broomx



IMMERSIVE SYSTEM

Merging physical and virtual worlds, made simple

PROBLEM

2

WAYS TO PERCEIVE IMMERSIVE MEDIUM

VR Headsets



Domes & Caves





Uncomfortable



Isolating



Complex



Expensive

INTRODUCING **MK360**

THE WORLD'S FIRST IMMERSIVE PROJECTOR

Multi-person VR

No headset

User-friendly

Any media



Plug & Play
5 minute setup

3 walls + ceiling projection

COMPLETE SYSTEM

HARDWARE & SOFTWARE

BROOMX proprietary software works seamlessly with the hardware to:

- adapt any 360° content to any room shape and size.

- play anything created for other VR devices: standard video files, Unity interactive apps and more. You can also upload your own content via USB or network.

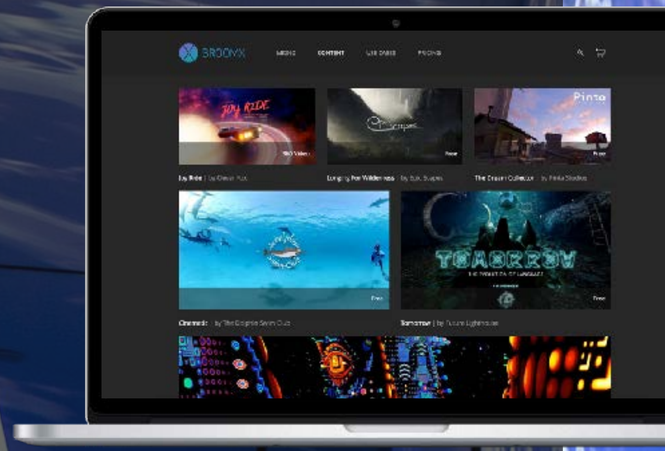
- connect to live streamings.

APP



User friendly control via your smartphone

CONTENT PLATFORM



Curated library of the best immersive artists worldwide

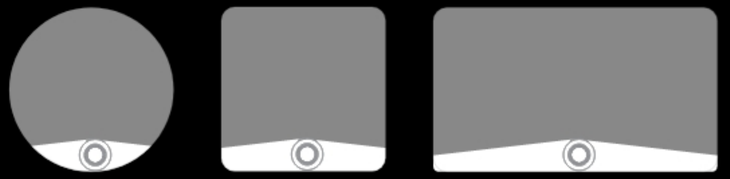
Manage MK360 remotely, with analytics and admin tools

MK360
Technical specifications



Optimal placement

Floor surface: 10-150m2 / ceiling h 2,5-5m.
Total darkness and white or clear color walls.
Domes between 5-15m diameter.
Distance to frontal projection wall: 2,5 - 5m



Projection features

- Full HD 1080p
- 2500 lumen
- 200° horizontal

Audio features

- 5” mono enclosed audio
- 105w power
- XLR stereo inputs
- Jack stereo inputs

Media specifications

mp4, H264, Equirectangular
4K (3840x2160p), 30pfs,
AAC stereo 44,1/48KHz.
Also: .jpg / .obj

Power consumption

300W MAX / 31W standby

Dimensions

180cm high x 42cm diameter
32kg weight

Internet

Not required

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MK360
Optional accessories



Flightcase

Bespoke flight case for easy transportation.
56x56x100 cm



Wheeled platform

For an easy transportation between
different rooms and spaces

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COMPETITION

Our most direct competitors comprise companies selling semi-immersive solutions such as theater VR, domes and cave systems.



Companies > Benefits v	Igloovision	Holodome	ScreenX	Cave	WorldViz	MagicLeap	BROOMX
Full immersivity	✓	✓	—	✓	—	—	✓
Sickness free	✓	✓	✓	—	—	—	✓
Full interactivity	✓	—	—	✓	✓	✓	✓
Marketplace	—	—	—	—	—	—	✓
Spatial Calibration	—	—	—	✓	✓	✓	✓
Affordable	—	—	—	—	—	✓	✓
Full portability	—	—	—	—	—	✓	✓



HOW WILL MK360 HELP YOUR BUSINESS?

