



UNIVERSITY SYSTEM
of MARYLAND

Agenda Item 1

Featured Start-Up - BaltiVirtual

SUMMARY OF ITEM FOR ACTION
INFORMATION OR DISCUSSION

TOPIC: Featured Start-up – BaltiVirtual, Will Gee, Founder (information item)

COMMITTEE: Economic Development and Technology Commercialization

DATE OF COMMITTEE MEETING: March 30, 2017

SUMMARY: BaltiVirtual is a team of 3D experts, creating state-of-the-art Virtual and Augmented Reality experiences. The company was started by a UMBC alumnus and is resident at the Mtech incubator space at the City Garage. Some of its recent clients include UnderArmour, Stanley Black and Decker, Northrup and Oreo. In addition, BaltiVirtual has launched an original application, "HoloTats," which began as an augmented reality temporary tattoo experience for youth, but has grown into much more, with applications in retail, AEC (Architecture, Engineering, Construction), and education. Notably, the company has seen a significant enhancement to their business, since becoming a resident of the incubator, and has been strengthening its USM ties through work with UMCP Athletics and UMBC's Image Research Center.

ALTERNATIVE(S): This item is for information purposes.

FISCAL IMPACT: This item is for information purposes.

CHANCELLOR'S RECOMMENDATION: This item is for information purposes.

COMMITTEE RECOMMENDATION:

DATE:

BOARD ACTION:

DATE:

SUBMITTED BY: Tom Sadowski (410) 576-5742 / Suresh Balakrishnan (301) 445-2783



BaltiVirtual

A Mixed Reality Software Studio

Overview

Company Overview

Technical Background

Our Maryland Story

What's next?

Demos!





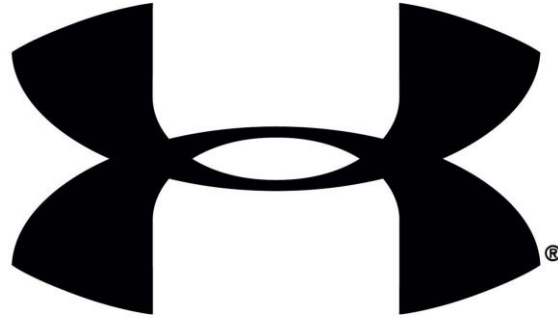
"Any sufficiently advanced technology
is indistinguishable from magic."

- Arthur C. Clarke

Magic: Making Things Appear Out of Thin Air



Why?





Virtual Reality (VR)

A combination of hardware and software creating the sense that you are present somewhere else.

Many valuable uses today, beyond entertainment and gaming:

- **Education / Training**
- **Architecture / Engineering / Construction**
- **Treatment**



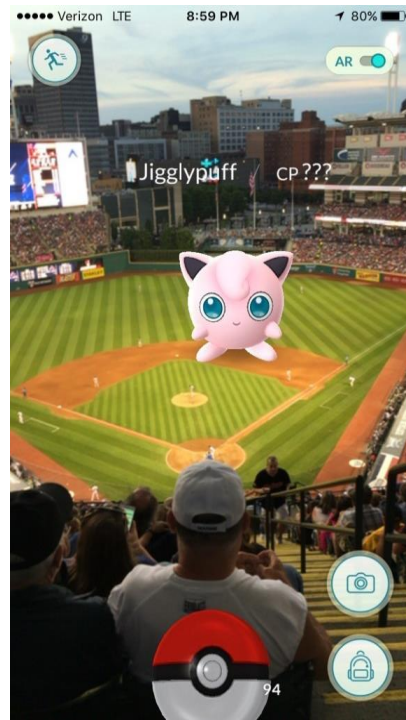
Augmented Reality (AR)

Computer-generated graphics combined with the real world.

Think of a street sign that is only visible to people who are lost.

Greater long-term potential than VR, but currently has large technical problems to overcome.

We believe AR is the next major computing platform.



