

VISUM
TECHNOLOGIES



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About Visum Technologies

Visum Technologies was formed in February of 2021 when a group of industry experts saw an opportunity to create a technology company focusing on the global leisure market.

Specializing in video capture solutions that enable travel and leisure destinations worldwide to optimize revenue opportunities through enhanced guest experiences and brand extension (social currency)

With the current video and video-sharing trend, we embarked on a journey to provide parks and guests with relevant content besides the stale still photo.

With our 60+ years of combined experience, our team has worked directly with ride manufacturers, theme parks, and operators for years. It is through these relationships and strong ties we have a direct-to-market opportunity.

Visum is a listed company on the Aquis exchange in London.



RE-IMAGINING VIDEO CAPTURE TECHNOLOGY

Our Mission is to be a recognized leader in video capture technology and delivery.



Our Strategy is to revolutionize the power of video capture with a focus on the travel & leisure industry – to transition traditional photo capture to video.



Through our IP-protected hardware and software, we capture, create, and deliver branded video content from the most extreme locations to all the main social media platforms.



A Global Market Opportunity

6,000 coasters are installed today.

Over 180 New coasters were installed in 2022.

175 planned for 2023!*

The pre-Covid Travel & Leisure Industry had an estimated turnover of approximately.

\$73.5 Billion

The 10 top theme park groups attract over **550 million** guests annually

The souvenir imaging market generates an estimated **\$1 Billion per annum**



5+ BILLION USERS
YouTube, Instagram, TikTok



1 Billion Videos
Watched on TikTok daily

Over 500 hours of video uploaded to YouTube every minute

Our Business Models

Revenue Share

- VISUM provides Capex for the equipment, installation, marketing, and remote service and support (onsite as needed) in exchange for a minimum revenue share of 45-50% of net revenue.
- Partner provides operating staff, operating supplies, and onsite support as needed.

- Average cost per system \$75,000 (28 cameras).

License

- Monthly license fee
- Per-video fee for each video sold
- Predictable baseline revenues
- The client purchases equipment from VISUM directly
- VISUM provides ongoing service & support

