MYANT

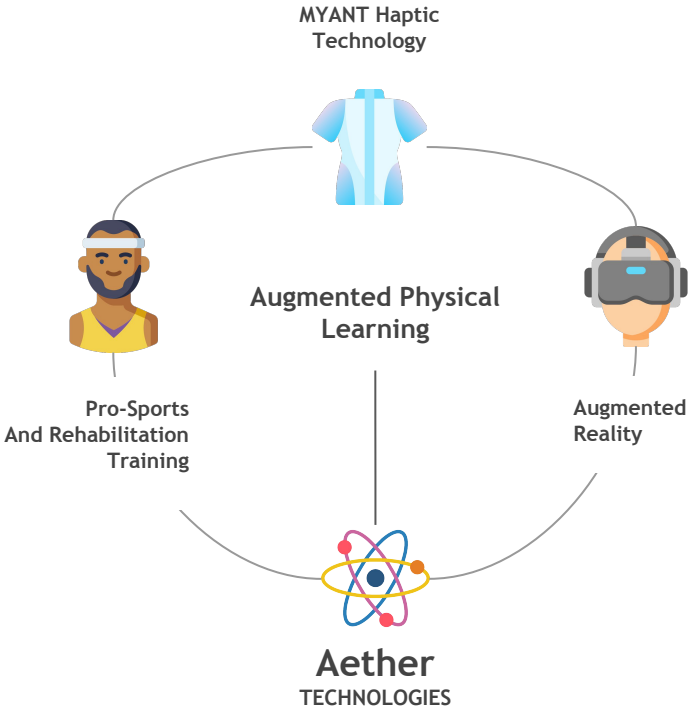
Aether

TECHNOLOGIES

PROJECT DEFINITION

Adam Albini
David Barter
Davis Ladouceur
Charlene Li
Grant Novak
Shabad Singh

Project Overview



- To synergize Myant's wearable haptic technology and the latest industry offerings with the aim of promoting physical development via learning through play.

Aether Tech’s Story

Shabad Singh
Project Manager

David Barter
Lead Researcher

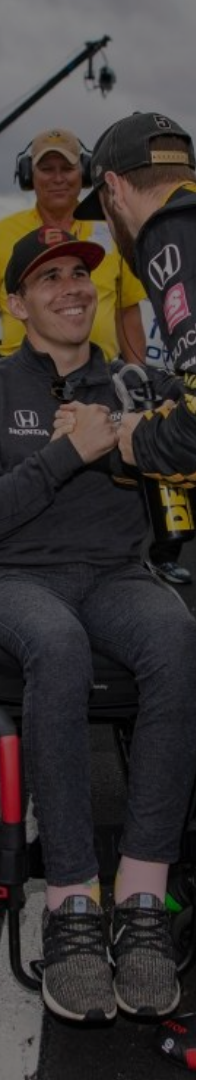
Davis Ladouceur
Lead Strategist

Charlene Li
Content Coordinator

Grant Novak
Athletic/Sales Advisor

Adam Albini
Lead Designer

- A team of six OCAD university students with an appropriate variety of skills
- Deliver strategic foresight within the relevant industries and their most prominent trends, design research, business development, and interaction design.
- “Aether” is described by ancient sciences as the spiritual matter that fills empty space, where knowledge can be obtained. We aim to simulate this dimensional realm through AR and Haptic Technology for users to gain general and advanced skills.
- We are passionate about augmenting peoples’ learning capabilities through physical interface.



