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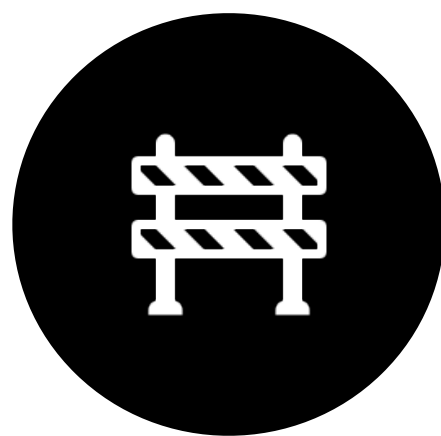
Generative AI: Re-Evaluating ROI for Enterprise and Consumer Applications

Generative AI redefines ROI calculation across customer experience and industrial projects

- For industrial and enterprise applications, digital twins evolve from static and costly to dynamic and affordable.
- For consumers, conversational agents transform from frustrating to game-changing intelligence.



Empowering Tomorrow's Manufacturing: The Crucial Role of Smart Training in Smart Factories



New Constructions

Before factories open, there needs to be ways to experience the space



New Methodologies

Workers in next generation smart factories can not use prior experience as a testing ground



New Equipment Paradigms

Smart factories operate with complex supply chains between equipment vendor and operators

Revolutionizing Industry: Overcoming Adoption Barriers in the Smart Factory Evolution



Too Costly

Historically, these solutions require substantial investment due to the need for capital intensive AI systems, as well as the integration of complex digital infrastructure



Too Custom

Each space demands 100% development time, with each equipment necessitating extensive customization. Additionally, every experience or simulation must be entirely handcrafted.



Too Clunky

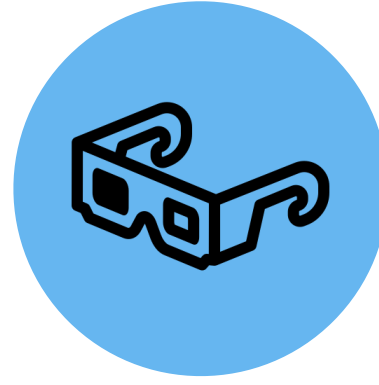
Forced dependencies on mixed reality -- or a complete lack of support for it causes immense friction.

MeetKai: Smart Factories require a Smart Platform



Leverage AI

AI can rapidly enhance the speed of creation for both 2D and 3D content.



Beyond XR

A single smart experience can be run across any device scaling up or down on both performance and immersion -- XR, tablets, mobile, infotainment, smart TV, all run the same platform.



Collaboration

Collaboration with both other humans and AI driven autonomous agents enabled next generation training and simulation environments

