

# Next Chapter of Digital Transformation & Spatial Computing

Introducing  
**magic leap**

June 2021



# Powerful, wearable spatial AR computer for enterprise

## Headset

- Lightfield – optical system and component design
- Eyepiece manufacturing
- Perception / computer vision algorithms and sensors
- Calibration (sensors and displays)
- Eye tracking
- Custom silicon
- Spatialized audio



## Controller

- Proprietary tracking technology
- Perception / Computer vision Algorithms and sensors
- Sensor calibration
- User interactions

## Computer

- Mixed reality OS
- Graphic pipeline
- User interface Compute architecture
- Perception / Computer vision Algorithms
- Semi-custom SoC
- Cloud and Magicverse



# Handsfree, wearable spatial AR is changing the landscape of enterprise computing



Virtual reality — Oculus



Consumer handheld augmented reality — Apple



Enterprise wearable augmented reality — Magic Leap



# magic leap

## Vision

Amplify human potential.

## Mission

Deliver enterprise a powerful tool for transformation — an augmented reality platform of great utility and simplicity.





# Magic Leap transforms the way people work

## Collaboration & co-presence

Allows users to genuinely work with their team around the globe as if they were in the same room

## 3D Design & Data visualization

Allows users to review and annotate a variety of both 2D and 3D files, individually, or as a group; record and share for review

## Augmented Workforce

Allows users to leverage remote operators who can “see what you see” and provide dynamic digital work instructions



# Magic Leap is providing a full stack spatial computing platform

Magic Leap + Partners	<b>Services</b>	1st and 3rd party professional services to integrate with the existing enterprise infrastructure and business processes, dedicated enterprise support
	<b>Solutions</b>	Enterprise ready solutions and development ecosystem partners (ISVs)
Magic Leap	<b>Enterprise platform</b>	Tools to enable smooth integration into Enterprise workflow and systems (e.g., Enterprise App Distribution, 3rd party MDM Support)
	<b>AR cloud</b>	Spatial computing platform that enables next-generation AR experiences (Passable World, Digital Twins, Object Recognition, and Cloud Services)
	<b>ML operating system</b>	Lumin OS and Lumin SDK, with 3rd party development capability ( Unity)
	<b>Devices</b>	Magic Leap hardware (multiple SKUs, including a dedicated Enterprise SKU)



# Enterprise solutions

## Enterprise partners enabling solutions on the Magic Leap 1 device today

Our focus in Enterprise centres around partnering with leading solution providers to deliver industry use cases:



[magicleap.com/enterprise](https://magicleap.com/enterprise)  
for a complete list of solutions

## Communication & collaboration

**Communication, Collaboration, and Co-presence** is our foundation giving multi-person and multi-site capabilities, so users can either physically or digitally co-present.

## 3D Design & Data visualization

Our suite of **3D Design & Data Visualization** solutions allow for complex data sets and models to break free of spreadsheets, servers, and screens, to be visualized in their physical environment at scale.

Key Partnerships Include:



## Augmented Workforce

Rich **augmented** graphics enables revolutionary new training methods where employees can learn and perfect tasks virtually in the environments where they will be performed, whilst having the experts on-hand to remotely assist. This accelerates key metrics such as time to productivity and time to resolution.

Key Partnerships Include:



# Enterprise Examples

## Augmented Workforce Maintenance & Training

Guided or self guided training solutions can be used by an operator or trainee to perform routine inspection and maintenance.