User Persona

28

Indianapolis

Race Car Driver

Guelph, ON

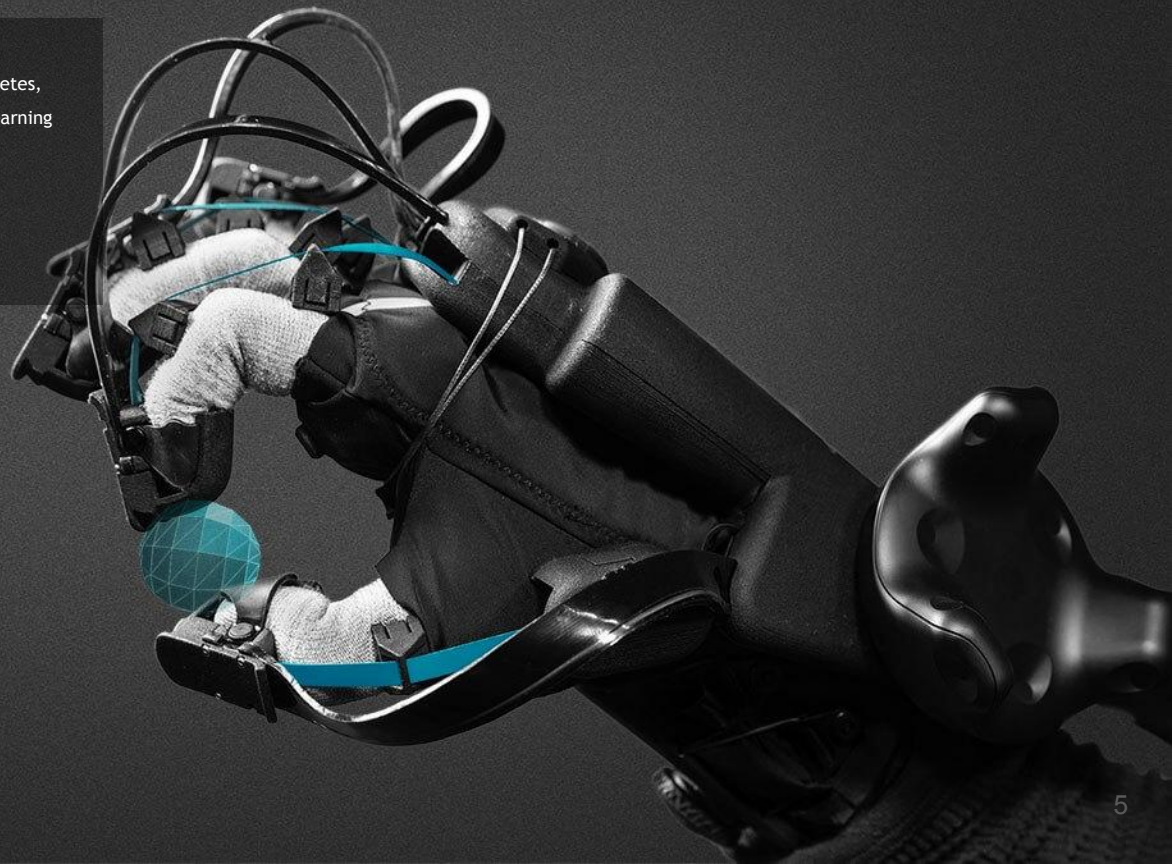
Robert Wickens

- **Info**: A professional race car driver who was severely injured in a crash during a race, including many broken bones and a spinal cord injury.
- **Need**: To recover as quickly as possible, so he can return to having a normal life, and hopefully race again.

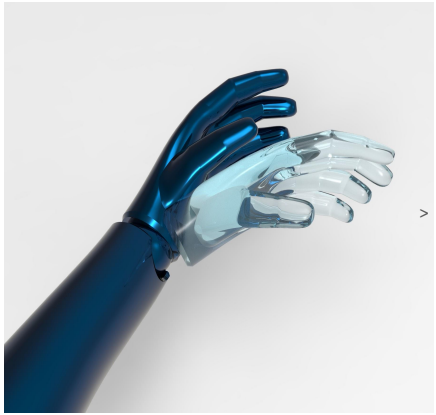
Value Proposition

Our fully immersive learning tools **help** people (e.g. athletes, patients, students, workers) develop physical skills **by** learning through play in a designed environment.”

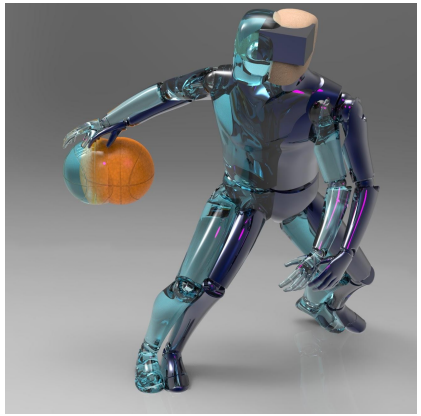
“Augmented-Physical Learning”



Direction: P.O.V Coaching System



> Gamified Progression System >



Rehabilitation and Basic Skill Learning

User Gain:

More effectively receive visual and tactile guidance for recovery and learning

Sports and Advanced Skill Learning

User Gain:

For power users who would prefer full ownership of the products, will be able to improve their skills faster in a complete immersive experience.