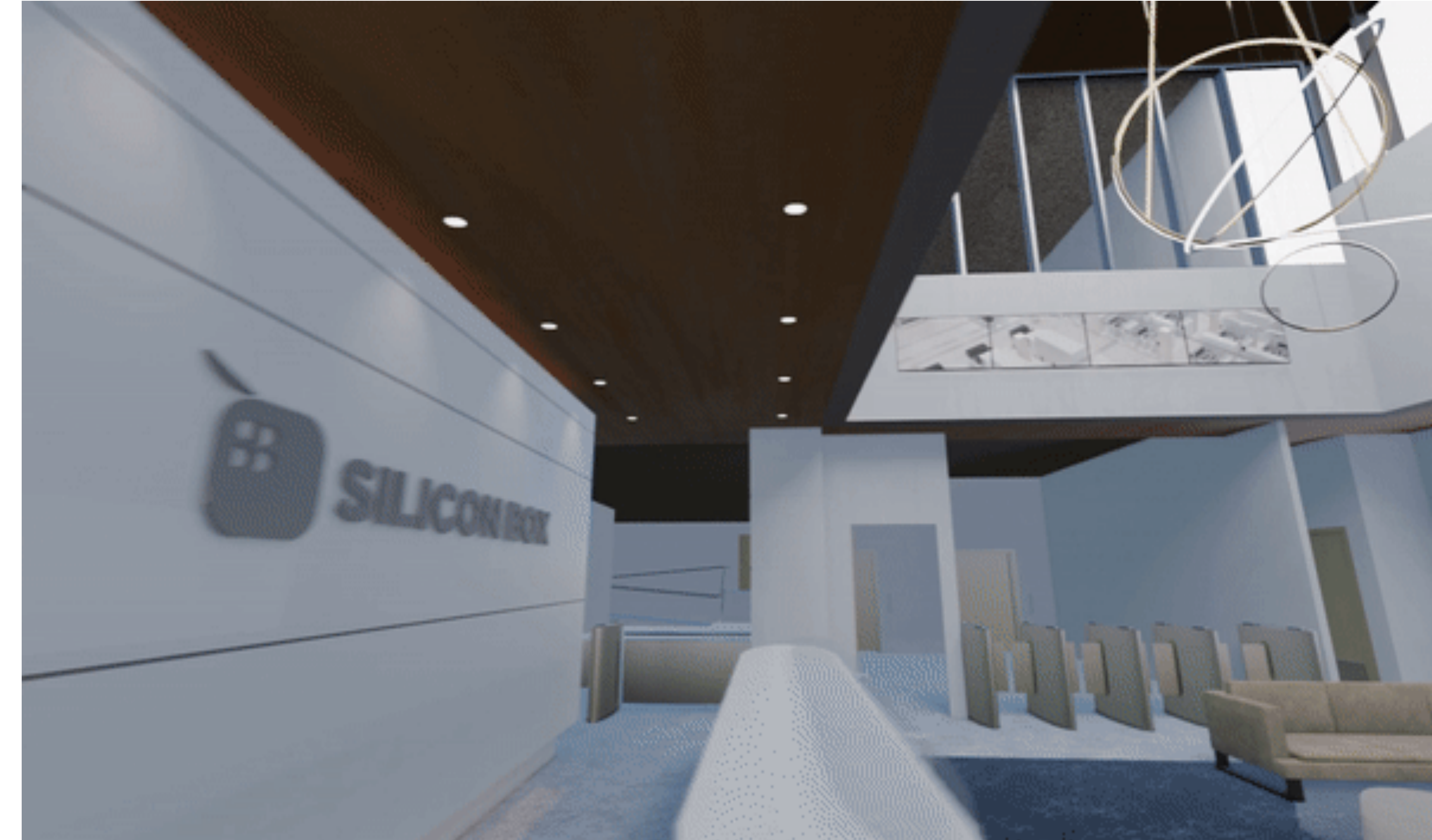
Accelerating Digital Twin Creation: with Meetkai's AI Technology

We can leverage AI to drastically reduce the 3D development time of a digital twin.

1. Apply AI to enhance photo scans

- a. Instead of traditional work flows to static scenes, we focus on individual objects
- b. Typical scans produce assets that are only for non-real time rendering and ill suited for true digital twins

2. Leverage AI to enable rapid conversion of existing work products (blueprints, CAD, etc.) into dynamic entities

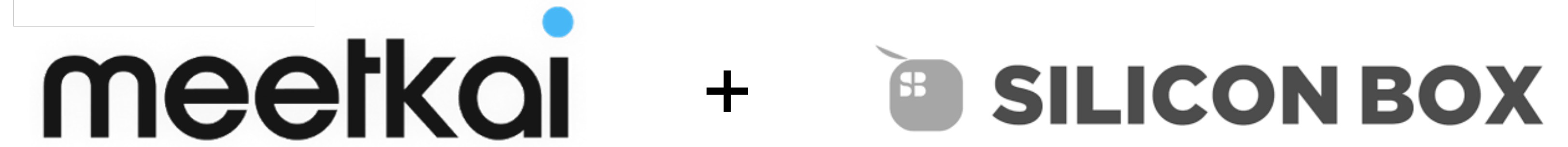


Expediting Immersive Intelligence Advancements

We leverage AI to power NPC elements of training experiences.

