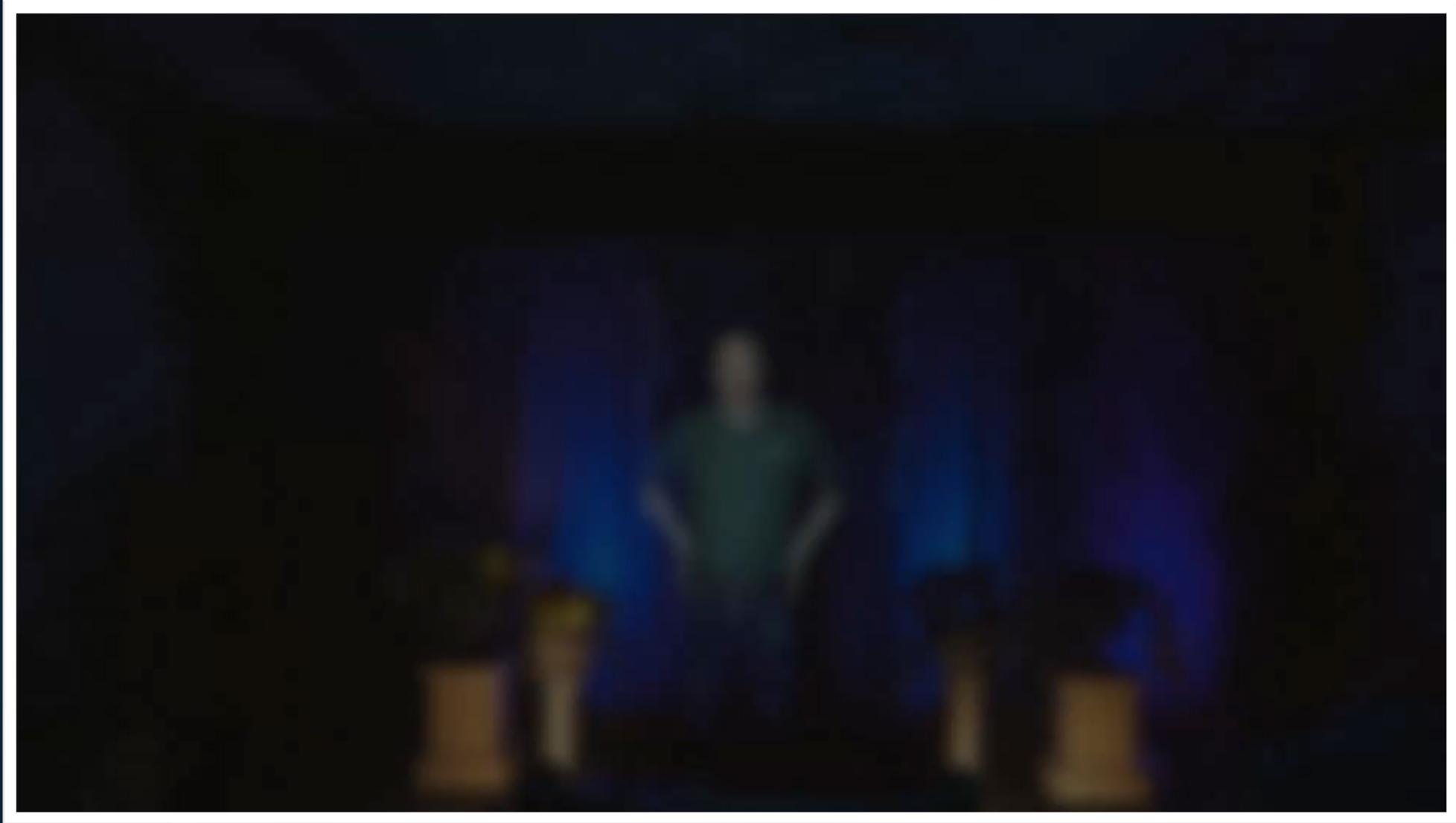
These consist of a small theatre where a hologram person speaks about the dinosaurs or other things you will see today. (usually 10 minutes). It is a good “filler” to help customers feel they got their moneys worth



