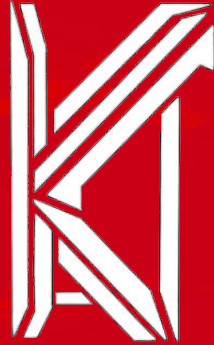


# AKTV Gaming

A console add-on bringing immersive fitness to the gaming industry.  
The uMat and MotionLens



x



# Problem: Inactivity

Physical Inactivity is the newest plague facing our society.

## A Lack of Activity

1/3

**Only 1 in 3** children exercise every day.

1/5

**Only 1 in 5** children meet the guidelines for aerobic activity set by the department of Health.

1/3

**Only 1 in 3** adults receive the recommended amount of physical activity each week.

## Technology Exacerbating the Problem

7 Hrs.

The **average screen time** for children (over 7.5 hours daily) far **exceeds average time of activity** for nearly all children.

4 Hrs.

The average adult spends around **four hours on a screen** of some kind every day.

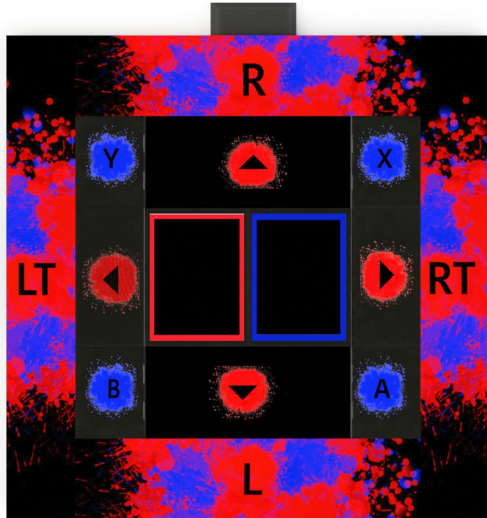
2X

Many professionals predict the aforementioned **numbers could be up to 2x higher** due to COVID-19 pandemic.

# Our Solution

**Our Mission:** To leverage cutting-edge vision systems, sensors, and data analytics to mobilize youth towards active lifestyles.

uMAT



+

MotionLens



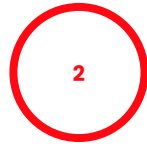
# Marketing Strategy

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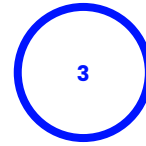
## Licensing and Partnerships Outreach

Establish outreach connections with established gaming companies.



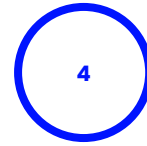
## Develop AKTV Gaming Compatibility

Work with individual companies to build on the AKTV Gaming API in order to ensure compatibility.



## Launch AKTV Gaming Product on the Market

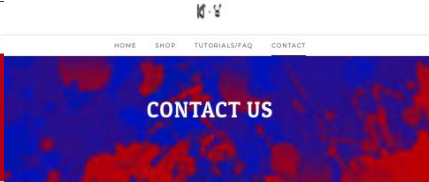
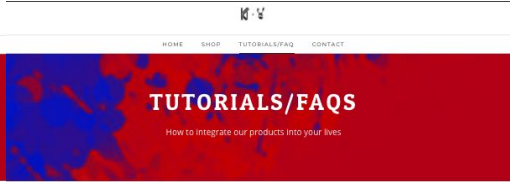
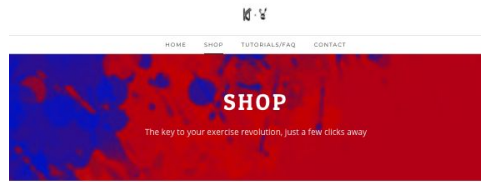
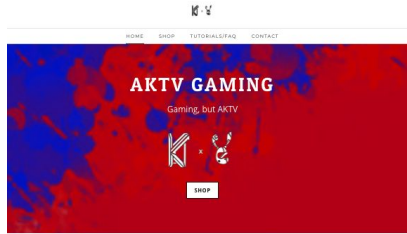
This consists of social media development, website DTC sale, promotional advertisements.



