

STARAMBA – PRESENTATION @ Herbstkonferenz 2018



„Virtual Reality...I really believe it's going to be the superdrug of the future.“

- Steven Spielberg, Hollywood-Regisseur

THEME TODAY



“Virtual reality could be the next big Social Platform and connect more than a billion people”

- Mark Zuckerberg



„People are the most interesting thing in the world to other people. Unfortunately, we're also highly sensitive to the nuances of other people, so enabling virtual humans is one Of the hardest parts of VR.“

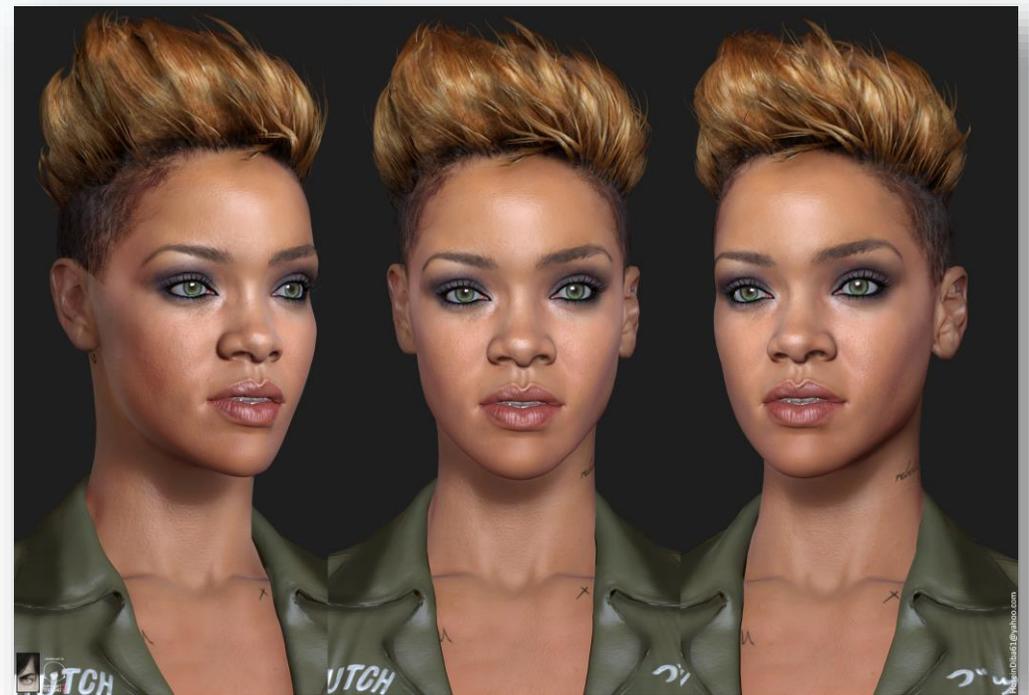
- Michael Abrash, Oculus Chief Scientist