What is it?

Shooting a basketball requires you to picture the ball going in the hoop for a more successful shot. The same ideology can be applied to any physical movement. We are using AR technology to simulate this through a digital avatar that performs from the users POV. The user must follow the movement of the avatar and haptic feedback tells the user how synced-up they are. We are calling this a POV coaching system.

User Journey

Context:
-Injured Race Car driver Robert Wickens needs to regain foot movement.

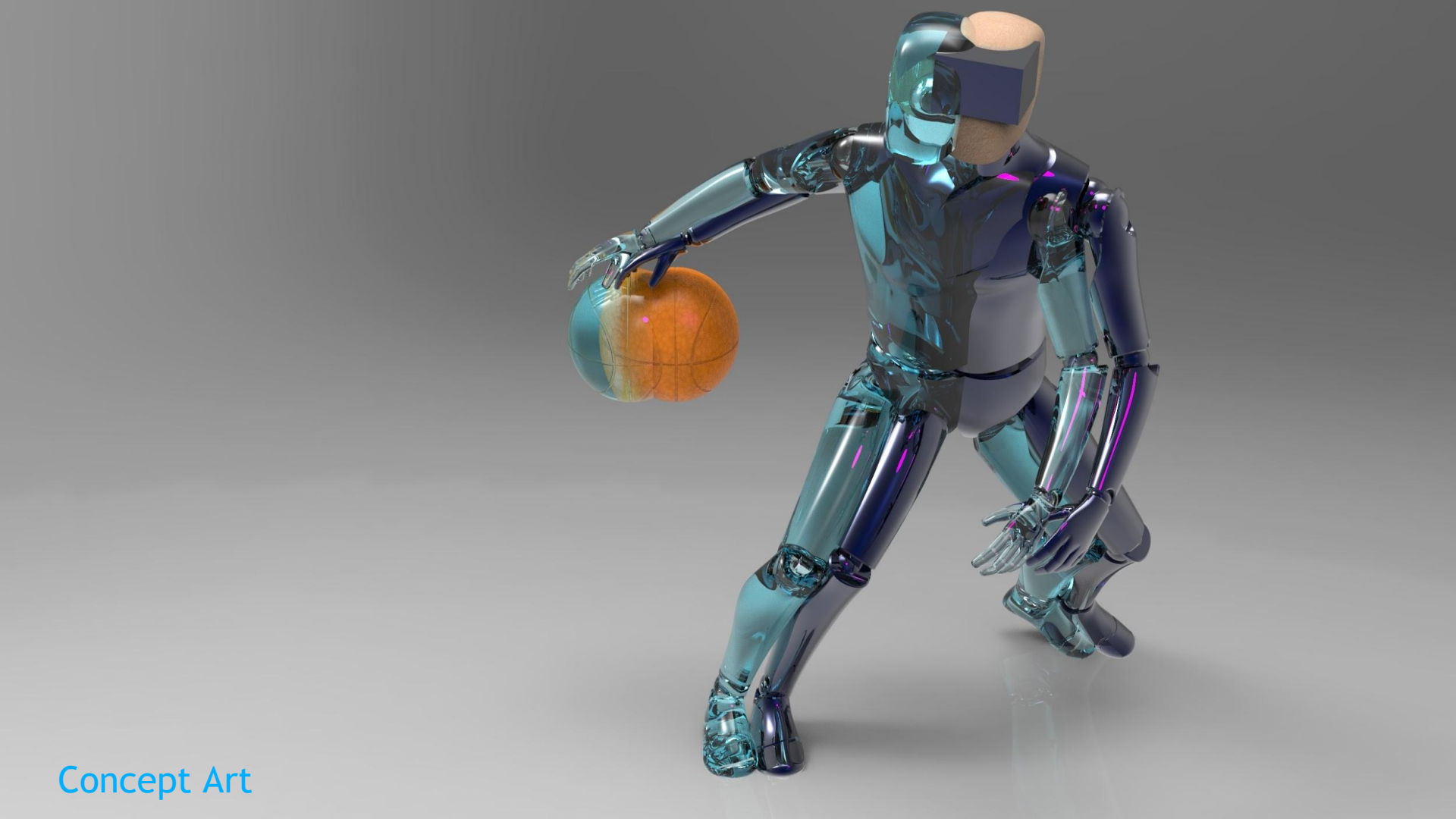
Doctor recommendation
(Medical Partnership)
→
Borrow required modular body pieces
(AR Headset with Haptic Boot)
→
Specific Exercises
(Foot Movement)