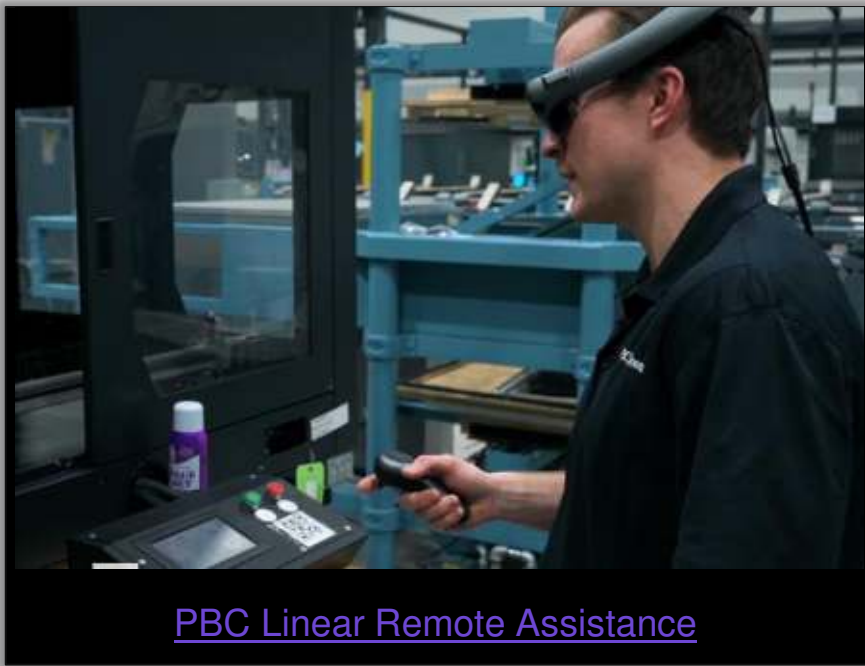
Taqtile’s Manifest app, provides a guided work instruction that can be performed over the real-world landing gear equipment, or the virtual representation of the equipment as shown here.



## Augmented Workforce Remote Expert

Connect with Experts, Communicate, and Collaborate remotely as if you’re in the same room together

Whether in the field or on the factory floor, Taqtile’s Manifest app allows users to turn their room into a three-dimensional co-working space. It enables communication, collaboration, see-what-I-see sharing and co-presence across teams by bringing them together as virtual avatars.



[PBC Linear Remote Assistance](#)



## 3D Design & Data visualization Collaboration & Co-Presence

Present your products, explain your ideas and USPs, play videos, hold white board sessions and bring users into your full sized animated models

Using Arvizio’s Immerse app, you can invite your customers and colleagues into a 3D collaborative session using data in a variety of supported CAD formats whilst you lead the session on your Magic Leap device.



## 3D Design & Data visualization Building Info Modelling (BIM)

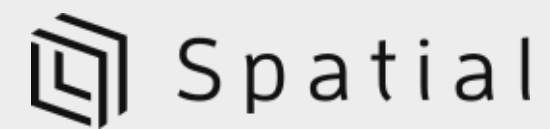
Seeing designs at scale, explore the space with colleagues, suppliers or customers, and highlight issues ahead of construction.

The VIM Magic Leap app is a high-resolution, immersive experience that enables you to explore the project in Tabletop or teleport into a Life-size mode to get a sense of real-world scale.





# Partner quotes



Anand Agarawala,  
CEO



Spatial shares Magic Leap's vision to change how people think and create by transforming the way they interact with information. Our collaboration platform on Magic Leap 1 **unlocks the true potential of human intelligence by visualizing information and connecting people in new ways**



Dirck Schou,  
CEO and Co-Founder



**Spatial computing is rapidly and profoundly changing the way our customers in the industrial segment** think about workforce enablement and knowledge capture. Magic Leap empowers enterprise customers with a platform that offers a **unique and robust tool that does things no other platform can do.**



Ralph Hauwert,  
Vice President, Platforms



Unity's partnership with Magic Leap enables our creators to be **at the forefront of new technologies** and supported all major platforms. We see **spatial computing fundamentally changing the way people work and interact, across industries.**

# A powerful enterprise spatial computing platform





# Customer quotes



Mo Katibeh, Chief Marketing Officer, AT&T Business



AT&T Business has worked with Magic Leap on numerous occasions to demonstrate the power of spatial computing for enterprise. **The combination of spatial computing and fast reliable connections can transform everything** from changing how students learn to worker safety to new immersive entertainment experiences.



Kevin Cardona, Head of Innovation, BNP Paribas Real Estate



This is where our collaboration with Magic Leap comes in. **Their innovative, immersive technology has become essential in our modern world.** It brings the human dimension back into the workplace – while at the same time **providing key tools for collaboration.**



Kenny Wilson, EVP, Jabil Green Point



Accelerating skill development and conducting faster training on a variety of tasks across the shop floor and even across partners and remote sites **drives significant value in settings that require precision, quality and speed.**

# Thank you