

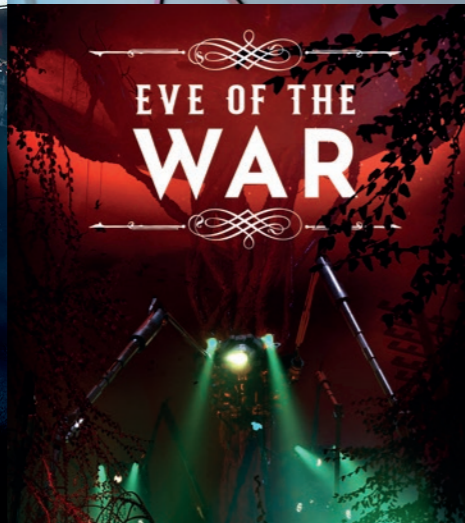


XIST

XIST

VR

UNLEASH THE EXPERIENCE.



FORGET REAL LIFE. THIS IS BETTER.

Xist is the free-roam VR system you've been waiting for. Exhilarating original games. Effortless operation. Truly cost-effective for both you and your customers.

So dial up the immersion, lower the cost and relish the ease: it's time to unleash the experience.



UNDERSTANDING THE MARKET: THE FUTURE IS IN PLAY

Gaming is a massive global industry – and it’s growing exponentially. In a special report, The Economist points to the ever-increasing rise in the popularity of gaming, with global consumer spending in the gaming industry expected to reach \$200 billion dollars by 2026* – far outstripping other forms of popular media such as cinema or streaming services like Netflix.

At the same time, location-based entertainment is surging – expected to hit around \$2,918.91 million by 2028 – a compound annual growth rate of 12.4% from 2022**. Market research from Polaris shows that it’s the increasing demand for Advanced Visual Effects (VFX) and virtual reality (VR) headsets that’s driving the market growth across the globe – supported by increased investment into technological innovation^.

Together, gaming and VR offer a huge opportunity for venue operators to deliver what consumers demand. So how can you harness it?

