

FAQ

room experienceCloud launch

1. How much money has room raised to date and from whom?

room AG has raised 6M EUR seed capital to date. The lead investor is bm-t (Beteiligungsmanagement Thuringen GmbH) along with several business angels in Germany.

2. Why is the company based in such a small German city?

Jena is known as the epicenter of German innovation and the home of international companies such as ZEISS and Intershop. It is located in the center of Germany, and we can benefit from many skilled people that are seeking work straight from the universities. Many successful startups have been founded in the region. We are also planning to build up more subsidiaries in bigger cities as well as in the U.S.

3. Why focus on using WebGL and WebVR instead of higher-performant native APIs like DirectX and Metal?

To deliver the incredible creations of our experienceCloud to everyone, we rely on the open 3D visualization standards promulgated by the Khronos Group®. room is web-based (usable without download) to enable easy access for everyone from different devices - no high-performance hardware needed. The software is fully capable of running on desktop devices, smartphones and tablets as well as on VR headsets (VR functionality is currently in early Beta).

4. Is room optimized for any specific GPU architectures?

room is not specifying a specific GPU architecture. We deliver our experience on as many architectures as possible, in fact.

5. What is the minimum GPU requirement?

There are no specific requirements. GPU support in general is dependent on the individual 3D object or the space(s) users create using our platform.

6. Do you need a high-powered PC, laptop or mobile device to run room effectively?

We want to democratize 3D technology – this is why there are no high-performance devices required. The software runs smoothly on the latest models of PC, notebooks and all kinds of mobile devices.

7. Do you need an LTE or 5G connection if you are running off a mobile device?

You will need a stable internet connection to access web-based 3D content, but it is also fully-capable of running well on lower-performance standards than 5G or even LTE.

8. Do you need a VR or AR headset to use room effectively?

No, room is web-based and can be used without a VR or AR headset. You can access the digital content such as 3D models and virtual events simply via a web browser from any device through the power of WebGL. In addition to that, we are currently developing special solutions that are optimized for VR and AR hardware. We are looking forward to publishing a version of our product for VR headsets very soon in the Oculus Store and are demoing an early Beta at the press event for interested journalists and analysts with the proper Oculus gear.

9. Does room have any local presence in the United States or elsewhere?

Yes, there is a room subsidiary and office located in McLean, Virginia. Employees are on-site in the United States. More offices are already planned worldwide.

10. How will room prosper after the COVID-19 pandemic is over and the need for virtual events will go away?

We believe that the majority of future events will be hybrid. eventCloud supports hybrid events in terms of attendee and partner management, ticketing, AR options, streaming/webcasting, collaboration tools like pools and 'always on' possibilities. More people from all over the world can easily attend hybrid events and there is of course the further benefit of massively-reduced travel costs. We also offer various products for XR marketing purposes - for example Virtual Staging, 3D visualization for real estate as well as 3D product viewer for online shops.

11. Who are some high-profile customers using room?

Deutsche Telekom®, DHL®, Carl Zeiss® AG, E.ON®, Vodafone®, PUKY® bikes, Telefonica®/O2® Germany, PwC®, Jenoptik™, ottobock™, Bosch®, Mars®, and BD® to name just a few!

12. What are some of room's biggest successes-to-date in virtual events?

- **IFA Xtended Space** with more than 200,000 attendees on the platform
- **Telekom Techgrounds** as a state-of-the-art digital conference
- **DHL Logistics & Supply Chain Summit** with 24h agenda and attendees from all over the world
- **E.ON Republic of Innovators** community space with different ongoing events

13. What is the cost and license type for room?

We use a SaaS pricing model (Software as a Service). We charge monthly subscription fees for the use of the software as well as for hosting, etc. Users can choose between various packages that differ in the scope of services. Prices also vary depending on the contract term and payment method.

You can find more details at <https://www.room.com/pricing>

14. What makes room different from other companies in the virtual meeting space such as AltspaceVR, Arthur or Glue?

room offers a significantly broader service spectrum, as we are a horizontal software supplier serving numerous verticals. Thanks to our own bespoke solution for 3D scans and additional options for 3D product presentations, room's fully-integrated experienceCloud clearly stands out from the competition. Unlike competitors, we do not only integrate third-party solutions, but often develop and host upgrades ourselves.