## Ensure Optimal User Experience Overtime

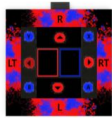
Provide updated game strategies on our website, engage the online community, and expand game partnerships.

# AKTV Gaming Website



## THE UMAT

With 14 unique buttons, compatibility with Xbox, Playstation, Nintendo Switch, and PC, this is the most supported and unique controller in history. Use it for anything you can download, or reprogram it for anything you can imagine. The uMat is your gateway to the gaming revolution.



## THE MOTIOLENS



**YOUR MOVEMENT TRACKED LIKE NEVER BEFORE**

Motion Capture, Live Recording, Self-Hosting, what more could you ask for? Compatible with all Mo-Cap Compatible Listed Games (see FAQ). We take your live videos, host it on your unique MotionLens capture device, send it to our servers to be turned into gameplay commands, then send it right back to your console. Seamlessly and without any latency.

## THE MOTIOLENS

A miniature computer with the capability to host its video feed on itself, design Motion Capture points, and return game inputs. All in milliseconds. The MotionLens is your key to transporting your movements directly into the game like never before.



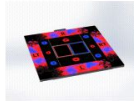
## THE BUNDLE

**A revolutionary gaming experience, bundled for the low price of \$150**  
(Includes both the MotionLens and uMat as well as response USB connectors and Quickstart guide)

The full package for you to play to a brand new way.

The bundle will ship with full compatibility and reprogrammability with Playstation, Xbox, PC, and any platform that can read USB inputs directly.

## THE UMAT



**THE MOST ACCURATE POSITION CONTROLLER, EVER.**




14 regional sensor pads, programmable combinations, and a sturdy design. Use it for exercise games, use it for FPS, use it for anything you want to, with fully programmable buttons and direct input control the choice is yours! Even better our open source platform leaves it up to you to break down the boundaries even further. Your entry to the most accurate in-game position tracking, Ever.

## TUTORIALS



PLEASE VISIT OUR YOUTUBE CHANNEL LINKED ABOVE FOR VIDEO TUTORIALS, OR REFERENCE THE

QUICK-START GUIDE BELOW

 <p><b>AKTV X POLY RABBITICS</b></p> <p><b>uMAT + MotionLens PowerBundle Quickstart Guide</b></p>	 <p><b>uMat</b></p> <p>The uMat will ship with the necessary software to be recognized as a controller out of the box. From there just plug it to your favorite console's USB port, and get ready to game. Make sure to download the AKTV app on your PC or Android device to track your uMat's cables burned and much more. If you have any issues with set-up please make sure to visit our website for links to tutorials and troubleshooting.</p>	 <p><b>MotionLens</b></p> <p>The MotionLens will ship with the capability to host video, do post-processing, and perform all of your motioncapture needs. All you have to do is plug it in to your favorite console's USB port, power it on, verify it's function to game and start enjoying. Further instructions for firmware updates are on our website, and please visit said website for any other questions or further troubleshooting.</p>
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## WE'RE RIGHT NEAR YOU!

Long Beach Polytechnic High School  
1600 Atlantic Avenue  
Long Beach, CA 90813



## HAVE A QUESTION?

EMAIL US HERE

CALL US HERE

HOME SHOP TUTORIALS/FAQ CONTACT



Copyright 2021

## FREQUENTLY ASKED QUESTIONS

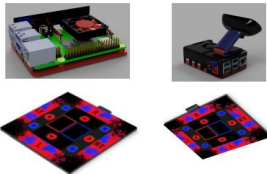


PLEASE VISIT OUR FORUMS TO SEE ANSWERS TO FREQUENTLY ASKED QUESTIONS, POST YOUR OWN, AND COMMUNICATE WITH THE COMMUNITY AND OUR STAFF WHO CAN HOPEFULLY HELP

YOU RESOLVE YOUR ISSUE!

YOU RESOLVE YOUR ISSUE!