- Static simulations can be replaced with generative AI driven immersive experiences.
- NPCs can interact with a user not just through voice and dialogue, but also through a semantic understanding of the space.
- Training content can be built and expanded upon from static documents and old “pre-AI” collateral.





Case Study

Silicon Box, at the forefront of the packaging industry, showcases cutting-edge chiplet packaging capabilities using sub-5-micron technology. With the inauguration of its \$2 billion facility in Singapore, the company reaffirms its dedication to pioneering automation and equipment integration.

Strengthening its leadership, Silicon Box strategically partnered with MeetKai to leverage advanced digital twin technology, cementing its position as an industry leader.



meetkai + SILICON BOX

Meetkai demonstrated its innovation by crafting a Digital Twin of Silicon Box's factory before its physical completion. The replication of its clean room environment proved invaluable for facility operations. Given the limitations of physical access to a clean room, this digital replica significantly enhanced employee training and facilitated fundraising efforts. Moreover, the ability to simulate and experience new line build-outs empowered senior leadership with crucial insights for optimizing capital allocations.





A comprehensive digital twin of their facility facilitates seamless expansion:

1. Enhanced training becomes more immersive and educational, particularly for workers new to the domain.
2. Experimentation with new line or building configurations can be conducted prior to ground-breaking.
3. Efficient monitoring of performance and identification of retraining needs are rapidly streamlined.

Dual Use

The intelligence utilized in industrial applications is equally, if not more, relevant in consumer and customer experience realms.

- Moreover, companies leveraging industrial applications can also reap benefits from consumer applications.
- For instance, BYD, utilizing our AI technology to train sales employees, can seamlessly extend that technology to engage directly with customers and facilitate virtual sales transactions.