In terms of time savings and cost reduction, room is far ahead of its competitors. Even large trade fairs such as the IFA could be implemented within a few weeks using the platform, where other providers specify implementation periods of at least half a year. In addition to the self-service solution, individual wishes and ideas can of course be easily implemented at any time thanks to the great flexibility of the platform and the competence

of our experts. All of room's applications are running as web-based solutions on any device and are accessible without special technology or knowledge.

- Glue: a collaboration tool for group meetings and remote work, not optimized for virtual events, 3D spaces or product presentations, very focused on VR
- Arthur: Collaboration Tool for group meetings, integration of third-party providers, again VR-centric
- AltspaceVR: Focused on VR but not on web services, no self-service possibilities

15. How can room differ from providers such as Zoom and Hopin?

Besides the special 3D environment, the main difference is the consistency and reusability of the content.

16. How is room different from Facebook's new virtual meeting solution?

Facebook's solution is focusing on collaboration and working together. It is accessible on the browser but to use the full solution you must join via an Oculus-only VR Headset.

In contrast to this approach, room's all-in-one platform can offer a comprehensive product portfolio for different experiences (interactive events, smart learning environments, enterprise marketing solutions and much more). It is running web-based and there is no special hardware required on the client side.

17. Does room have solutions geared towards non-profits such as charities, museums, and others as well as for-profit companies?

We have realized several projects for museums, including the German Optical Museum. One project we have recently started is nu.land, designed to support musicians and artists with digital venue alternatives. This project is specifically focused on music festivals and cultural events. Overall, we offer solutions for most sectors – non-profits and charities as well as for-profit companies.

18. How can room effectively compete against behemoths such as Microsoft and Facebook?

Instead of multiple applications, we offer a fully integrated, all-in-one tool.

19. How many languages is room localized into?

English (US), German and Chinese. Spanish, French, Italian and Russian are being added. More will come soon.

20. How easy is it to create a custom environment in room compared to the companies in the previous questions?

With room, you don't have to pay an agency to create your digital experience. The self-service platform is so comprehensive that you are able to do this on your own – without special knowledge or skills. You can choose between best practice templates for showrooms and events. We also provide an extensive 3D object library with furniture, exhibition booths, decoration, advertising space and much more. You can create a custom environment with just a few clicks and reuse content easily. Of course, we also support our clients with white glove service and an extensive knowledge base, including video tutorials on how to efficiently use the platform.

21. How easy and/or fast is it to make a live change in a room space?

Changes like color adjustments or links can be done within minutes. The changes will be live immediately or right after saving. Currently online visitors in the 3D space will see them after refreshing or updating the page.

22. Is there any appreciable lag if users are literally on opposite sides of the planet?

No, the platform can be used regardless of different time zones. It is optimized for international experiences, for instance at the virtual event we hosted for DHL (24h online around the globe).

23. Are there any educational discounts?

We offer custom packages and give different discounts for educational, charity or cultural projects.

24. Are there different tiers of product offering in room?

Yes, we are offering different tiers for each of our products (eventCloud, spacecloud, productCloud and immerseCloud). We also offer some free-to-use experiences as well and the possibility to test some of the solutions.

25. Why are room virtual events a potential better choice compared to having a classic F2F?

Virtual events can be implemented in less time with room's eventCloud. There are no traveling costs, no crowded halls and - in contrast to F2F events - independence of external circumstances. Through AI matchmaking and virtual networking solutions, it is possible to generate more leads than from classic events. Overall, virtual events are more efficient but can still provide a high level of engagement and interaction. We are offering features that go further than the participation in a F2F event (for example data export, tracking etc.).

Moreover, the platform was originally developed precisely for hybrid events. IFA 2020, for example, was such an event. The linking of on-site and remote participants, including chat, polls, VoD, and the options for preparing and following up on an event are incredible.

In addition, especially as a hybrid solution, the platform offers very good insurance against possible cancellations.