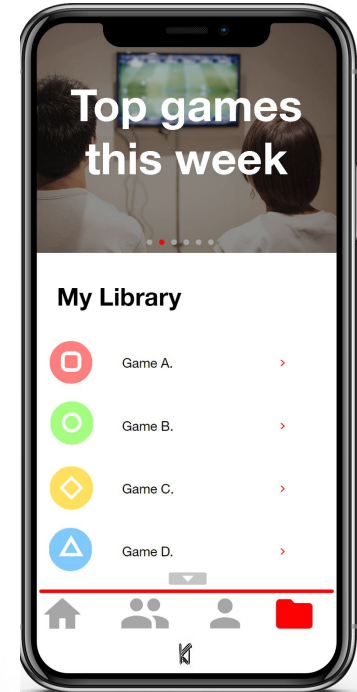
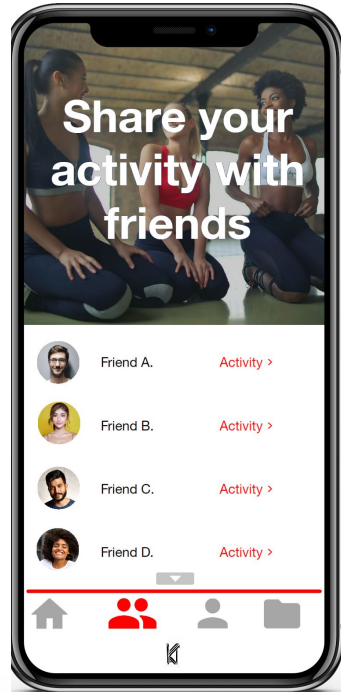
## PRODUCT GALLERY