Customized Content: Meeting the Expectations of Modern Audiences



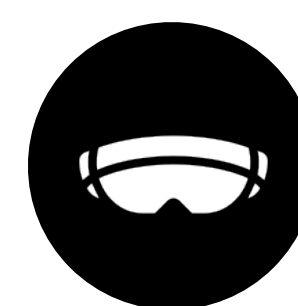
Personalized

Customers expect content tailored to them



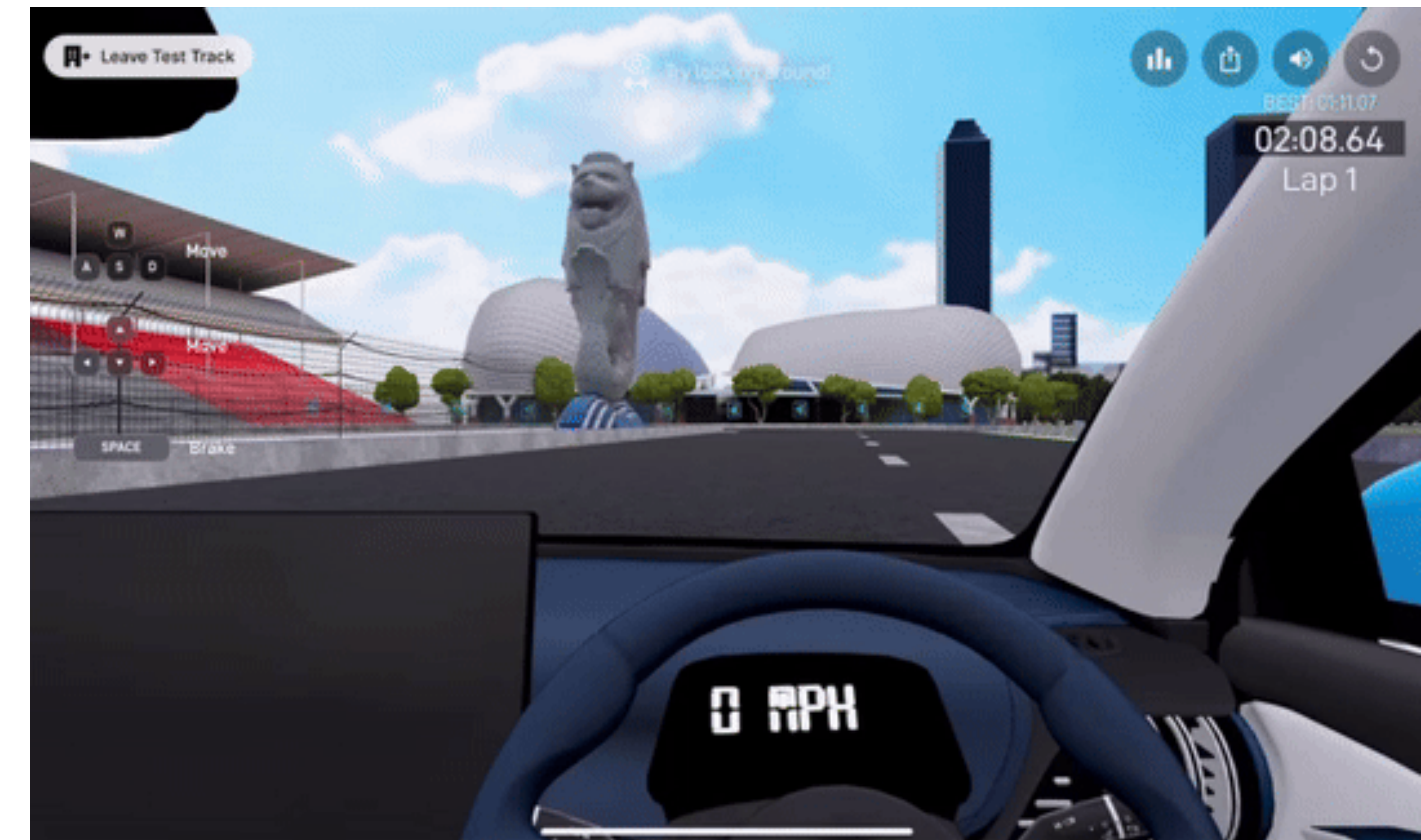
Intelligence

Static templates seem old fashioned



Experiential

Younger Audiences crave more than viewing, they need experiential content



Empowering Solutions: Generative AI Addresses Content Challenges



Hyper-personalized Content

- Your favorite NBA player can be used to personalize advertisements and experiences
- Your demographic information can be used to present a differently configured dealership.
- Your past purchases can be used to show custom ecommerce items in your favorite styles



Interaction and Experiences

- AI can be used to power non-player characters to act as sales people and brand ambassador
- BYD sales person
- Ecommerce Sales Person
- NBA Team Mascot
- NBA player meet and greets

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Launching in Q2 2024 an exciting immersive solution for the Detroit Pistons.

The Detroit Pistons World, is where the future of shopping intertwines seamlessly with immersive entertainment. Step into a virtual arena where fans can not only engage with exclusive content, but also indulge in a revolutionary shopping experience. From eCommerce platforms offering virtual try-ons for the latest team merchandise to sponsored interactive zones, where fans can engage with branded content. Dive into mini-games designed to test your skills and earn unique rewards, all within the vibrant energy of their digital domain. Join us as we redefine the boundaries of fan engagement and entertainment in this World.



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The Charlotte Hornets launched a Virtual NBA Fan Store built upon Meetkai's Platform

Digital Twin

- 1:1 virtual recreation of the Charlotte Hornets brick & mortar fan store in the world
- First of its kind in the NBA

Embracing Phygitalization (Physical x Digital)

- Virtual store stocked with over 50 kinds of physical goods that can be purchased by and delivered to users
- URL accessible via QR codes in NBA arena and from the comfort of your own home

The Future of E-Commerce

- Users can turn themselves into realistic 3D avatars, browse the store and interact with other fans
- Avatars can try on Hornets team merchandise, participate in mini-games to earn discount coupons



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Launched a revolutionary immersive solution for the NBPA at NBA All Star 2024 in Indianapolis.