In the business of ENTERTAINMENT AND EVENTS, the rise of a new media format historically comes with a boost in major brands marketing activities. Immersive media is the next big thing in communication

1

SURPRISE YOUR AUDIENCE

Your message will be heard if it comes with a WOW

2

MAXIMIZE THE IMPACT

Being immersed together and interacting as a group is better than isolation

3

POSITION YOUR BRAND

Creative opportunities are virtually limitless

4

RETURN OF INVESTMENT

Reap the reward



FEATURED USE CASES IN ENTERTAINMENT & EVENTS

CORPORATE MEETINGS, DEMOS & EVENTS

- Present your business in its own unique environment
- Differentiate your brand from your competitors
- Easy to move - fits in the back of a car
- Quick to assemble - no technician required









MARKETING ACTIVATIONS

- Capture your audience with a stunning visual spectacle
- Interactive virtual engagement with your product





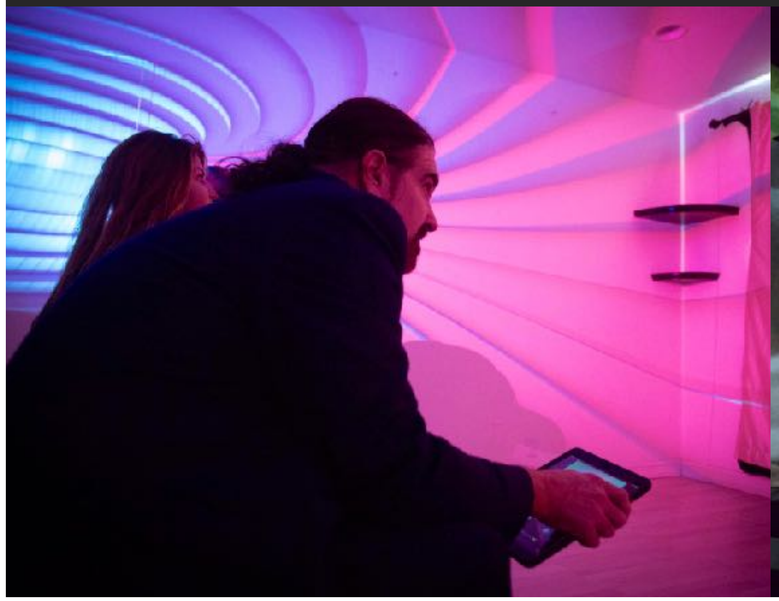




DIGITAL ART & EXHIBITIONS

- Immersive art installations made easy with an all-in-one solution
- Unleash your creativity, we provide the tools