BUY NOW



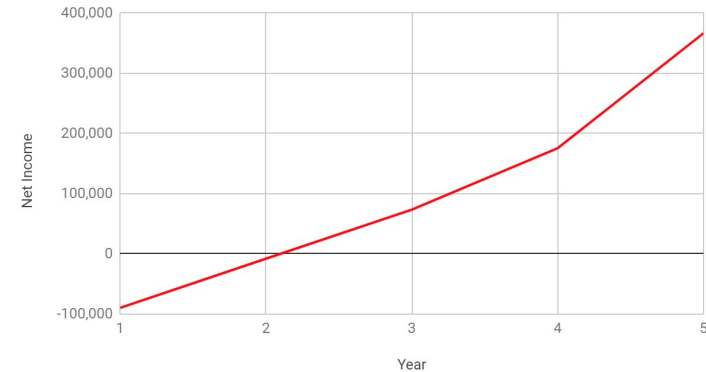
# Mobile App



# Financial Summary

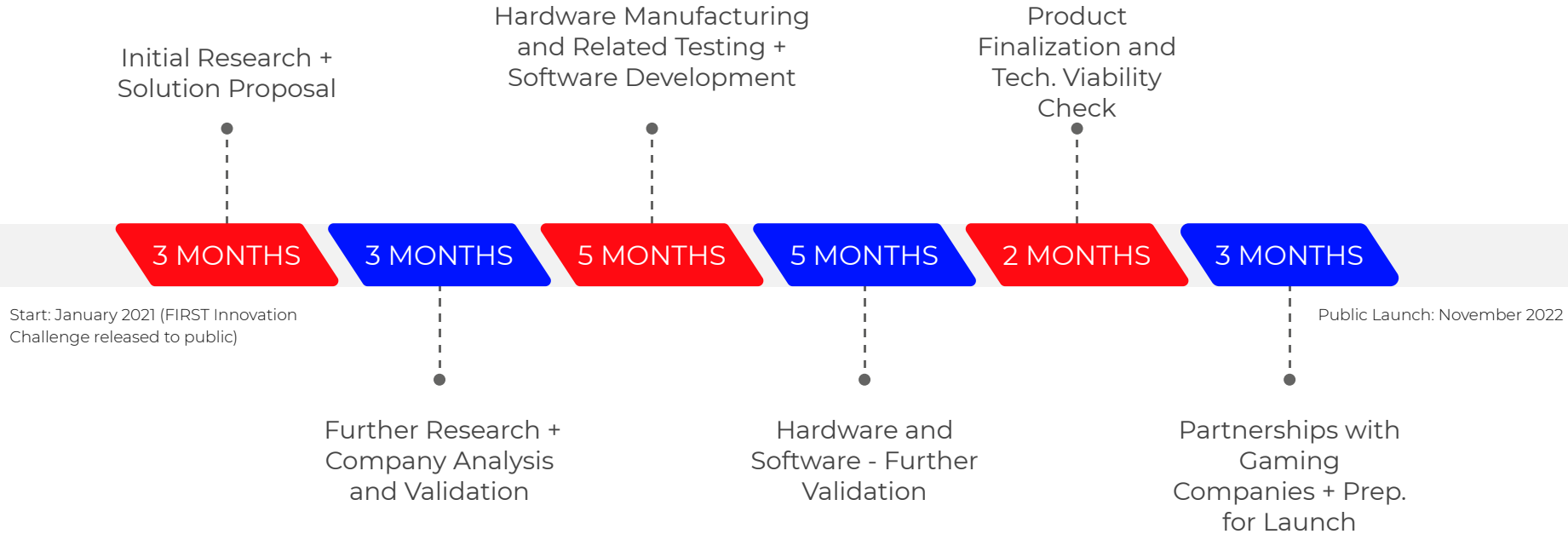
Income Statement						
	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	
<b>Income</b>						
<b>Gross Sales</b>	\$156,083.20	\$360,192.00	\$613,527.04	\$919,089.92	\$1,471,984.64	
<b>COGS</b>	\$93,649.92	\$216,115.20	\$368,116.22	\$551,453.95	\$883,190.78	
<b>Gross Profit</b>	\$62,433.28	\$144,076.80	\$245,410.82	\$367,635.97	\$588,793.86	
<b>Expenses</b>						
<b>Rent (yearly)</b>	\$20,000.00	\$20,000.00	\$20,000.00	\$20,000.00	\$20,000.00	
<b>Labor</b>	\$130,000.00	\$130,000.00	\$150,000.00	\$170,000.00	\$200,000.00	
<b>Server Costs</b>	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	
<b>Total Costs</b>	\$152,000.00	\$152,000.00	\$172,000.00	\$192,000.00	\$222,000.00	
<b>Net Income</b>	<b>-\$89,566.72</b>	<b>-\$7,923.20</b>	<b>\$73,410.82</b>	<b>\$175,635.97</b>	<b>\$366,793.86</b>	

AKTV: Net Income (5 Years)



\* **NOTE:** these figures represent conservative estimates.

# Implementation Timeline



\* **NOTE:** these are estimates.



# Solution Validation

We had a chance to hear from some experts in the fitness-gaming and software engineering industries, gaining valuable insights into our business opportunities and technological market viability.



## Meredith Poppler

Vice President of Industry Growth for the International Health, Racquet & Sportsclub Association

We believe exergaming will continue to grow, since video gaming is here to stay, and more and more [fitness facilities] are realizing that they need to develop creative ways to encourage people of all ages to move."



## Ann Maloney

Researcher at the Maine Medical Center (grant Robert Wood Johnson Foundation)

"I think there is promise in this area; kids will always want to play and they will always want a new toy."



## Ed Kasanders

President of Motion Fitness in Chicago, which makes and distributes active gaming products

"The goal is to teach lifelong lessons in fitness and this is one way to capture those kids and start changing their behavior."