Virtual Meet & Greets

- Pioneering the first-ever virtual meet and greet with NBA star CJ McCollum, connecting fans directly with their favorite players

E-Commerce and Limited Edition Drops

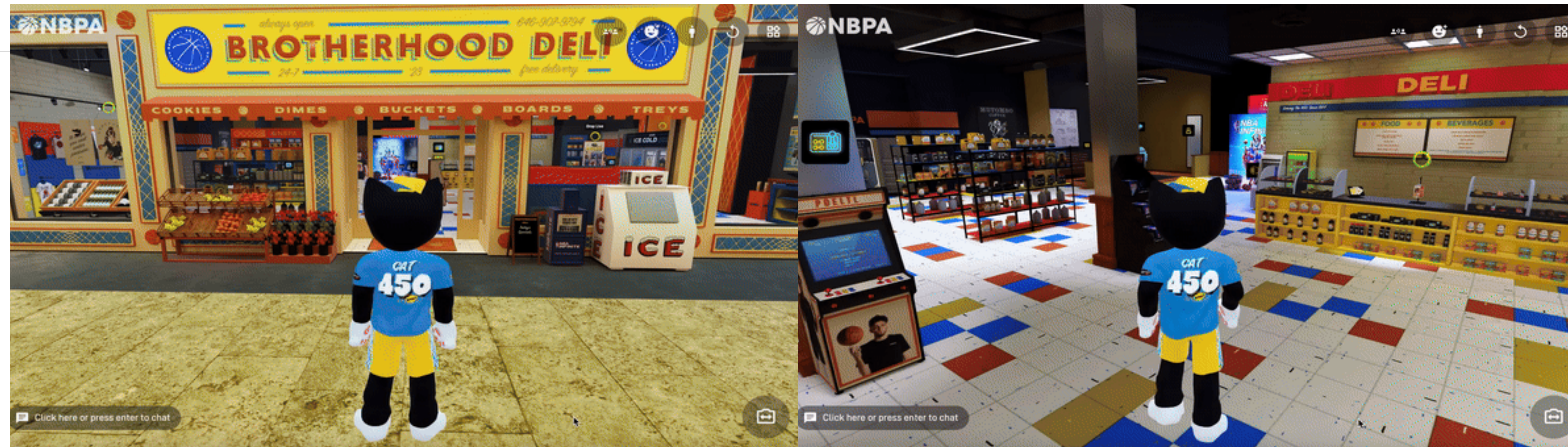
- Offering exclusive timed drops of limited edition items, creating excitement and anticipation as fans rush to secure their coveted collectibles

Sponsors/Advertising

- Showcasing advertising partners across the world, providing opportunities for seamless integration and monetization on a global scale

Mini-Game Integrations

- Engaging users with daily mini-games and trivia challenges, ensuring an immersive and dynamic experience that keeps fans coming back for more



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meetkai + BYD

BYD is anchoring its global expansion and digitization efforts on the MeetKai Platform

Virtual Flagship

- 1:1 virtual mapping of BYD flagship showroom
- 3D modeling of exterior and interior of five new EV models
- Users can test drive BYD vehicles on a racetrack

Information and Customization

- Users can learn more about the vehicle's functionalities at every turn
- Configure each car with different trims and add-ons, interact with different in-cabin features

Sales Services

- Custom virtual assistant, powered by VIP generative AI
- Set in-person appointments, submit queries and get in touch with company reps

BYD is adopting MeetKai to ensure success in foreign markets by disrupting the automotive D2C business model, reimagining the car buying experience and gaining independent oversight instead of relying on traditional 3rd-party dealership networks



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