



PASSION FOR TECHNOLOGY  
APPETITE FOR CHANGE

In collaboration with

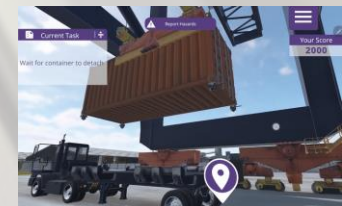


Strictly Confidential

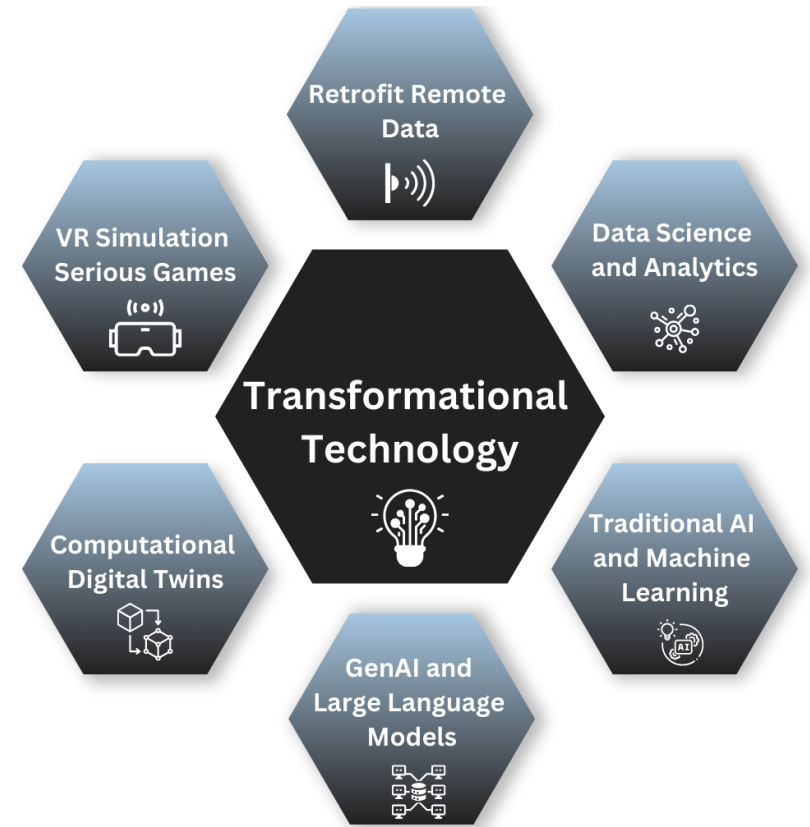


## VR Simulation Serious Games for Ports

Proof of Concept



- Dedicated to implementing transformational technology for Railways, Maritime & other Asset Intensive Industries
- Making a significant measurable difference to asset operation and maintenance:
  - improving customer experience
  - Improving performance/reducing costs
  - enhancing safety and security
- Through collaborating with market leading specialist technology partners
  - R&D: built on £2m+ of grant innovation funding & industry collaboration



We build immersive interactive learning experiences with

# VR Simulation Serious Games



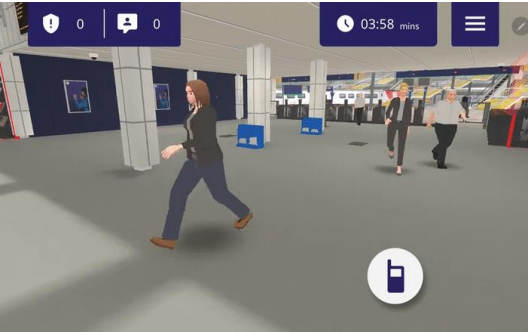
## Operation



## Maintenance



## Safety & Security



## Customer Experience





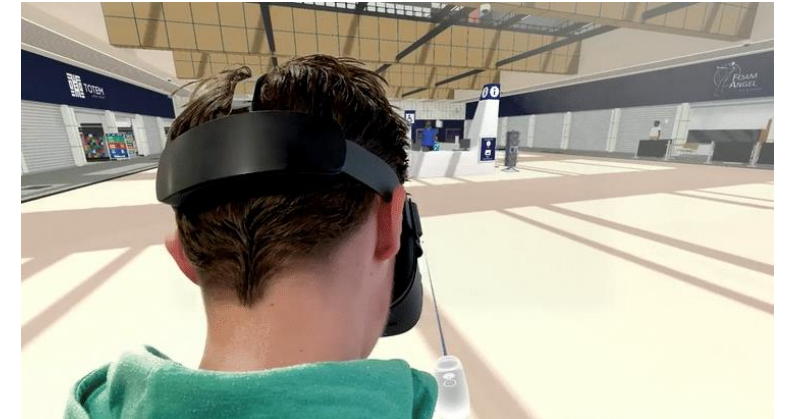
built on the world's leading games platform



deployed at scale in app stores



on a wide range of mobile devices, desktops and headsets



# The Laws of Learning

- The Law of Autonomy – active, choice, empathy
- The Law of Intensity – human memory and attention is quite poor
- The Law of Reinforcement – core loops and messages
- The Law of Effect – feel something