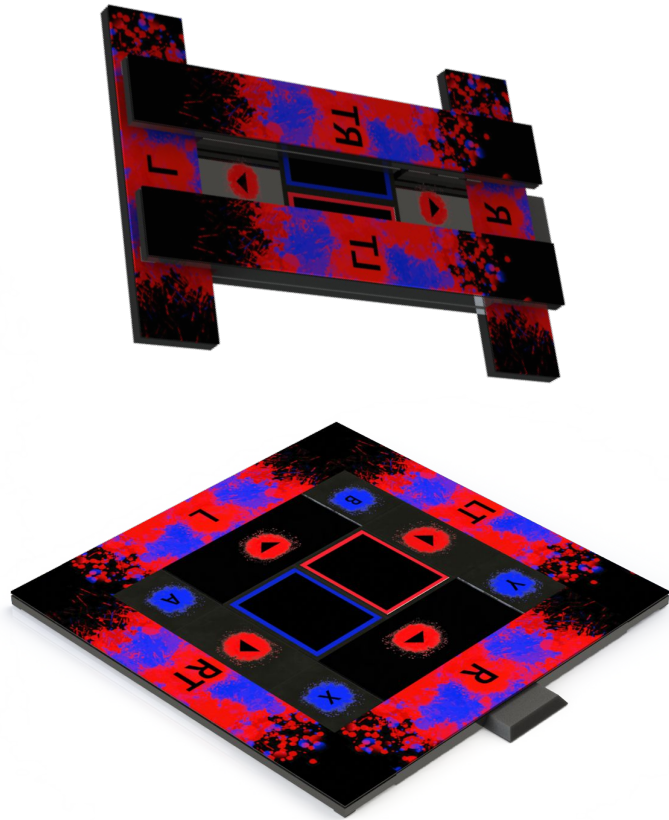
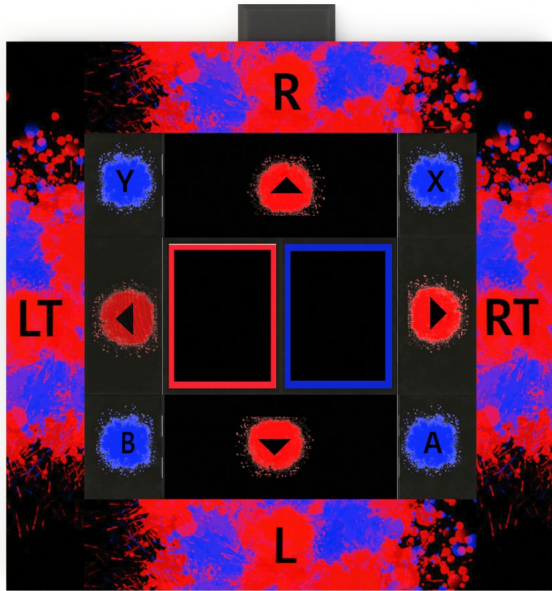


## Dave James

Founder of Fuze - Fit for a Kid!, a kid-only health club in Los Gatos, Calif.