\$185^{bn}

Consumer spend on games in 2023*

3.2^{bn}

People played games in 2022*

9/10

16 – 24 year olds play games in the UK*

50%

Of 55–64 years old play games globally*

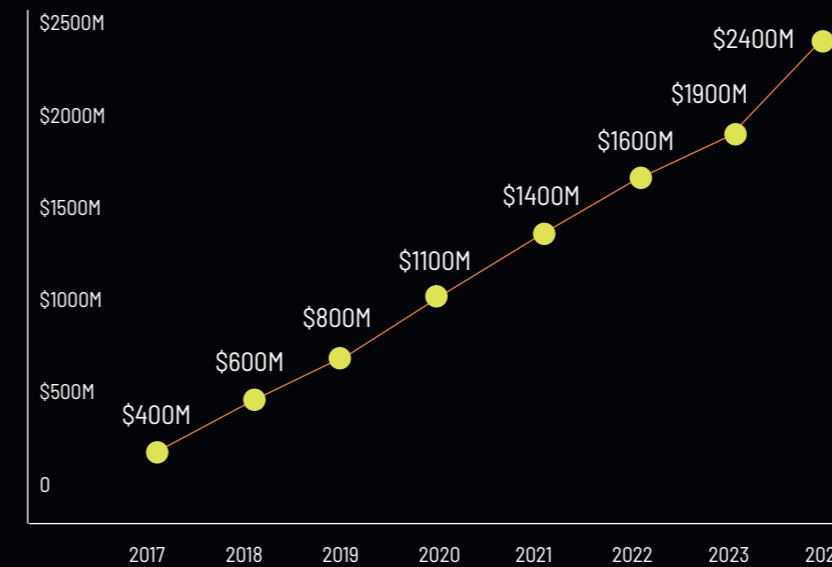
\$2.4^{bn}

Expected VR gaming revenue in 2024^^

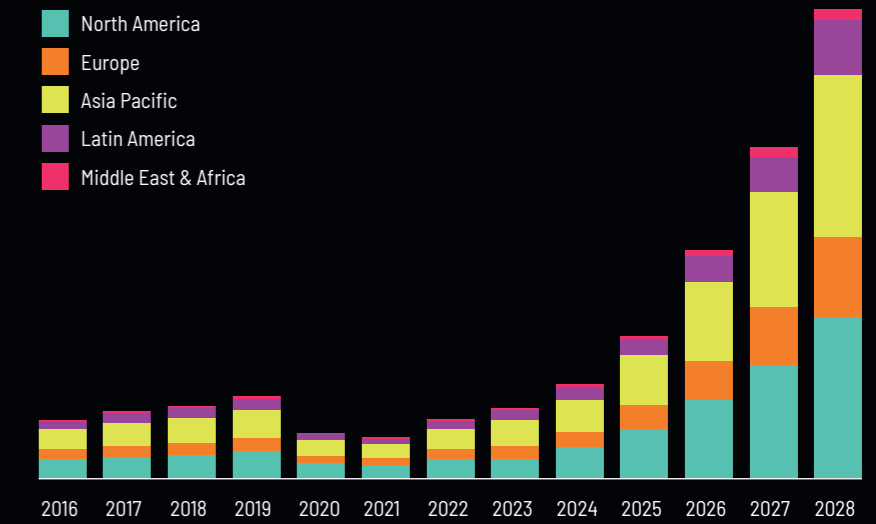
GAMES [ARE] A WAY FOR PEOPLE TO MEET ONE ANOTHER AND SPEND TIME TOGETHER SOCIALLY.

John Hanke, Chief Executive, Niantic

VR GAMING REVENUES PROJECTIONS



LOCATION-BASED ENTERTAINMENT MARKET SIZE, BY REGION, 2016-2028 (US BILLION)



Sources:

* The Economist, March 25th 2023

** BusinessWire: <https://www.businesswire.com/news/home/20221129005736/en/Global-Location-based-Entertainment-Market-Forecast-Report-2022-A-2.91-Billion-Market-by-2028---Opportunities-in-the-Development-and-Integration-of-Advanced-Technologies-and-Tools---ResearchAndMarkets.com>

^^ Tech Jury: <https://techjury.net/blog/virtual-reality-statistics/#gref>

^ Polaris Market Research: <https://www.polarismarketresearch.com/industry-analysis/location-based-entertainment-market>

FREE-ROAM VR - IMMERSIVE GAMING ON LOCATION



The emerging free-roam VR industry seeks to harness the potential of both the gaming market and the growing demand for location-based entertainment.

It enables customers to experience a more immersive, collaborative side of VR gaming – where players can move freely around a venue, with the ability to see, talk to and play with or against others in the same physical (and virtual) space. It sounds great – and it should be.

SO WHAT'S THE PROBLEM?

The free-roam VR industry is in its infancy. With only a limited number of suppliers currently on the market, the quality and cost of the few solutions available vary drastically. Venue operators are faced with a choice: pay hundreds of thousands of pounds on a high-end experience and risk slow ROI; or buy cheaper systems with only limited capabilities and poor immersion.

There's no solution that offers premium story-driven games at a price point that's cost-effective for both business operators and paying customers.

UNTIL NOW.



INTRODUCING XIST VR

Xist is the ideal free-roam VR system.

Built by a passionate creative and technical team, it's driven by a library of original games that deliver the ultimate player experience – and devised to be practical, easy and cost-effective for venue operators.



GAMES YOU CAN'T FIND ELSEWHERE

From mind-bending escapes to chilling horror narratives to family-friendly fast-paced action, every Xist game is original, unique and exclusive to the platform.



FEEL THE 4D

Increase the immersion with 4D elements, such as haptics, heat and wind. Surround sound lets players talk while sharing the same audio.



EASY TO OPERATE

A single tablet app controls the games library, software, server, gameplay data and VR headsets and controllers. It's as simple as that.



4 TO 6 PLAYER CAPABILITY

Games range from four players up to six players, so you can choose your offering to optimise ticket sales.



SCALE YOUR PLAYSPACE

From 6m x 6m spaces to 12m x 6m arenas, Xist offers easy, flexible installation – slotting straight into existing spaces or pop-up structures.