Stage Hologram 3d Objects



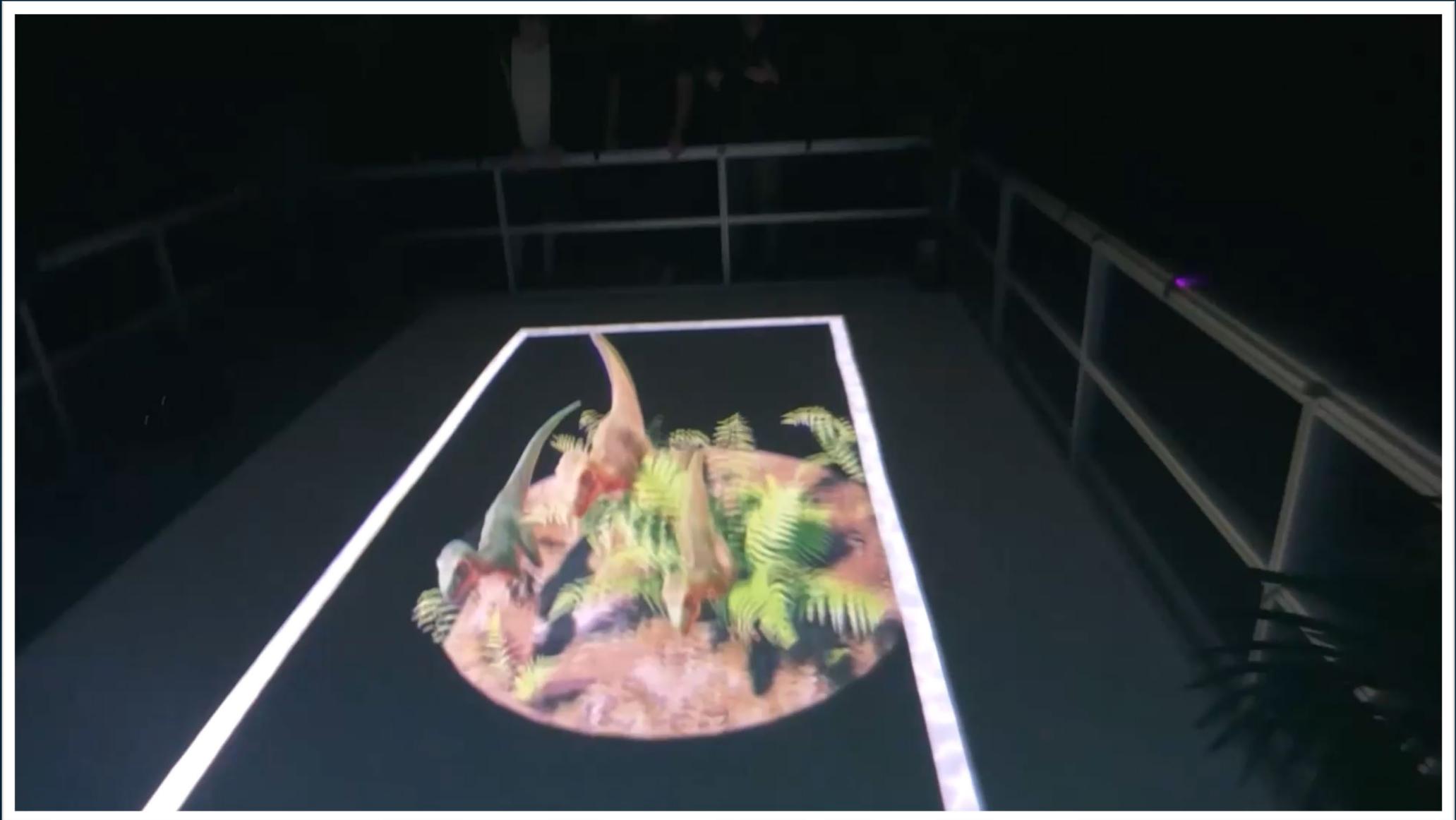
Stage Hologram People



Full Hologram Exhibition



Hologram Enclosures



Who are we ?



Some of Our Customers

Our Present Customers Include:

US Navy,
Lockheed Martin,
Royal Australian Air Force (RAAF),
Hong Kong International Airport,
Qatar Military,
Indonesia telecommunications,
Queensland Department of Main Roads (TMR),
Bentley,
Saudi Aramco,
AIRBUS,
numerous universities,
4 Seasons Hotel,
Indian Government,
and many others.