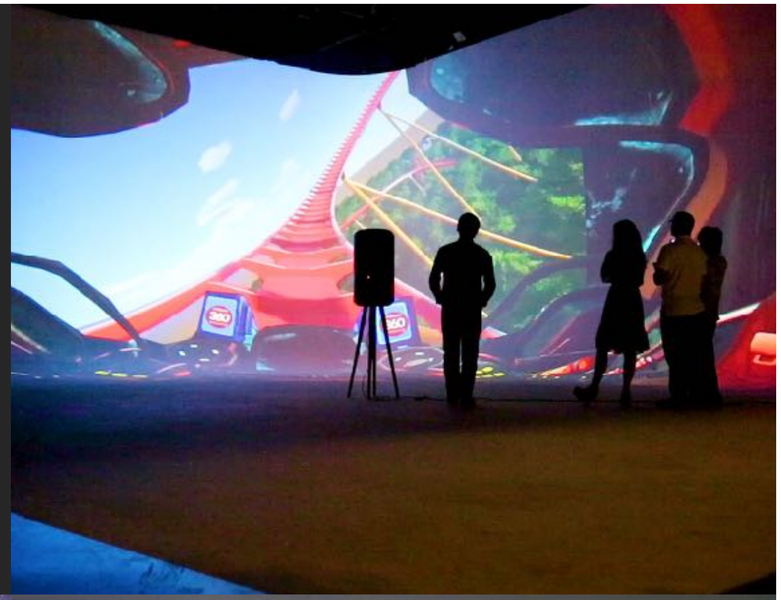


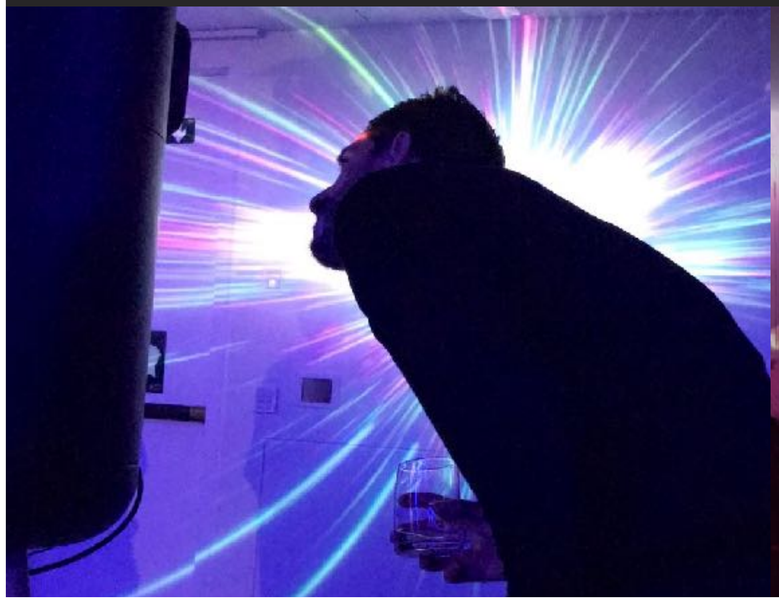




KIDS, FAMILIES & PLAYGROUNDS

- Creativity to the next level
- Let the kids have fun and experience your brand in a non-intrusive yet effective manner









GASTRONOMIC EVENTS

- Share multisensory experiences for heightened gastronomic pleasures
- Dining taken to the next level