COST-EFFECTIVE FOR FASTER ROI

Games designed for high player turnover and a system you can buy in tiers, from platform-only to turnkey solution, helps achieve rapid ROI.

LEAVE REAL LIFE BEHIND

It doesn't matter how cutting-edge the technology is, it's the experience that keeps customers coming back. So at the heart of Xist is a library of exclusive original games, created from scratch by our expert team of game developers.

Fast-paced thrillers, atmospheric slow burners, terrifying, thrilling, absorbing, action-packed fantasies – our games cover the whole spectrum, taking your customers to worlds far outside the ordinary. Trust us, they won't want to return to the real world.

We design each game in-house and finesse it from concept to delivery, using unique assets made by us – so you literally can't find these games anywhere else. We tailor to different tastes, from family-friendly escape room challenges to high-adrenaline e-sports to cinematic narrative experiences that put the player at the centre of the gaming action. Plus, we pride ourselves on quality. Every game is designed to reel in your customers and bring them back for more.

WHY YOUR GAMES MATTER

- » High-quality content allows you to charge more for tickets, accelerating ROI and profits
- » Exclusive content means less competition – giving your venue the edge
- » Our game titles are designed to be scalable and flexible for different spaces and budgets, including the ability to integrate 4D effects such as heat, wind and scents for added immersion*
- » By using environmental surround sound in the arena, players can experience virtual environment audio while still chatting freely – enhancing their enjoyment

**Subject to installation of the appropriate DMX enabled equipment*



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ROI MADE REALISTIC

So the games are great, but what's the business case?

At Xist, we believe a premium customer experience shouldn't come at an exorbitant cost. Our system is built to deliver swift ROI for businesses, with different levels of service to suit both your bottom line and your available space.



OPTIMAL TICKET PRICING

Our longer high-production-value titles allow you to charge a higher price for tickets, while our shorter action games are charged lower with faster player turnover – so you can optimise revenue.

HIGH PLAYER TURNOVER

Games are timed to maximise player turnover for higher revenue. For some Xist titles, you can run multiple sessions per hour with a realistic player turnover of up to 24+ players per hour.

LOW COST LICENSING FEES

We help you to maximise profits by using a cost-effective licensing and session fee model, following purchase of your system.

MAXIMUM FOOTFALL

The more players through your doors, the more money you can make. Our games flex to demand, with most titles supporting up to four players, while many can support up to six in a single session.

FLEXIBLE ARENA SIZES

Whether your venue has ample space or you're working to a limited boundary, Xist arena size starts at 6x6m space and expands to 12x6m spaces for our premium game titles.

TIERED SERVICE LEVELS

If you're confident in operating VR tech, Xist Streamline offers direct access to the software and games at a lower price, while Xist FullStack provides a higher-budget turnkey service including hardware set up, arena installation and training.

LEVELS OF SERVICE TO SUIT YOUR NEEDS

Not every business will need the same level of service.

Xist is designed in tiers to suit your needs, budget and available space

XIST STREAMLINE: SIMPLY THE SOFTWARE

We supply the platform, you supply the kit. Designed for venue operators experienced in setting up and managing their own tech, Xist Streamline and Streamline+ include access to our games library and a suite of software tools to enable you to setup and install the system on your headsets. We provide full recommendations for compatible hardware, such as headsets, server units and surround sound systems, and can help design your play space for the best customer experience.

Choose your service level depending on your space and budget, and pay only a small upfront fee plus our standard royalty fees.