PHOTOREALISM in VR: Avatars

Facebook Spaces: Avatars



STARAMBA.spaces: Avatars

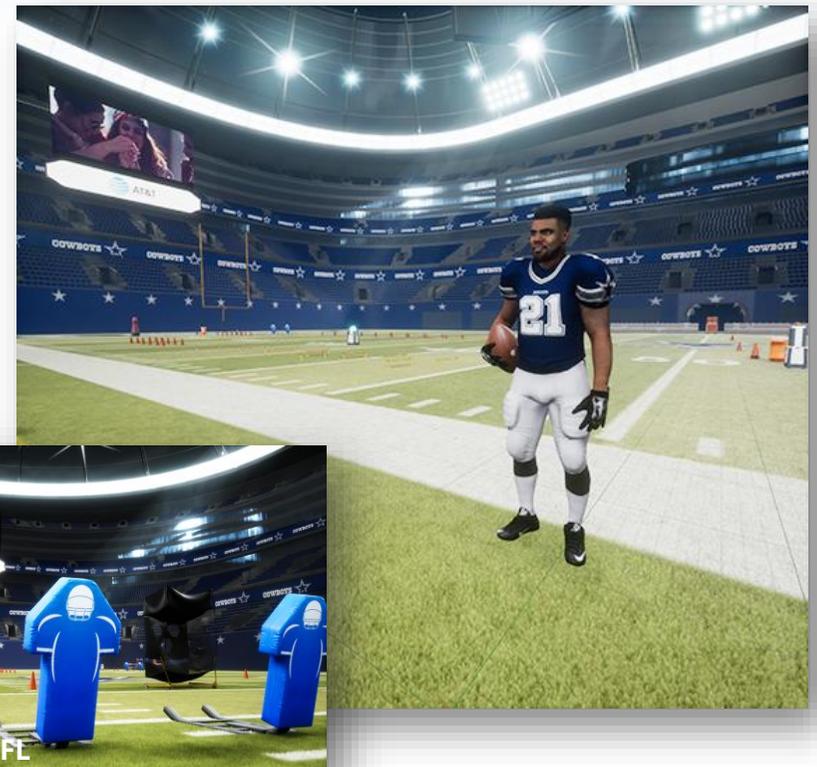


COMPARISON Oculus and STARAMBA

Draft of Oculus Rooms



STARAMBA.spaces



PRODUCT PORTFOLIO - 3D SCANNING



PES 2018 Usain Bolt Reveal Trailer

Usain Bolt
as a digital model & inside the 3D-INSTAGRAPH®

PRODUCT PORTFOLIO - 3D SCANNING



3D INSTAGRAPH
SCAN SYSTEMS MADE BY STARAMBA

Fast 3D-scans without operator and without post processing



HIGHLIGHTS

Web Preview

As soon as you have been scanned, the 3D INSTAGRAPH®'s **cloud rendering engine** automatically generates your high-res **3D model** and sends it to your **smartphone or computer**

Scanning Assistant

The new 3D INSTAGRAPH® is a self-operating system that enables you to create professional 3D scans just by using the **built-in touch panels**

Cloud Platform

The Staramba Cloud Platform is a tool for users, owners and services providers. Users get access to various **services like fitness, fashion and gaming applications** that refer to your 3D model

Motion Detection

The 3D INSTAGRAPH® is equipped with a smart motion detection system. Based on the detected position data, the 3D INSTAGRAPH® gently tells users **how to position inside** the scanning room in order to get the desired scanning result

PRODUCT PORTFOLIO – 3D Database

3D AVATAR DATABASE

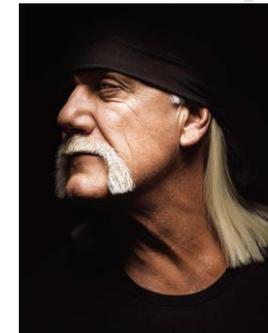
Exclusive **partnerships** with 14 international top clubs, 2 National Soccer teams

Universal Music , Bravado, WWE Stars, National Football League Player Association (NFL PA)

Growing every day from 7,000 today to 10,000 tomorrow...



Soccer



PRODUCT PORTFOLIO – STARAMBA.spaces

STARAMBA.spaces is composed of **different areas** - all represented by single islands arranged around the central meeting point, kind of a market place, the **main Hub**. Areas that will be available for the launch are:

The **main Hub**, departure point for every social VR experience, the **place** where users can **date, chat and meet with friends**

The **star.spaces** available from the beginning

- Bayern München
- Real Madrid
- Paris Hilton
- Hulk Hogan

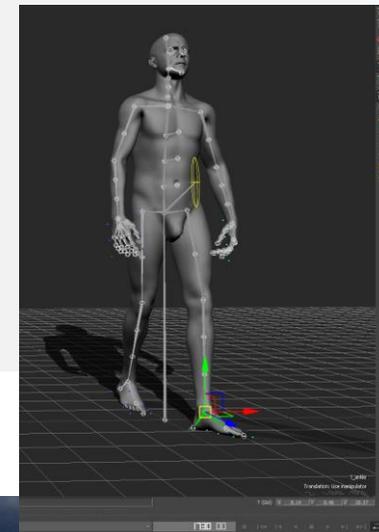
VR Shop



Modular set up offers high flexibility!