-System Interface

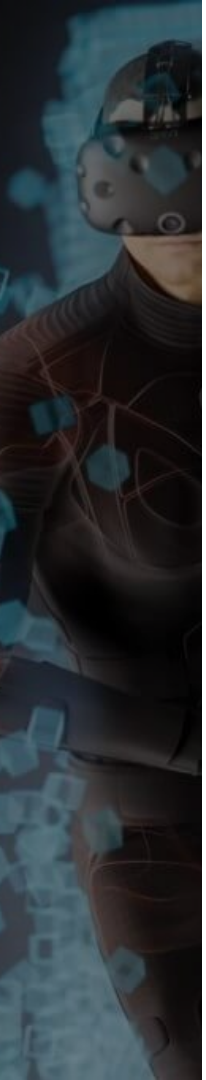
Input user pains by speech
(Conversational A.I)
→
Virtual Avatar Technique Demonstration
(Biometrics for user analysis)
→
POV Coach Rehab
(Basic Guided Technique)

Context:
-Student athlete James wants to learn a new jumpshot method for his basketball league and buys Myant product online.

Selects Desired Course
(Conversational A.I)
→
Kyrie Irving Technique Demonstration
(Brand/Celeb Partnerships)
→
POV Coach Training
(Advanced Guided Technique)



Concept Art



Competitors

Teslasuit

Product:
The full body Suit
uses haptic feedback, motion capture, and biometrics to communicate to and gain user insights.

A variety of learning programs
Include public safety, athletics, enterprise training, and rehabilitation.

Price
'Pioneer' version, $1500
'Prodigy' version, $2750

BHaptics

“Tactsuit brings ‘sense of touch’ to virtual reality more closely than ever before imaginable. Most elaborate haptic feedback brings gaming, entertainment and other interactive content to the next level by bringing most profound emotional connections between the artificial world and users.”

BHaptics have focused their technology to improve PC gaming market, VR, and music/movie experiences.
Price
bHaptics' TactSuit is $549