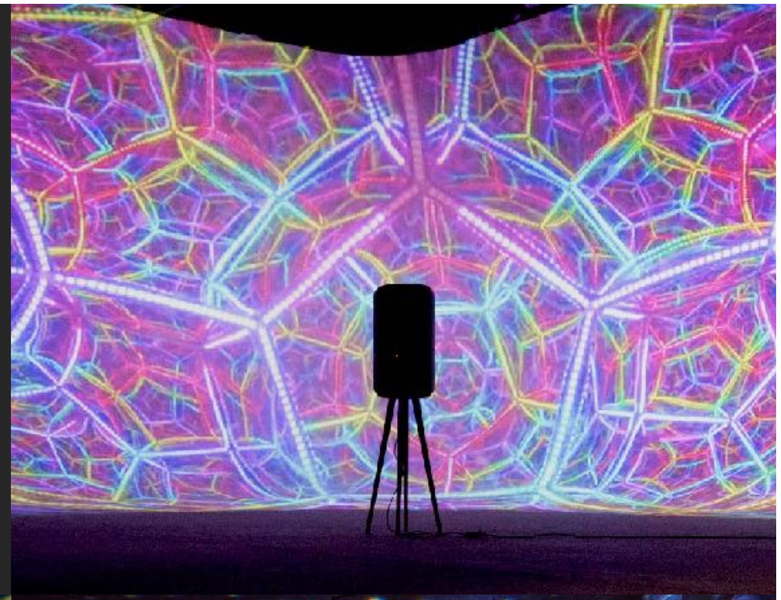




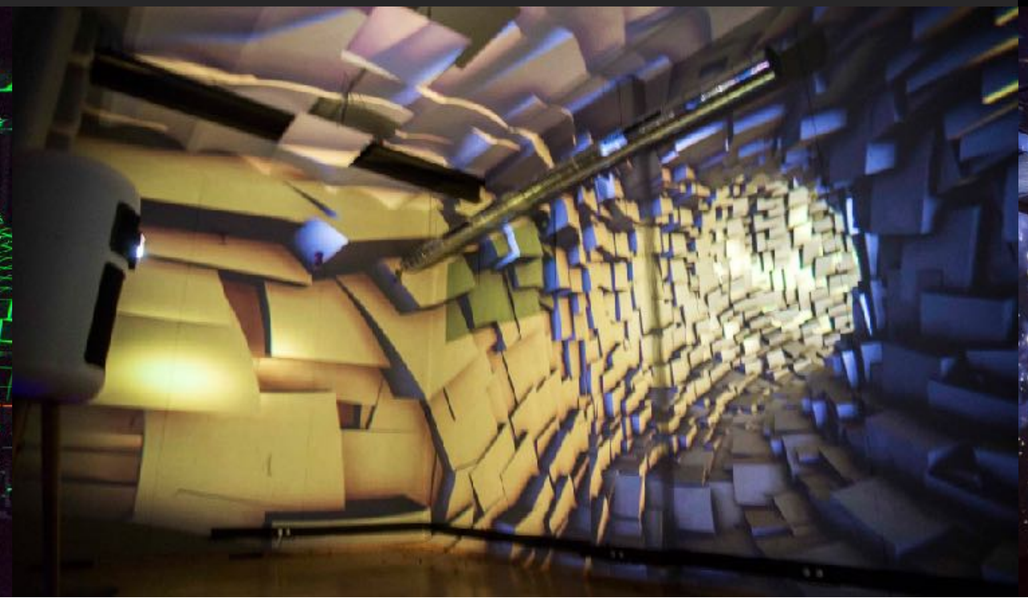


5G DEMONSTRATIONS

- Unhamess the power of 5G. Let people see it for real
- Other technologies hi-impact presentations









MK360

The world’s first immersive projector

Broomx MK360 technology greatly improve overall patient experience. It also enables healthcare practitioners revolutionary pain management, mind care and wellness techniques that can reduce anxiety as well as the need for medications.

Enhance patient experience
Eliminate side-effects
Reduce costs
Improve hygiene
Combat contamination







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Multisensory room

Healthcare solutions



Seamless integration with existing or new appliances to create multisensory rooms

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MK360

Pioneering content and creators

Broomx Platform

100s of immersive experiences available to stream exclusively via Broomx platform, including natural scenes, relaxation sessions and guided meditations. Additionally play any mp4, jpeg, Unity project and more...