BaltiVirtual



Founded in 2015

Focused entirely on VR/AR

Major goal: Strike a balance between services and products

Started BMoreVR Meetup Group (Fall 2015)

**Launched First Product - HoloTats AR Tattoos
(Summer 2016)**

BaltiVirtual's Maryland Roots



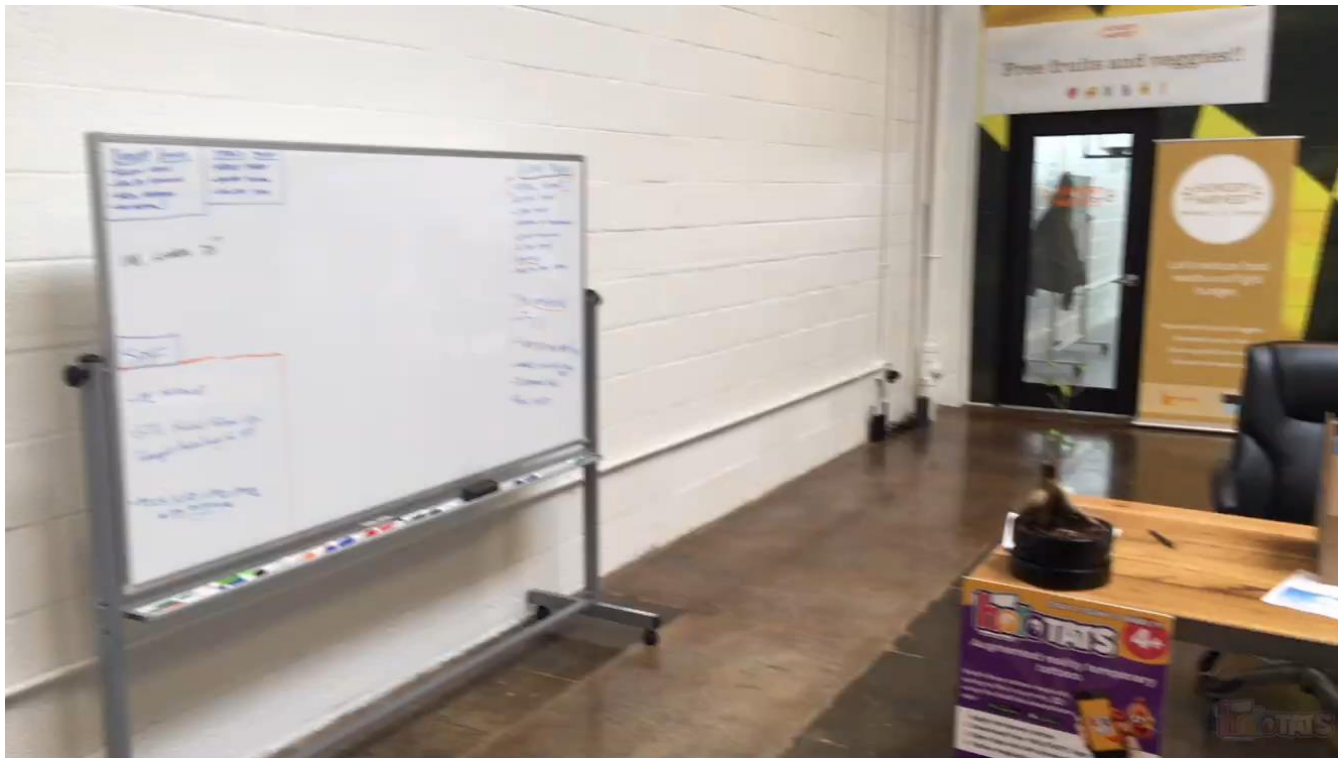


Moved into MTech's Space in City Garage (8/16)

Help from the UMD Law Clinic

Assist from UMBC's Imaging Research Center

Strengthened our relationship with Under Armour



BaltiVirtual Today



Growing! (We're using all 6 desks UMD gave us!)

More customers

Solving tough problems with innovative partners

**Helping to grow an AR/VR development ecosystem in
Baltimore**

Expanding into new product types and technologies

Thanks!