Market Size

22.3
Million Garments

The Share of Smart Clothing shipments
in 2021

9.4%

The Share of Smart Clothing
Will increase in 2021

$165.73
Billion

Global Physiotherapy Services
Market by 2023

5.34%

CAGR
By 2023

$5.55
Billion

Global Smart Textile
Market size by 2025

30.4%

CAGR
Over the forecast period

Market Size

409.99
Billion

Global Augmented & Virtual Reality Industry
by 2025

↓

54.91%
CAGR

150
Billion

IDTechEx predicts Wearables
Market size in 2026

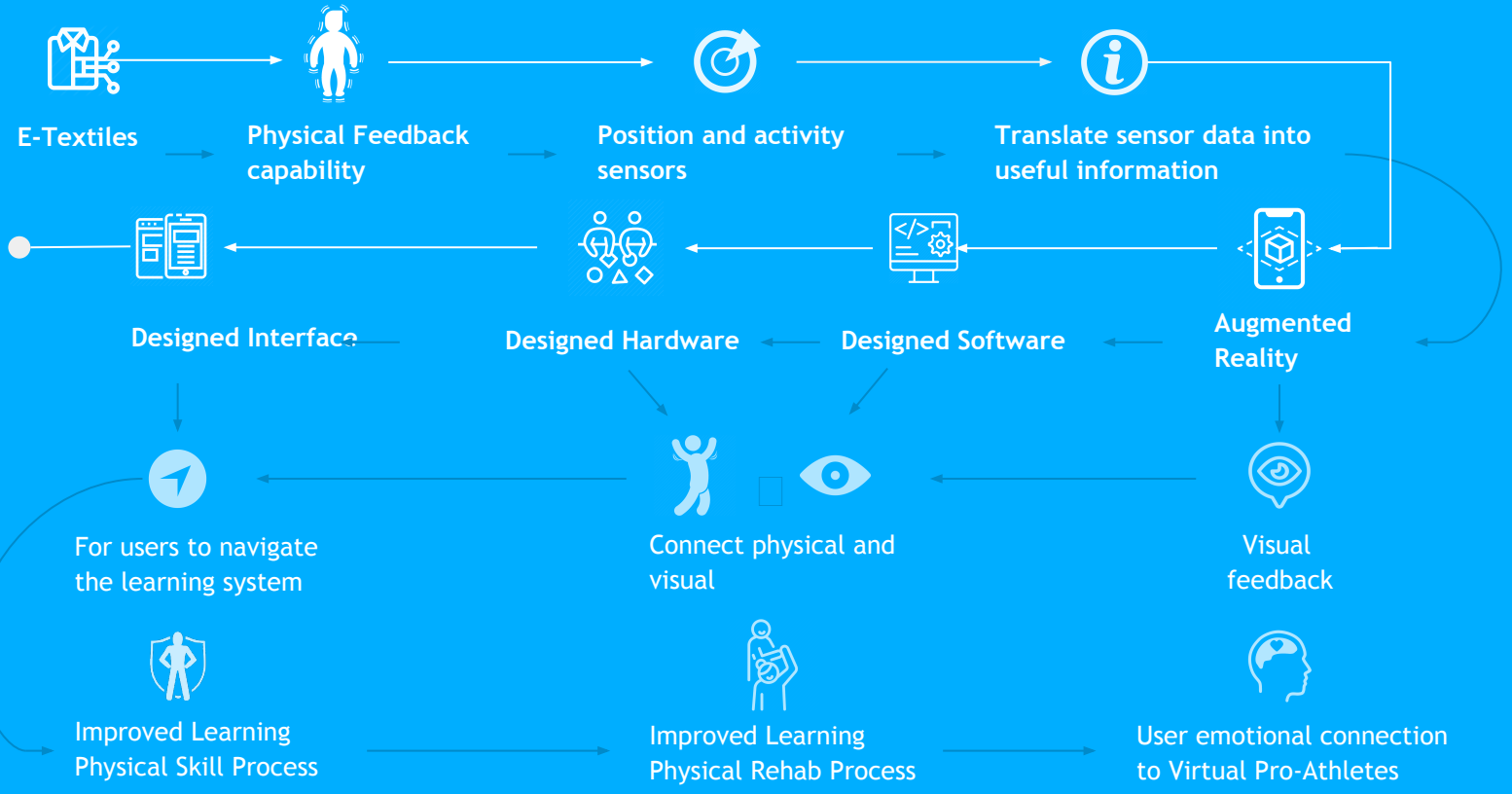
↓

23%
Rapid growth from 2018 until 2023

42.36
Billion

Global Haptics Tech
Market by 2026

Processes


E-Textiles
Physical Feedback capability
Position and activity sensors
Translate sensor data into useful information
Augmented Reality
Designed Software
Designed Hardware
Designed Interface
For users to navigate the learning system
Connect physical and visual
Visual feedback
Improved Learning Physical Skill Process
Improved Learning Physical Rehab Process
User emotional connection to Virtual Pro-Athletes

Partners

MYANT

VISION

Aether TECHNOLOGIES

- E-textile and hardware components
- Local AR development company\
- Designers/Strategists