VR Health content creators

the dolphin Swim Club

CROSSWATER DIGITAL MEDIA

Atmospheres

vrendle

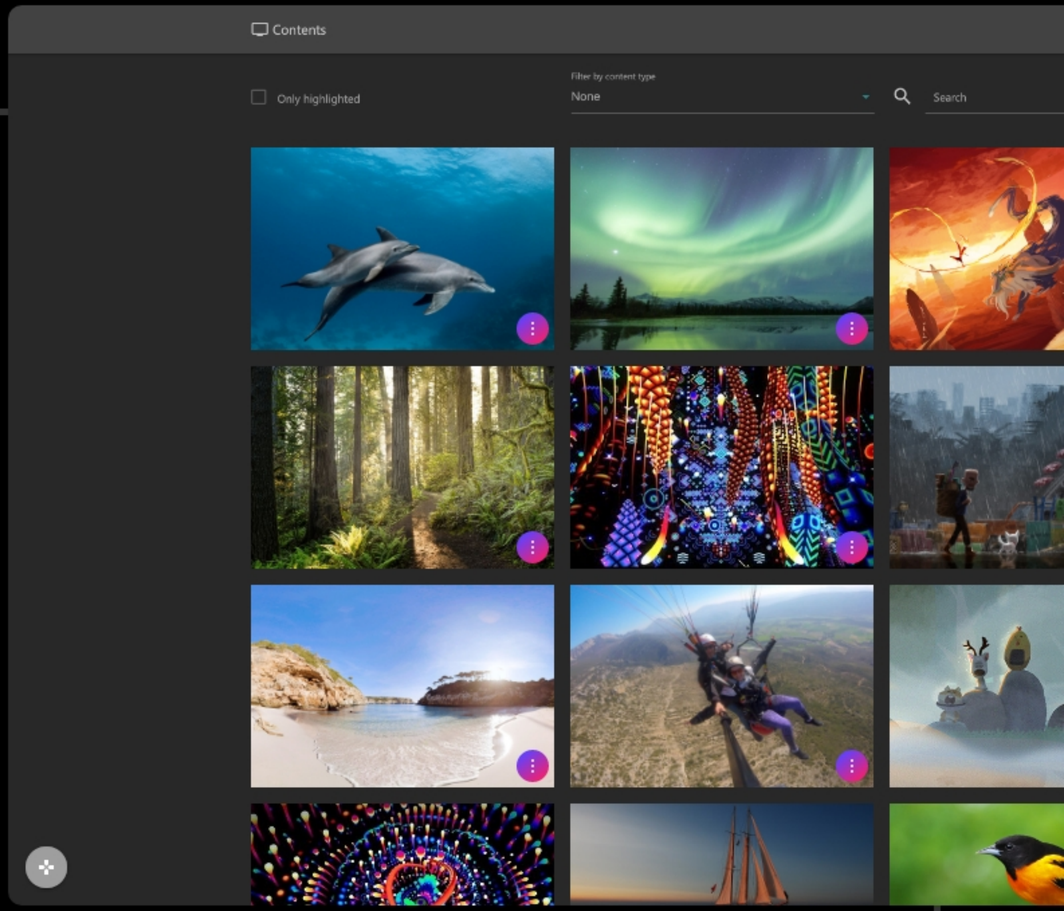
VR General content creators

TAS VISUALS

Pinta STUDIOS

VACADES

And many more...



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MK360

Case Study: The Albert Project - Canada

The impact of immersive technologies for the treatment of Alzheimer and dementia in long-term care

Research project focused on improving the quality of life of people living with dementia, their family members and caregivers through VR technology.

The Broomx MK360 is used to create immersive relaxation therapies, improving cognitive function and memory stimulation immersively using Virtual reality and a curated selection of emotive audio.

3 long-term care homes

325 participants

30% reduction

in the use of psychotropic medications to treat responsive behaviours



Partners

primacare LIVING SOLUTIONS

CENTRE FOR AGING + BRAIN HEALTH INNOVATION
Powered by Baycrest

Baycrest

CROSSWATER DIGITAL MEDIA

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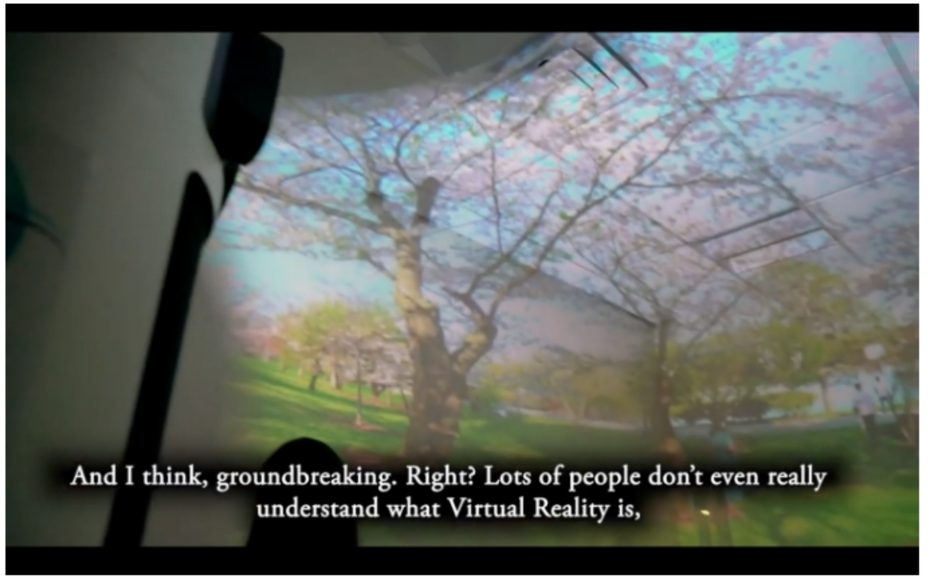
Testimonials