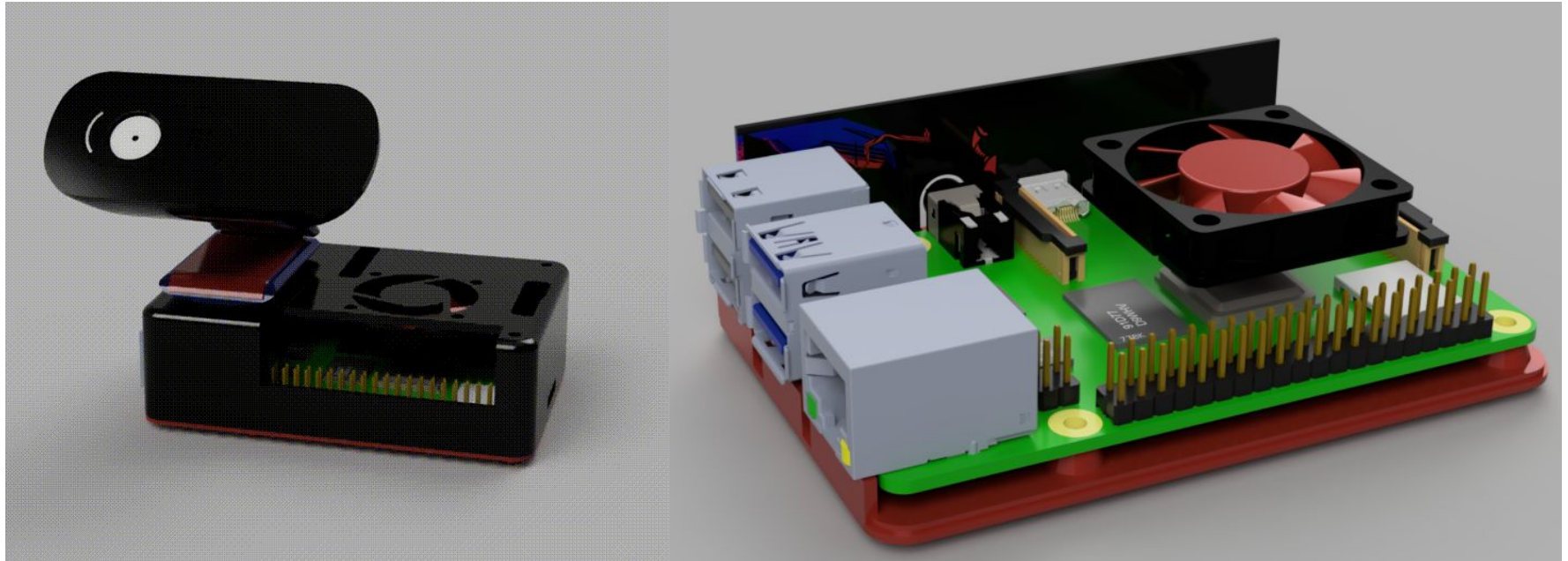
"Such products, which range in price from a few thousand dollars to more than \$30,000, can be a valuable tool for getting sedentary kids on the move."