Our Metrics

95%
Average Uptime

\$8-12
Average Transaction
Value

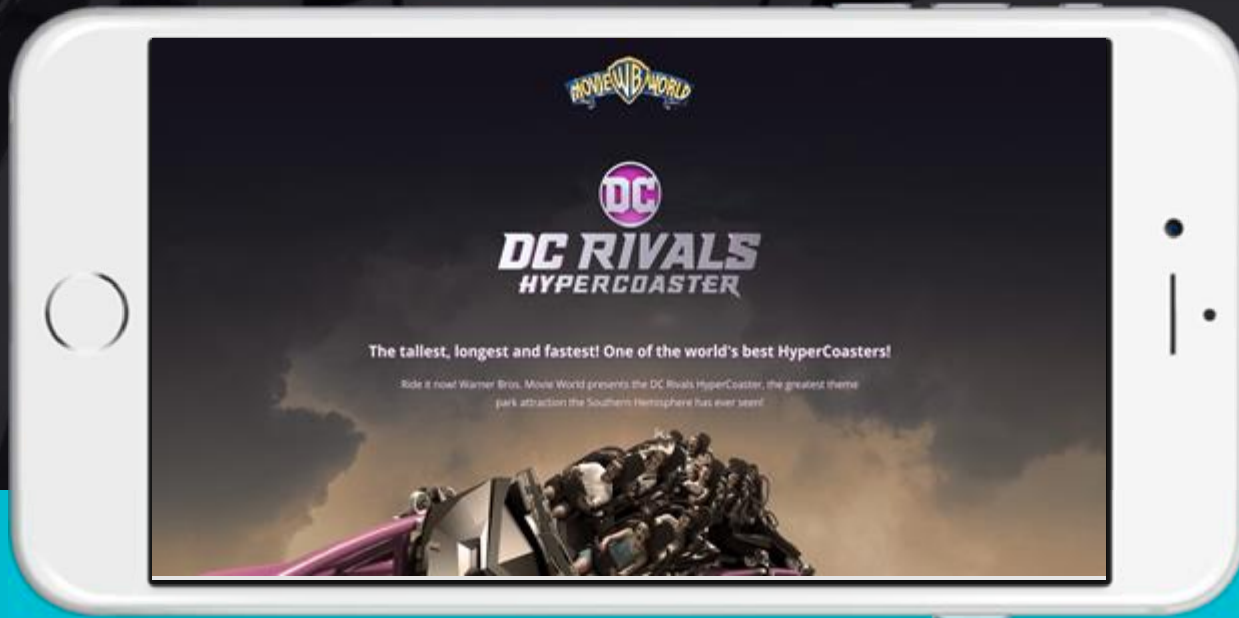
2-3.5%
Avg Conversion
Rate

\$3.9m
Invested in
R&D

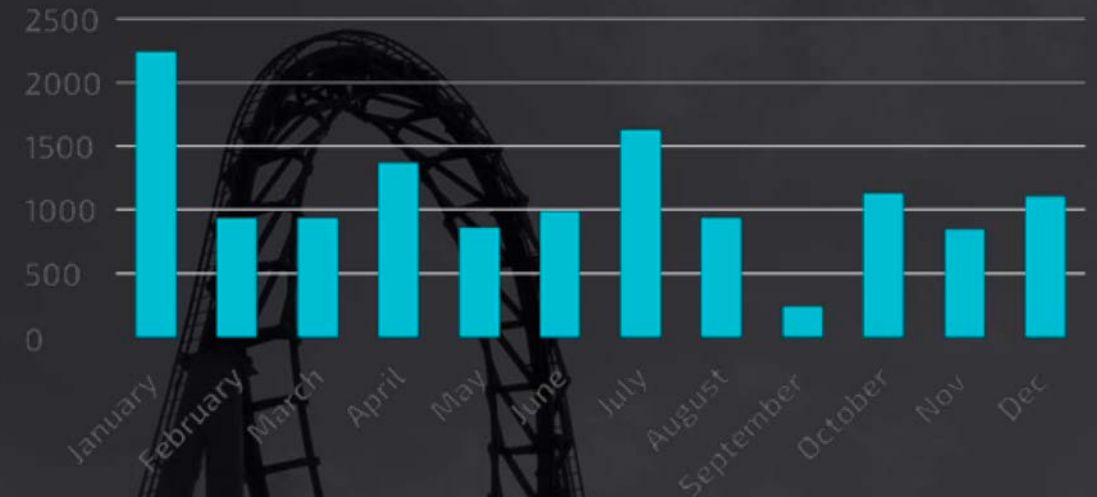
Proven KPIs, generating revenue & social currency for our clients and customers.

- Reliable
- Strong ATV and Conversion Rate
- Proven technology with \$3.9 million invested to date!

Case Study: DC Rivals



Movies Sold



DC Rivals Australia (Mack Rides) Test Installation Actual Result:

- Park guests: 1,300,000/year
- Capacity DC Rivals – coaster: 400,000/rides annually
- Pricing (Magic Memories) 19.99 per video
- Cost of installation \$74,000
- This coaster also has a photosystem competing
- No product options – one single movie

Total Movies Sold	13,240
Total Revenue	265k
Conversion of Ridership	3.31%
Total Visum Revenue 45%	119,000
Conversion % Against Gate	1,02%

Our Proprietary IP

Our Video Capture & Distribution Platform



The VTR Camera

Visum's rugged, HD
video capture camera



The VTX Software

Visum's instant video
editing and
distribution platform



Full social media
user integration

The Inside Scoop

- Visum's VTX 4.5 – is a unique technology to capture and share memories.
- The VTX 4.5 On ride Video System is a turnkey solution to record, auto-edit, and sell video recordings on roller coasters and thrill rides at leisure attractions.
- The system produces high-quality Mpeg4 / H.264 audio and video recording of the passengers' ride (POV).
- The system will automatically post-process the videos and edit a short video clip. This so-called teaser is shown on display monitors immediately after the disembarking process.
- When passengers exit the ride, they can preview and purchase their video to share it on social media and with family and friends.
- The videos can be enhanced with a custom park intro and/or outro for additional branding & marketing.

The Side Facts

- Visum Technologies Rugged (VTR) 4.5 Camera
 - Real-time sound recording.
 - Progressive video mode to prevent jittering image interference.
 - LED technology to brighten up images in dark environments.
 - Camera housing with heat-able glass panes to prevent haze.
- All components are waterproof and certified by IP67.
- All components are custom designed for the specific ride and developed closely with the ride manufacturer.
- Plug and play – All components are easy to switch.
- The onboard assembly can take place at the ride manufacturer's facility.
- The system works independently and autonomously from any other electrical source on the train.
- The entire system is TÜV certified.

Investment Summary



RAPIDLY GROWING AND STABLE INDUSTRY WITH PREDICTABLE REVENUE



HIGHLY SKILLED EXECUTIVE TEAM WITH OVER A HALF CENTURY OF COMBINED EXPERIENCE



OPERATING IN A SECTOR WITH HIGH BARRIERS TO ENTRY AND HIGH GROWTH POTENTIAL



PATHWAY OF ENTRY FOR OTHER REVENUE GENERATING OPPORTUNITIES



PROVEN AND SCALABLE TECHNOLOGY



ROI IN YEAR ONE OF OPERATION

ENJOY THE RIDE.



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Sample Video Product



<https://vimeo.com/654635577/d7d334429d>

Future Products



<https://vimeo.com/770724421>

Europa Park Endorsement



“Europa-Park has been operating roller coasters with integrated on-ride video systems from various providers for more than ten years. An update to the 4.0 system took place for the 2020 season. The reliability and the low maintenance requirements compared to other systems have convinced us, so that we will equip other rides with the new 4.0 system in the 2021 season.”

“A fantastic product with excellent picture and sound quality, which can be seamlessly transferred to all social media, is a real added value for our guests. Our employees appreciate the easy handling of the system. All in all, a system with a secure return on investment and a gain for the amusement park industry.”

Marcus Kniebetsch
Deputy Director
Shopping & Games