“Opportunity wide open for dementia patients. We never had the opportunity like that to offer to them.”
Janet Ochard, Research Assistant

“From day one we could see her interaction with the images on the wall. She saw things and would say, ‘I remember that!”
Monica Punter, Daughter of trial participants

“We saw a reduction in the use of medication, agitation, and depression.”
Jill Knowlton, Chief Operating Officer at Primacare Living Solutions

“Before the project started, Beverly would have these really rapid highs and lows...she would almost be in a panic. Those highs and lows aren’t there anymore, which is really nice to see.”
Alan Scott, Husband of trial participant



Video testimonial
https://www.youtube.com/watch?v=UkGOp5YCfEc

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MK360
Health customers

CENTRE FOR AGING + BRAIN HEALTH INNOVATION
Powered by Baycrest

primacare™
LIVING SOLUTIONS

Smile Buddy

KOTIKUNNAS

Q'sCorner
Inclusions Not An Illusion

Timeless
LIFE CARE®

broomx

SOME OF OUR AMAZING CLIENTS



TEAM



Founded in 2015 in the heart of Barcelona Technological Hub, Broomx Technologies is a mix of renowned experts in the fields of design, engineering, software and business development.

MANAGEMENT & CO-FOUNDERS



Diego Serrano - CEO
Designer, 20 years managing disruptive projects



Pedro Serrano - CEO
Designer, 20 years leading multidisciplinary teams



Xavi Vinaixa - CTO
Programmer, 10 years developing software



Sergi Lario - CTO
Computer Scientist, 15 years developing IT Systems



Ignasi Capellà - CMO
Social Graduate, 10 years leading social projects. Tech passionate and communicator



Gabriel Lecup - CRO
Sound Engineer and Optical Specialist, 10 years in creative industries



Pere Esteve - UI/UX Lead
Designer, 15 developing human interfaces and teaching creativity



Alex Posada - R&D
Electronics Engineer, 20 years leading Media and Interactive disruptive projects

21 PEOPLE

2 Directors + 5 Managers + 14 Employees
4 Departments: Hardware, Software, Content and Bizdev.

- **Multi-awarded Team**
- **Patent authors**
- **Company Shareholders**
- **Full-time dedication**

BOARD OF DIRECTORS:
Diego Serrano - President
Pedro Serrano - Managing Director
James NImmo - Board Member

TEAM:
Oscar Boronat (Media Production Lead), **Claudia Escribano** (Account Manager), **Mireia Saavedra** (Project Manager), **Montse López** (Administration management), **Francisco Dulanto** (Developer), **Dominic Dowbekin** (UK Country Manager), **Nil Baró** (Sales Dev Rep), **Robert Cornfield** (Client Services), **David Ros** (Media Producer), **Angel Armero** (Community Manager & Photographer), **Anna Via** (Graphic designer), **Beatriz Jardim** (Marketing & Copywriter), **Tiemen Jager** (Sales Internship Netherlands).

ADVISORY BOARD:
Glenn Cooper - Universal Music Group
Mirek Stiles - Abbey Road Studios
Mike Pfau - GoPro VR senior creator
Miquel Martí - Barcelona Tech City
Ignasi Costas - RCD

broomx

the projected VR company

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