# uMAT

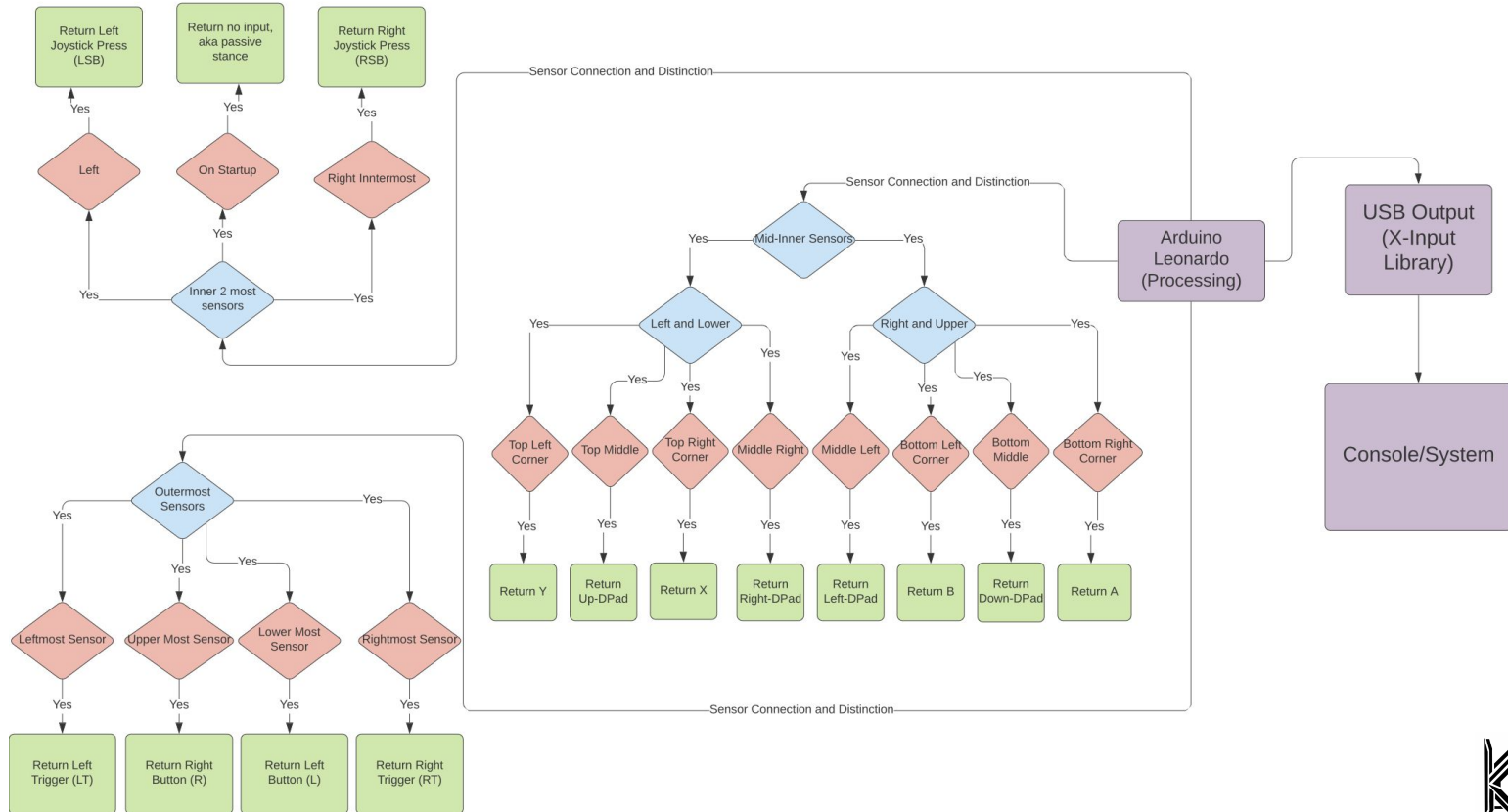


# MotionLens

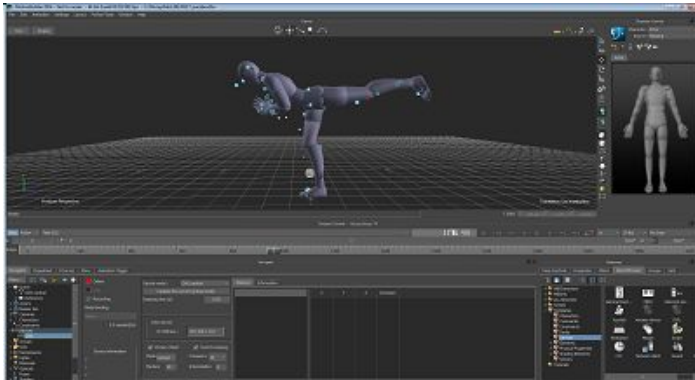
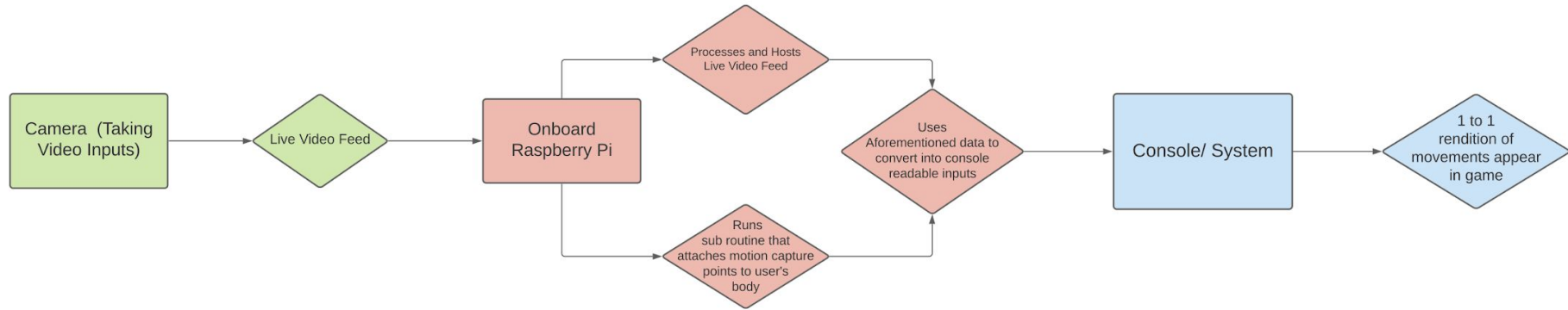
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# uMAT Logic Map