XIST STREAMLINE	STREAMLINE+
» Software and content platform provided	» Software and content platform provided
» Range of games designed for 6x6m arena	» Access to our full library of premium games for all size of arena
» Suite of software tools to facilitate system set-up and content installation	» Suite of software tools to facilitate system set-up and content installation
» Buy your own hardware	» Buy your own hardware
» £2,499 upfront fee	» £2,499 upfront fee
» £2 royalty fee per player per 10 minutes	» £2 royalty fee per player per 10 minutes

XIST FULLSTACK: THE COMPLETE PACKAGE

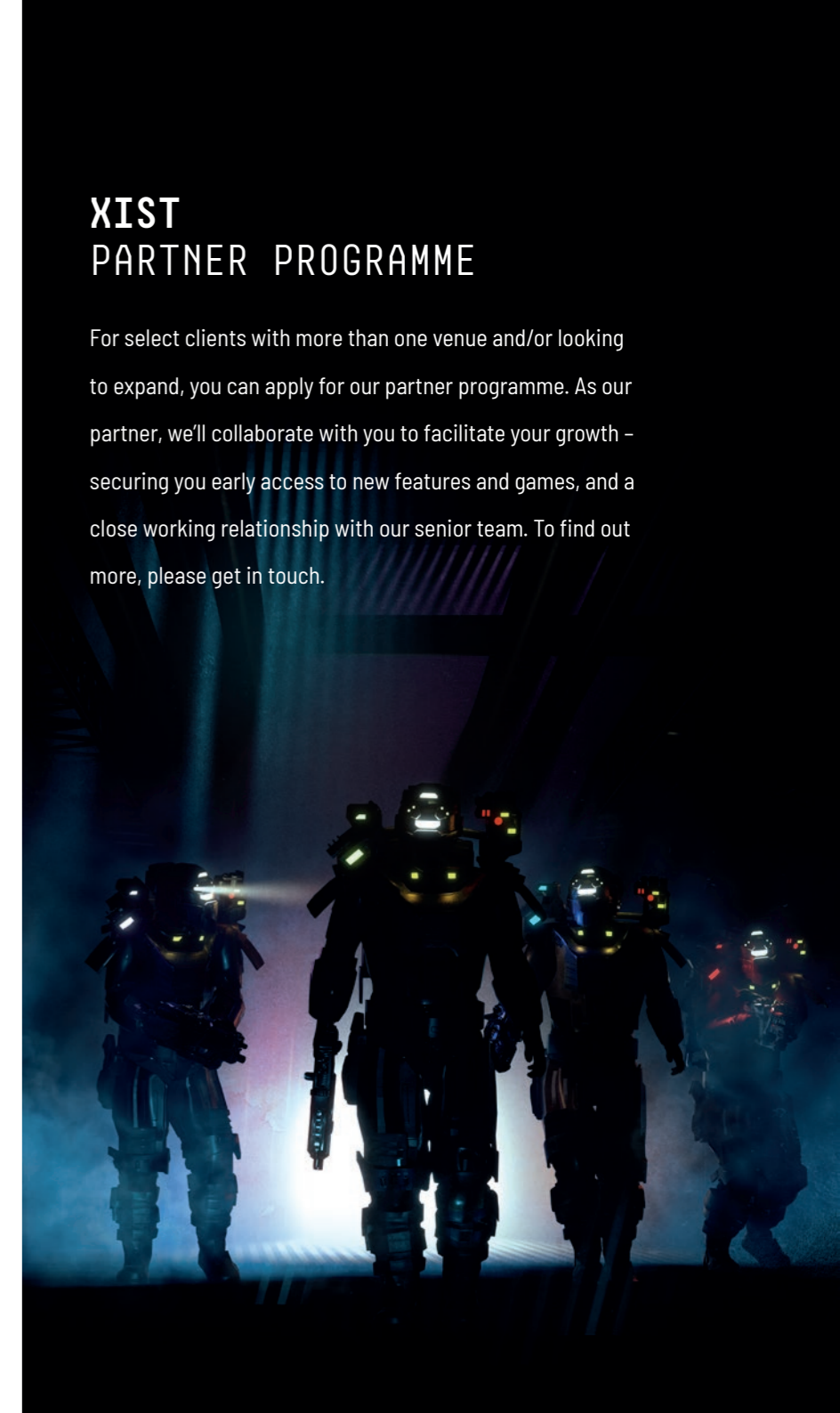
For our FullStack and FullStack+ clients, we supply everything you need from day one: all the server equipment, headsets, charging stations, and even a physical play-space enclosure if you need one. We'll send a team to your location to install the equipment and train your staff on the operation of the Xist system and its games.