Our Shareholders

NOTE: Logos shown are of the organizations that performed Due Diligence – in some cases, private investments were made by people employed by these organizations as shown



Strategic Investment

The large camera and laser scanner brand



The Board of “Morgan’s” (Australia’s largest financial advisory firm) have also invested privately



David Merson and Scott McTaggart

The former heads of Mincom, previously Australia’s Largest Technology company



Uni Innovation

Representing a number of Chinese and Canadian investment funds



SoftBank

Joe Ye

Softbank itself has not invested. Joe Ye, Advisor to Masa San (Head of Softbank) has invested privately.



Sheik Salem of Oman

Head of MOG Group, a multibillion dollar conglomerate in the Middle East

Management



Bruce Dell
CEO, Inventor / Founder /
Award-Winning Public Speaker

Our CEO is Bruce Dell, who is considered to be one of the world's top inventors. He came second in China's largest tech competition in 2019, and the mayor of Silicon Valley gave him the Yosemite award for best technology in 2019. Bruce was a keynote speaker alongside Steve Wozniak at the Australian Government Technology Convention.



David Merson
Chairman

David was the former CEO and founder of "MINCOM" (formerly Australia's largest technology company). Mincom had 1,300 employees and an ARR of \$200 million. David helps with business strategy and legal.



Matti Kattilakoski
Head of EU & US Expansion
Fmr. Head of NOKIA Digital US

Matti was the former head of Nokia Digital US. Nokia Digital US did very well for 15 years under Matti's leadership. Matti has now joined Axiom Holographics to look after strategy in global expansion.

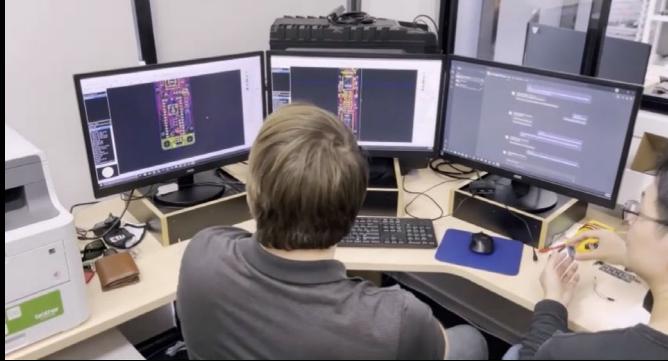


Meet Our Team



Around 50 people.

Produced in our own Factory



We design and invent the microchips, and casings for our holographic technologies.



The production and manufacturing takes place in our factory in Australia.



Each product is reviewed by our world-class quality assurance team.

- We have a factory in Australia where we manufacture all our hologram hardware
- Larger outer shells of the devices are manufactured in local markets overseas to save costs

Four Seasons Resort Maldives





AXIOM
HOLOGRAPHICS

Prime minister Modi Unveils India's Largest Airport





AXIOM
HOLOGRAPHICS

Western Australia Nasa Mars Rover Project

Euclidean Holographics' Hologram Table at Curtin University.



todaytonight





AXIOM
HOLOGRAPHICS

High Court of Australia





AXIOM
HOLOGRAPHICS

Daintree Rain Forest Discovery Centre





Museum Exhibitions

Awards



**2nd In Chinas Largest
Technology
Competition in 2019**

Awards



**Winner of Yosemite
Award for Best
Technology in Silicon
Valley 2019.**

**Presented by the
Mayor of Silicon Valley
(Santa Clara)**



OUR CHAIN OF HOLOGRAM CENTRES

- Gold coast
- Westfield Brisbane
- Oman
- Bangalore Airport
- Finland

HOLOVERSE





Hologram Arcade Machines



A NEW APPROACH TO ARCADE GAMING

Traditional arcade machines have flat screens, but this is a new technology that uses lasers to project holograms into the air.