UHN Toronto General & Western Hospital Foundation

UNIVERSITY OF TORONTO FACULTY OF KINESIOLOGY & PHYSICAL EDUCATION

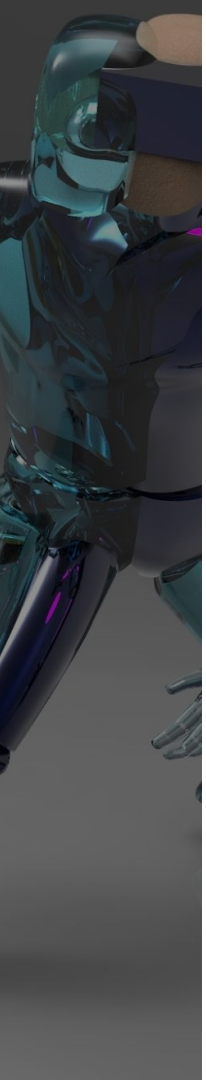
intelliware software development

NIKE

accenture

Canada

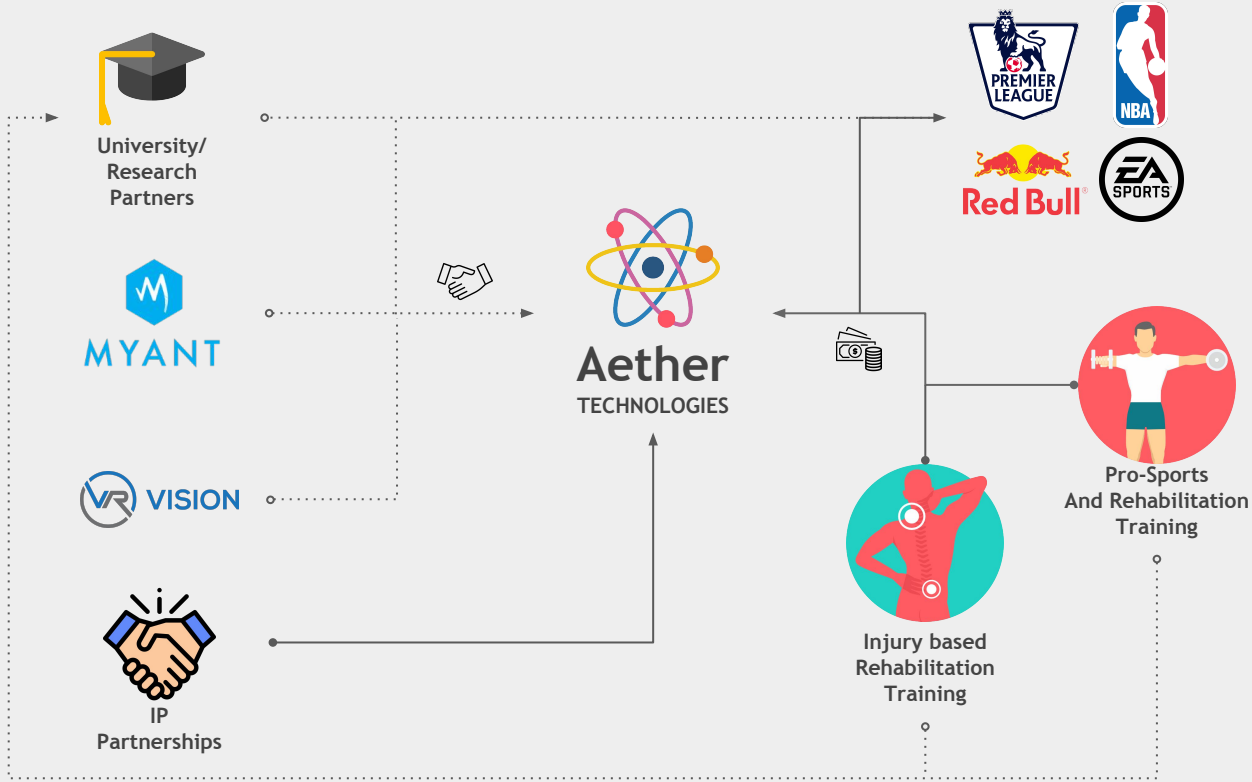
- Medical Experts
- Kinesiology Experts
- Software Development Company
- Sports Partners
- Investors