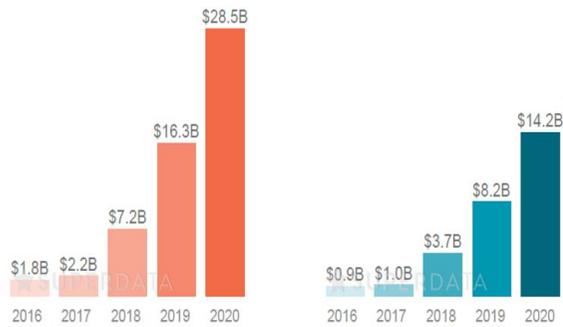
Upcoming areas

- 360° Movie Dome
- Real Estate Office
- Casino Dome / Sportsbar
- Casting Dome



AR and VR – THE MARKET and WHO IS USING IT

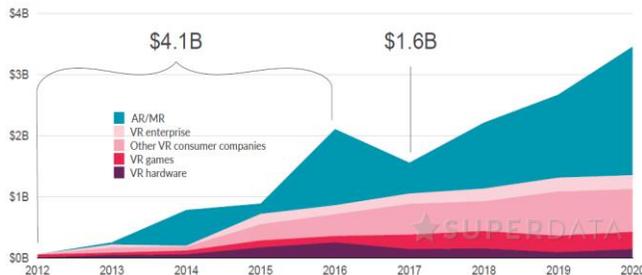
Virtual Reality vs. Augmented Reality



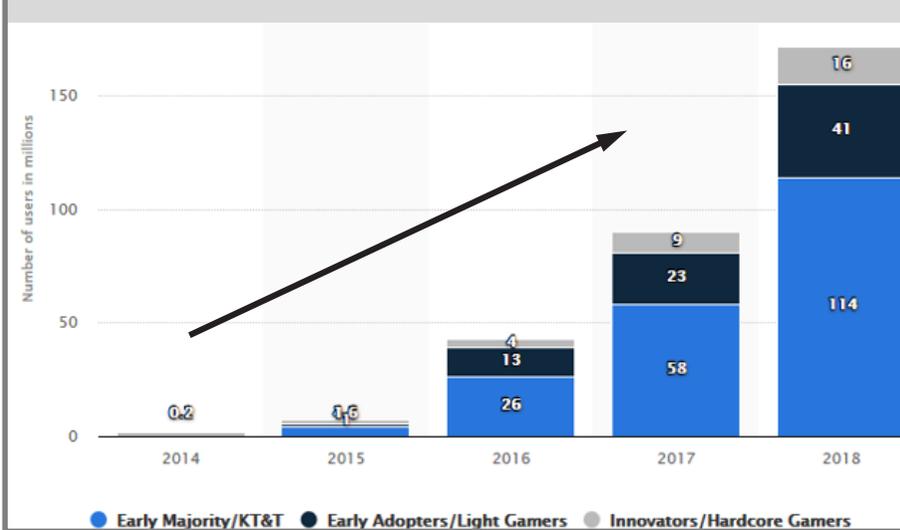
Opportunities in XR, VRX USA December © 2017 SuperData Research Holdings, Inc. All rights reserved.

The VR Market

Investment in VR/AR/MR companies
2012-2020



Number of active virtual reality users worldwide 2014 to 2018 (in million)



Source (Statista, 2017):

<http://bit.ly/2jeoTsI>

The American VR headset owner (18+)

The audience for mobile VR is older, less male dominated, and has a lower average annual income.