# MotionLens Logic Map + MoCap



# Sample Compatible Motions

## uMAT



In-Game Character  
Movement



Jumping



Positioning

## MotionLens



Yoga, Pilates & Shadow  
boxing



Throwing and  
Catching Motions



Kicking Motions

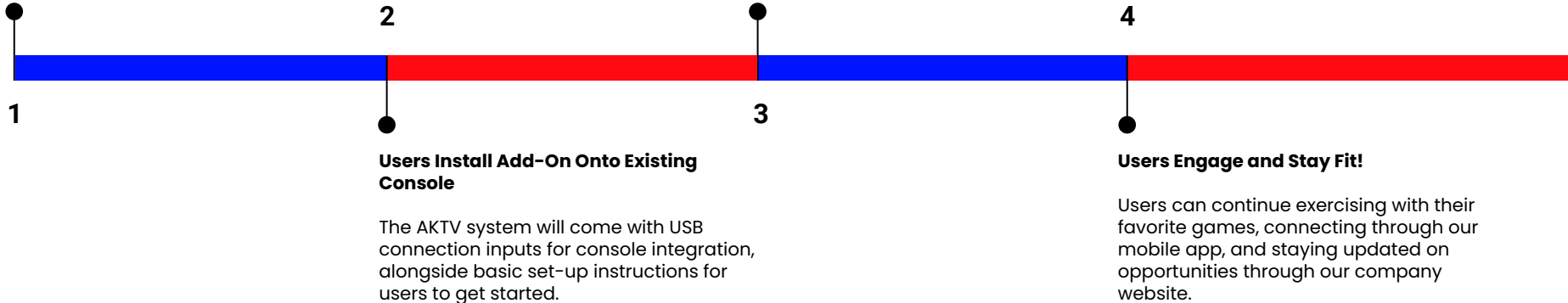
# User Experience Roadmap

## Consumers Purchase AKTV Add-On

The uMAT and MotionLens AKTV package will be available on AKTVGaming.com, with purchasing, e-commerce, and distribution managed by AKTV Gaming.

## Users Navigate AKTV Gaming Interface Displayed on Console

Users make an account, select a compatible game already installed on the console, configure their uMAT and MotionLens and get started!



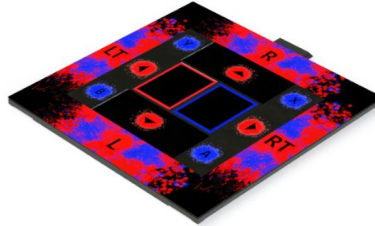
# User Instruction Sample - Tri-Fold



**AKTV X POLY  
RABBITICS**

**uMAT + MotionLens  
PowerBundle  
Quickstart Guide**

## *uMat*



The uMat will ship with the necessary software to be recognized as a controller out of the box. From there just plug it in to your favorite console's USB port, and get ready to game. Make sure to download the AKTV app on your iOS or Android device, to track your activity, calories burned, and much more. If you have any issues with setup please make sure to visit our website for links to tutorials and troubleshooting.

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# Innovation Impact



## Innovation by Degree of Impact

- **Improved Health and Fitness:**
  - Estimated 750 c/hr burn rate; consistent 5 day use
- **Market Favorability:**
  - Over 35% of “high-school gamers” have purchased an add-on
  - Over 60% have interest in exercise gaming
  - Over 55% have purchased a game that promotes physical activity
  - Over 60% have purchased a device to track their exercise



## Innovation by Volume

- **Reduced Screen Time**
  - Reducing 8 hr. average screen time nationally
  - Surpassing 1 hr. Health and Human Services fitness recommendation
- **Expansion of Exergaming**
- **Healthy Gaming**
  - Targeting 500,000 existing gamers while independent
  - With partnership, we are targeting 2,000,000 users

\* **NOTE:** these are estimates.