A fully consultative process, we will work closely with you to discuss your needs before suggesting the best solution based on your budget, available space, and clientele.

XIST FULLSTACK	XIST FULLSTACK+
» All hardware and software provided	» All hardware and software provided
» Range of games designed for 6x6m arena	» Access to our full library of premium games for all size of arena
» We take care of installation and set up	» We take care of installation and set up
» Staff training provided	» Staff training provided
» Price tailored to your needs	» Price tailored to your needs

XIST PARTNER PROGRAMME

For select clients with more than one venue and/or looking to expand, you can apply for our partner programme. As our partner, we'll collaborate with you to facilitate your growth – securing you early access to new features and games, and a close working relationship with our senior team. To find out more, please get in touch.



HOW WE WORK WITH YOU



PHASE 1: GETTING TO KNOW EACH OTHER

FIRST CHAT

We'll start with a meeting or call to discuss how Xist can enhance your business. We'll run you through the different options, get a feel for your needs and invite you for an optional demonstration so you can see behind the scenes of the system and get to know us better.

DEMONSTRATION

If you come for the demo, you'll experience the different games and see how the technology works, so you can make an informed decision on the service level that will best suit your venue. Plus, you can fire any questions at the team.

SYSTEM PURCHASE

We'll settle on the right Xist solution for you and continue to build an effective working-relationship, as you purchase your system and move to installation.

PHASE 2: INSTALLATION

Route 1: Streamline & Streamline+

HARDWARE SETUP

We'll supply a list of recommended hardware for you to buy, along with a suite of software tools so you can set up the headsets, controllers, server et al ready for the games. Depending on lead times for the tech, this can take around two weeks and, in some cases, we may come and visit to ensure the correct setup.

GAMES ACCESS

Once your venue is ready, we will supply our software tools for installation and access to our games library, along with guidance, training and troubleshooting materials.

PLAYESTING

Now you can start running the system. It's easy to operate, but we recommend a few play tests before opening so you're familiar with the games.

Route 2: FullStack and FullStack+

SYSTEM SETUP

We will order all the hardware and come to your venue on an agreed date to set up and install the system. Lead times may vary, but it usually takes around 4 to 6 weeks from order to delivery of hardware. Installation includes configuring the hardware and your games.

TRAINING

Once the system is set up at your venue, we will fully train your staff on how to operate it and make sure they are comfortable and confident before you open.

PLAYESTING

Following staff training, you can start running the system yourself. We recommend a few play tests before opening so you're familiar with the games.

PHASE 3: OPEN FOR BUSINESS

OPEN YOUR VENUE

Once setup and testing is complete, you can open your venue and get your customers coming in to play.

SUPPORT WHEN YOU NEED IT

If you ever need to ask us anything about the games or the system itself, feel free to give us a shout and we'll be happy to help.

ONGOING ACCESS TO NEW GAMES

We release new games every three months and will add them automatically to the platform for you to launch – keeping your content fresh and exciting, and customers coming in again and again.

THE TEAM BEHIND XIST

Together, we've built Xist from the ground up.

What started as a dream quickly became reality as our team pushed the boundaries of gaming possibility in pursuit of the optimum free-roam VR experience.

What you can play today is the result of the passion, dedication, and innovation of our close-knit team since 2018. We know every aspect of our system inside out, and we bring this knowledge, skill and dedication to you – helping you to run your system seamlessly.



JAMES BURROWS, MD & FOUNDER

James founded Xist in 2018, following more than two decades in software engineering and an award-winning specialism in VR. There's precious little he doesn't know about what makes a VR experience worth having.



NIKY ELLISON, HEAD OF COMMS

Heading up our comms team, Niky is an expert in the installation and operational side of Xist, helping customers get their venues up and running, wherever they are in the world.



THE CONTENT TEAM

From the wild imaginations and honed skill of our content team come the mind-bending adventures that make Xist VR so unique and so fun. Expect more of the best stuff from this lot.



LET'S GET TALKING

Interested in finding out more?
Just let us know.

Give us a call or drop us an email and we'll get back to you as soon as we can.

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XIST