Sales forecast Oculus Go in 2018: 1.8 million pieces

*Source: Superdata Reserach 2018

Year	Forecast AR and VR market size worldwide*
2016	\$6,1 billion US
2017	\$11,4 billion US
2020	\$143,3 billion US
2021	\$215 billion US

*Source: Statista, 2017

<http://bit.ly/2hVeZde>

STARAMBA.Token – BLOCKCHAIN SOLUTION for STARAMBA.spaces

Characterization

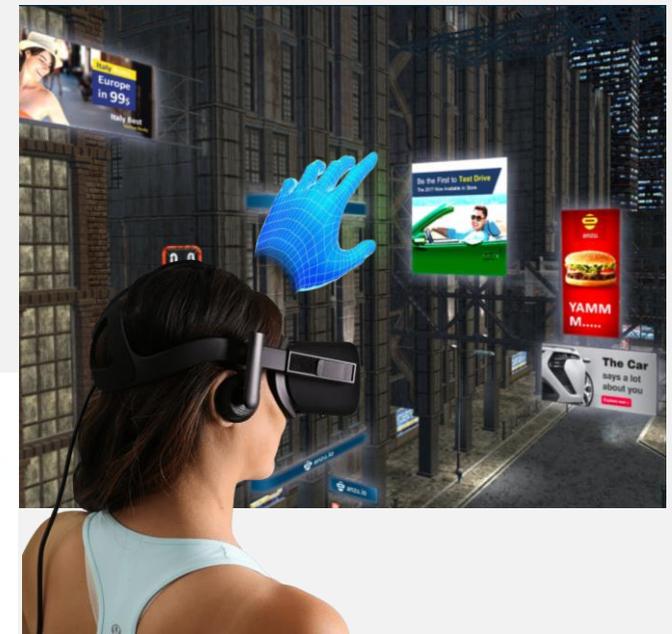
- Revolutionizing license billing worldwide!
- Financing of STARAMBA.spaces
- Securing the customer base through targeted offers and discounts

Scope

- In-app currency of STARAMBA.spaces
- Pricing and settlement based on transaction data
- Settlement of royalties

ITO

- Start of public sale: **20. June 2018**
- Income from ITO will be used for:
 - Increase digital content (more licenses, more products)
 - Increase number of users
 - Accelerate release of STARAMBA.spaces



Staramba

Touch the Future

Staramba TEAM

	<p>Fredi Bobic Chairman of the Advisory Board</p>		<p>Christian Daudert Managing Director, CEO</p>		<p>Marthe Wolbring Member of the Board of Directors</p>
	<p>Marko Rehmer Advisory Board member</p>		<p>Rolf Elgeti Member of the Board of Directors</p>		<p>Prof. Dr. Clemens Skibicki Member of the Board of Directors</p>
	<p>Hasan Salihamidzic Advisory Board member</p>		<p>Marc O. Kneifel Member of the Board of Directors, CTO</p>		

3D-/VR- and Scan-Experts (>90 employees; 23 Countries)



STARAMBA TEAM

MANAGEMENT TEAM

Christian Daudert - Co-Founder and CEO

Experience: 20 years experience in bringing new technologies into the world of sport & entertainment

Rainer Hjort - Acting COO

Experience: 30 years in project and product management, information and communication technology (ICT), software development and operations

Martin Bauernfeind – VP VR (Vice President VR)

Experience: 20 years in 2D/3D production

Marc O. Kneifel – CTO (Chief Technology Officer)

Experience: inventor of the 3D INSTAGRAPH®, 3 years scanner R&D with a team of 10 people

Thomas Richter – Chief Advisor

Experience: 20 years in music and entertainment industry

Board of Directors

Marthe Wolbring

Prof. Dr. Clemens Skibicki

Marc O. Kneifel

Rolf Elgeti

Christian Daudert

Board of Advisors

Chairman of the Advisory Board

Fredi Bobic

Advisory board members

Marko Rehmer

Hasan Salihamidzic

Oliver Neuville

Gerd Bernard



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