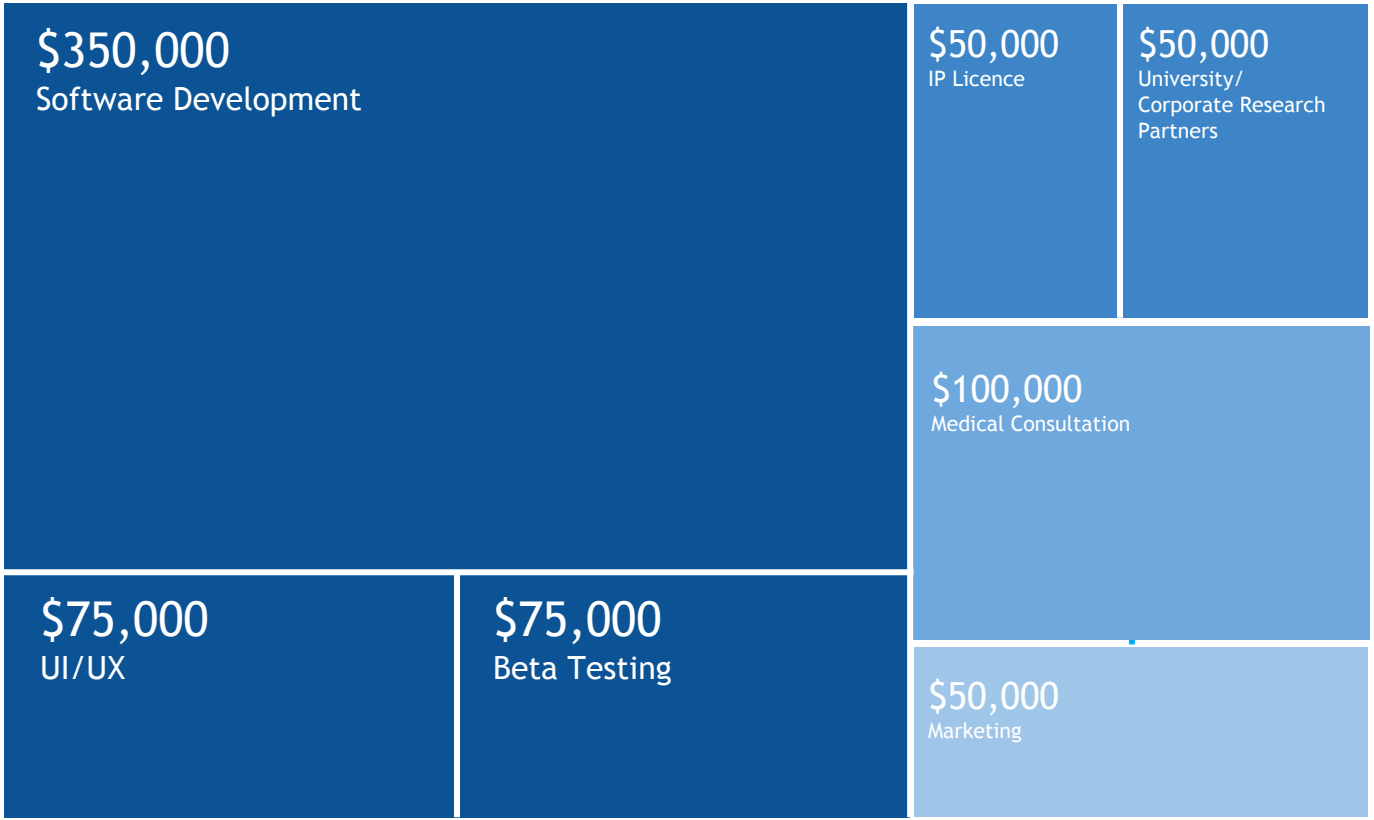
Initiation Strategy

Discovery	-Phase 1.0: Consult with medical/kinesiology experts -Phase 1.1: Consult with target demographic -Phase 1.2: Market Analysis and Positioning
Synthesis	-Phase 2.0: Product Research -Phase 2.1: User Experience Research -Phase 2.2: User Journey Mapping
Concept Design	-Phase 3.0: Detailed Concept Art and Renderings of Project Vision -Phase 3.1: Co-Design Workshop with Myant, VR Vision, Aether Tech.
Refine	-Phase 4.0: Co-Design Workshop with Users, U of T Kinesiology, and Intelliware. -Phase 4.1: Athletic Brand and Celebrity Partnerships. -Phase 4.2: Product Testing

System Map


University/
Research
Partners
MYANT
VISION
IP
Partnerships
Aether
TECHNOLOGIES
PREMIER LEAGUE
NBA
Red Bull
EA SPORTS
Pro-Sports
And Rehabilitation
Training
Injury based
Rehabilitation
Training

Cost of The Project

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THANK YOU.
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