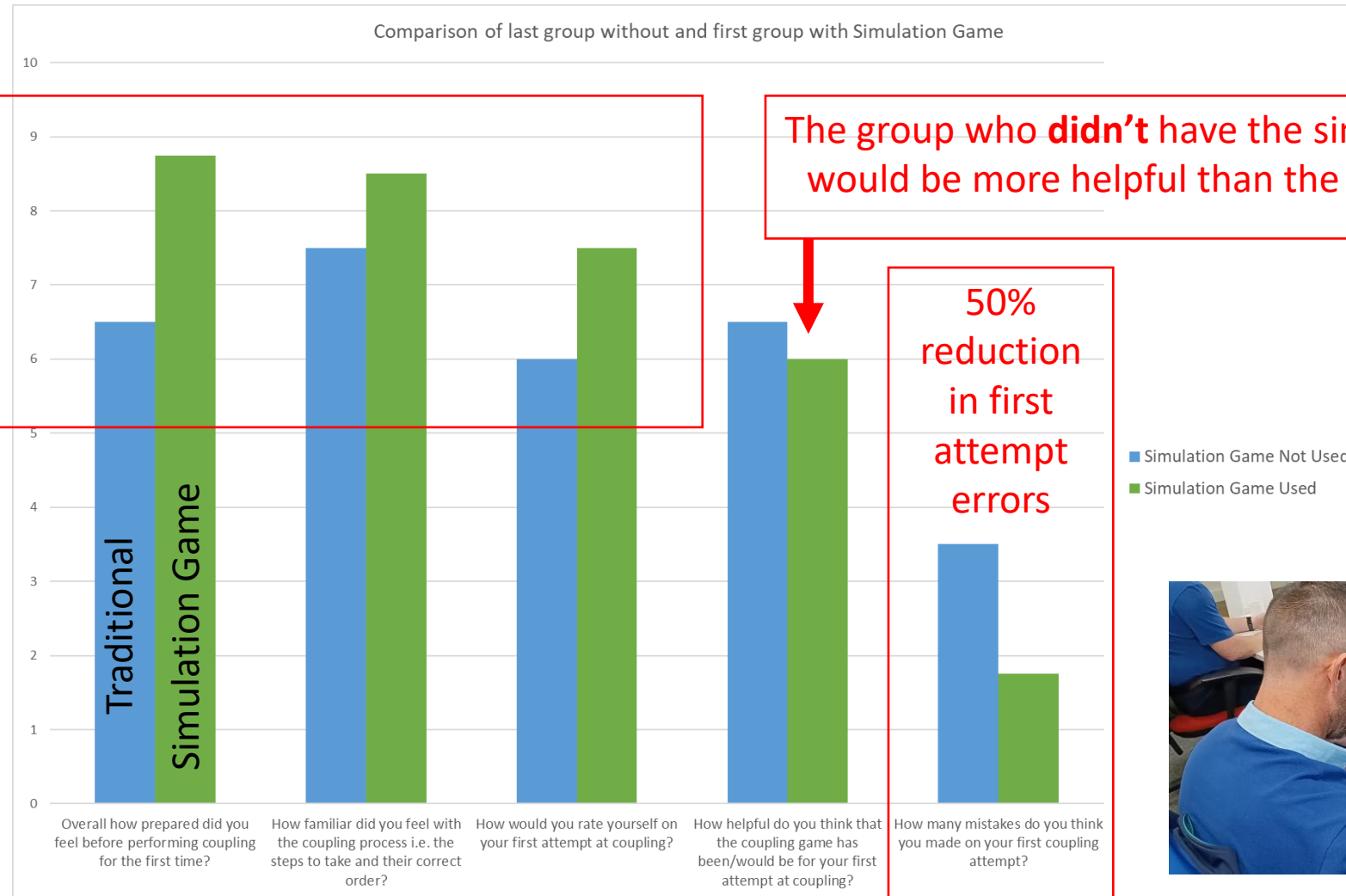
# Operator Training & Assessment





# 50% reduction in errors on first real world attempt

Significant  
Increase  
in confidence  
and knowledge

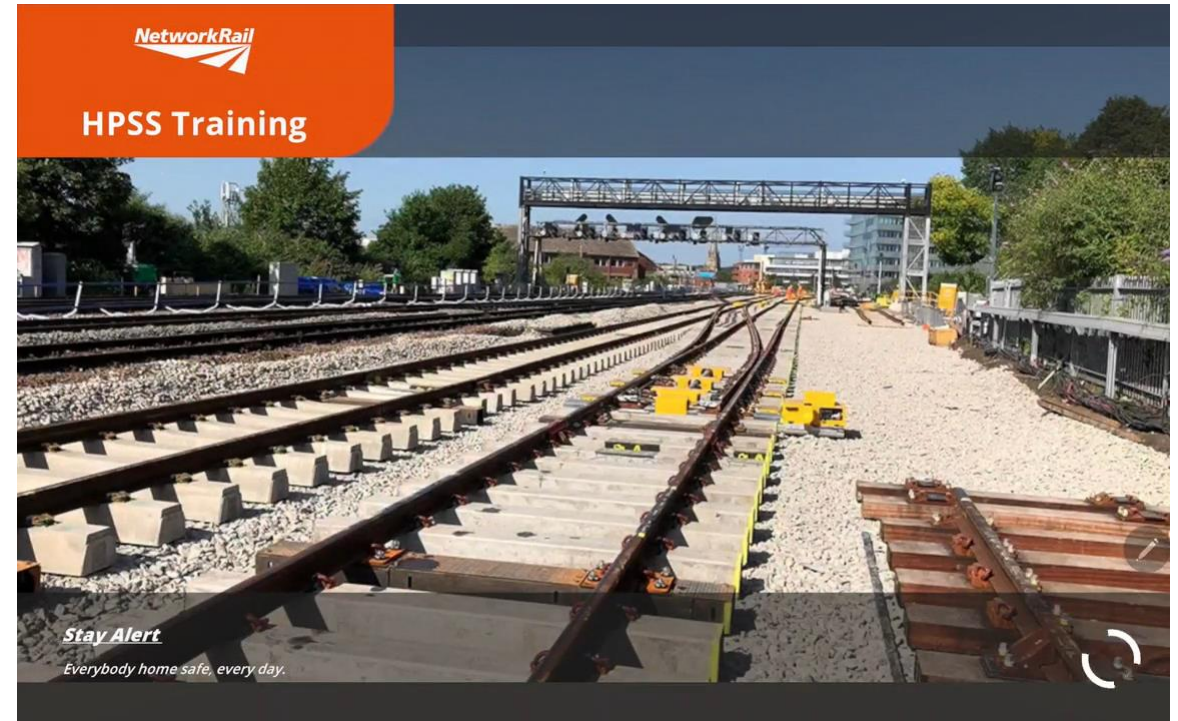
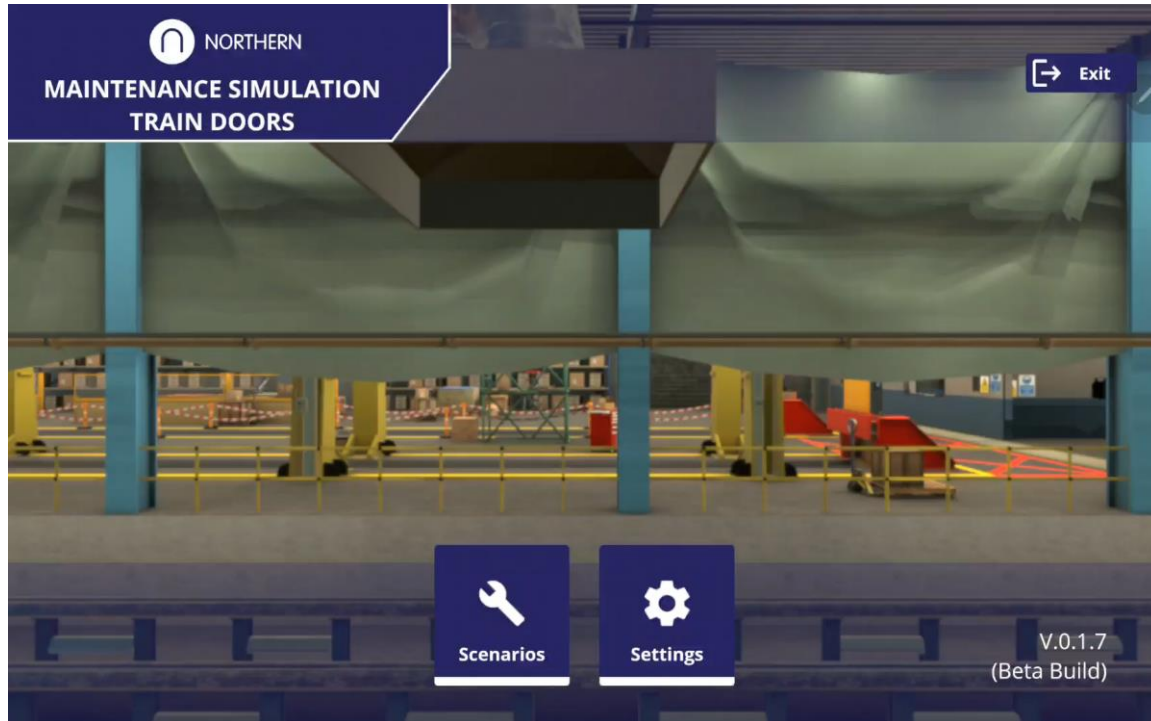


The group who **didn't** have the simulation thought it would be more helpful than the group who did.....

50%  
reduction  
in first  
attempt  
errors



# Installation, Maintenance and Fault Finding





## Directly transferrable to ports



# Serious Games. Serious Benefits.

If you need people to consistently do “the right thing right”.  
If there are significant consequences when they don’t.  
If traditional approaches aren’t making much difference.  
Then Serious Games will be important to your future.

Are you **playing** the  
right **game**?





# This is why it is exciting...