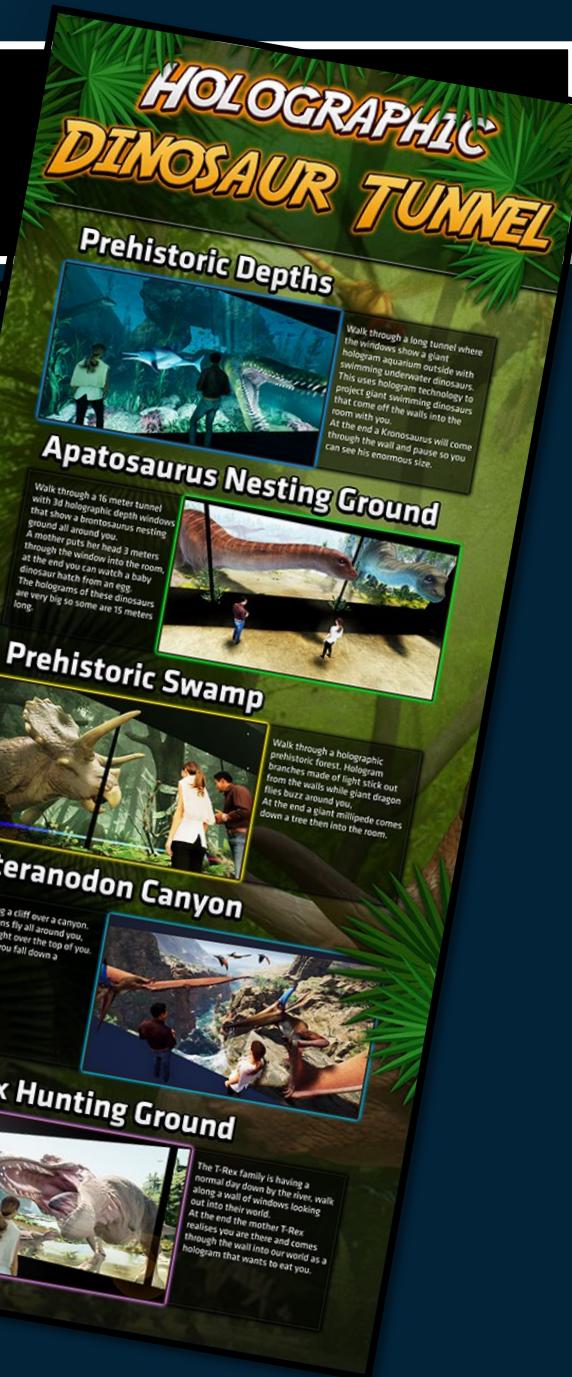
Imagine the delight of children when they play a game where the animals are giant holograms that are as big as them.

Advertising

We can supply ready-made marketing collateral to help attract customers to your installation.

This collateral includes include large posters, as well as images for the internet and social media posts.

All collateral is supplied to you at very high resolution, suitable for printing large banners.



Decoration



Holograms require darkness, so we do not recommend having a hologram displayed outside your venue to attract guests.

From a business perspective getting people to attend your Holographic attraction is often more difficult than delivering the attraction itself. For this reason it is important to decorate your venue in a highly visible and eye-catching manner if you are in a commercial setting.

The picture on the right shows one of our Hologram Entertainment venues. The décor consists of large vines and high quality fiberglass dinosaurs which we can supply.

The dinosaur statues were made by our partner company NatureWorks. There is a common problem today where other organisations order statues from overseas and when they eventually arrive, they are of poor quality. These imported statues break easily, the paint fades, or the item doesn't match the picture.

NatureWorks is an Australian-based company that produces strong, high quality fiberglass statues at reasonable prices. For custom decorations or branded decorations, Axiom recommends you talk with NatureWorks about your external and extra internal decoration. They deliver excellent quality work at very competitive prices.



More NatureWorks Products



NatureWorks produce a large variety of fiberglass statues. They also craft custom-built creations for organisations around the world.

www.natureworks.com.au



Take-Home Gift



It is a good idea to give your guests a small gift at the end of the attraction. This helps in encouraging them to speak about the event to others, particularly with children.

"ProjectoGrams" are a new low level technology patented by Axiom Holographics. The guest receives cardboard 3D glasses and a printed piece of card board that they fold in to a small open box. Our printing system uses advanced mathematics so the Box appears to project an animal that seems to be solid 3D which floats in the air. The effect is quite surprising and children think of it as being their own personal Hologram.

"Projectograms" are inexpensive, but will add significantly to the happiness of your customers.

Speak to us about supplying you with "Projectograms" in bulk, specifically branded to match your corporate design.

