



ABOUT SIMMERSION HOLDINGS

IMAGINE BEING ABLE TO STAND ON THE BALCONY OF YOUR NEW APARTMENT AND SOAK UP THE VIEW AT SUNSET – BEFORE THE APARTMENT IS EVEN BUILT, OR FLY AT HIGH SPEED A FEW METRES ABOVE THE GROUND THROUGH THE STREETS OF A NEW URBAN DEVELOPMENT, BEFORE A SINGLE SPADE OF SOIL HAS BEEN TURNED.

> The advanced three-dimensional urban modelling tools developed by SIMmersion Holdings are giving developers and town planners the ability to see their visions in a highly-realistic virtual environment, and so assess the impact of changes without any disruption to the community. Its trademarked SIMurban technology can even position the sun accurately for any hour of the year. Issues such as

overshadowing and degradation of views by new developments can be determined very early in the planning process, thus eliminating hold-ups and potential legal action.

FROM A GAMING TO PLANNING TOOL

> Co-founder and Chief Executive Officer Bob Quodling first began developing the idea behind

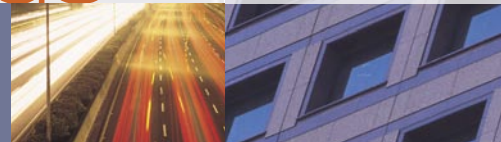
SIMmersion in the late 1990s while working for the Canberra-based aerospace and defence company, Electro Optic Systems (EOS). The Head of Software Development, Jeff Cotter, had created a three-dimensional gaming engine for a hang-glider simulation, using Microsoft's DirectX technology. Cotter had digitised aerial photographs of Canberra and incorporated these into the

[continued overleaf]



SIMMERSSION HOLDINGS

WWW.SIMMERSSION.COM.AU



“MY VISION IS TO
HAVE SIMURBAN
IN EVERY CITY
IN THE WORLD”
— BOB QUODLING,
CEO

- landscape within the game.
- > Over the next year Quodling conducted market research on the concept. He showed it to an aerial photography and photogrammetry company, QASCO, who saw its potential in urban modelling. Quodling subsequently met with Gosford City Council and was asked to develop a proof of concept of a three-dimensional model of the town of Terrigal. Together with another company, Details Design, who did the three-dimensional modelling, they were able to build a realistic model of the town.
- > The council was sufficiently impressed to contract the fledgling business to develop a model of Gosford, which is now used for all urban planning tasks around that city. QASCO and Details Design are now licensees of the SIMurban technology and have created other models for municipal councils. So in September 2002 SIMmersion was born.
- > The company is currently contracted by the ACT Planning and Land Authority to model the entire city of Canberra. When completed, the model will cover more than 1000 square kilometres, including

- new developments being planned through to the year 2030. SIMmersion has created several other urban maps and has received strong interest in its work from other aerial photography companies.

EXPORT TECHNOLOGY

- > Realising that the Australian market would not sustain his company forever, in 2004 Quodling began looking for capital to fund SIMmersion’s expansion into the US. The company attracted \$225,000 in funding from Epicorp and took up residency at its headquarters. Additional funds have been raised to continue market development and develop SIMurban technology further. SIMmersion has formed a US subsidiary and is raising additional funds to continue its international expansion into the US and the UK through licensees.
- > “My vision is to have SIMurban in every city in the world,” Quodling says.
- > While all existing projects have used beta versions of the technology, SIMmersion has now decided to give its software a commercial release.

- > Quodling says “Opportunities are mushrooming with everyone from real estate agents to the emergency services showing interest.”
- > “We’ve now got city councils that are building models and saving money in planning and litigation because they have a SIMurban model,” Quodling says. “And we’ve got people who want copies of that model, such as developers, to fast track their development approval. So the city council not only addresses their urban planning issues, but they also have a revenue stream and get a return on the investment in building the model in the first place.”

NEXT GENERATION

- > Quodling says SIMmersion is also continuing to expand the capabilities of the product, with the addition of weather elements and audio modelling. The company is creating new software interfaces that will hook SIMurban into geographic information system (GIS) databases, providing a new front end for this traditional urban planning technology.
- > “You’ll be able to click on a building in SIMurban and bring up anything out of that GIS database that might relate to it,” Quodling says.