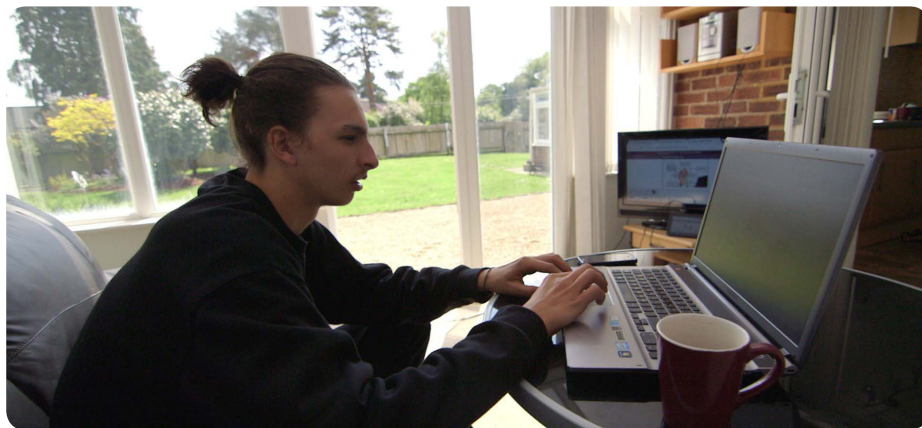


# The Synchroni Story

## *A human experience*

People are sociable, curious animals. We have chosen to use devices that help us keep in touch at all times. Globally there are over 4 billion mobile device users and a quarter of us use more than one device\*.

In the UK, that's as high as 60% with 75% owning three devices or more\*\*. Smartphones, tablets, laptops... there are so many to choose from providing access to so much: entertainment, education, sharing with friends, shopping. The problem is that their potential to enhance our lives is still being limited by a fragmented technology framework that makes using them together cumbersome.



Sources: \* Statista, \*\* econsultancy

## *Learning experiences made fun*

Karl Soanes discovered this when his nephew Jonathan's school was unable to support his needs and he had to learn at home. Existing learning platforms were too static and he found concentration difficult. The technology came first rather than the learning experience. Karl worked with Heather Longworth and Roy Goddard to create an online learning environment that would work seamlessly for Jonathan using the phone, tablet and laptop that he had at home.

Heather's knowledge of learning differences combined with Roy's software expertise quickly saw the shortcomings of existing platforms and the need for a different approach. By considering the overall experience that Jonathan needed and designing for that first they created an intuitive and flexible user experience that was tailored to his needs and synchronised across each device.



## *The Synchroni difference*

The difference was that from a user perspective presentation material was best delivered on the laptop, writing and drawing was best on the tablet and messaging was best on the phone. So a method of delivering all this just by flicking content from one device to others, without any need to open or close windows or load different applications was invented. The result? Jonathan was engaged, kept focused in the lesson and enjoyed the rich interactive experience.

Karl and Heather immediately saw the potential for not only improving online learning for students of all kinds around the world, but also for helping all users enjoy using their devices more. They founded Synchroni to set new standards for online digital experiences.



*“Life is different for each of us and sometimes education suffers. For instance, my brother Thomas is on long-term sickness leave while I used to struggle to keep up with lessons when on Junior Tour or training. Synchroni could help students continue their studies at home or like my fellow players, when away on Tour. Getting Synchroni built will help a lot of younger people like us and enable them to reach their full potential.”*

*James Marsalek, British tennis player*

## *What users and experts think*

Training experts such as Gareth Davies, the owner of Bespoke Training, who have extensive experience in the pharmaceutical industry, the NHS and government prefer Synchroni’s blended learning approach and feel that it will enable them to expand by offering a classroom-like experience online.

Mum Hana Marsalek feels it will help her sons because one is pursuing a career in British tennis and misses a lot of school while her youngest has a chronic illness and cannot attend classes. They find the current provision for remote learning inadequate and that platforms aren’t interactive enough; indeed they’re frustrating to use.

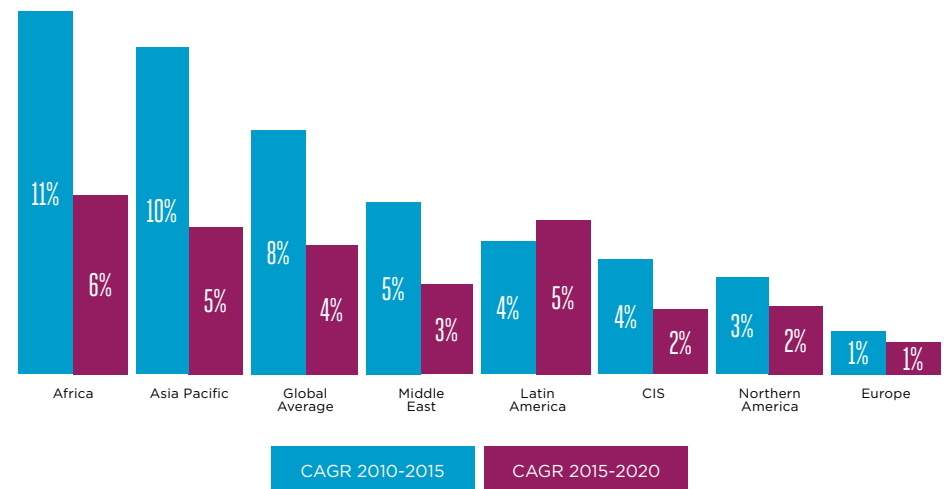


Imagine a world where children and adults can enjoy attending classes wherever they are on mobile devices? Smartphone penetration in the developing world is growing fastest and it's the main device used throughout each day.

In Africa, for instance, the number of smartphone connections across the continent almost doubled over the last two years, reaching \$226 million. Selling prices have dropped from an average of \$230 in 2012 to \$160 in 2015, according to a report published by GSMA on Africa's mobile economy.

Synchroni will advance global education by designing the right digital learning experience on mobile devices to either complement or substitute existing teaching methods. As 3 and 4G mobile broadband coverage continues to grow reaching students wherever they are will be a possibility.

## Unique subscriber growth by region



## *Virtual events you want to be part of*

But Synchroni's vision does not stop there. We want to be able to further develop our platform to improve more user experiences globally, a market worth approaching \$200 billion.<sup>\*\*\*</sup>

All kinds of live events could be enriched with Synchroni. We want to facilitate the digital economy by providing a platform that businesses of all sizes can utilise to reach out to audiences and clients. All that's stopping people from changing their habits is the user experience. We can create a more ecologically responsible approach to business - reducing pollution by cutting the need for travel with a simple, effective online platform.



Imagine being at home attending a conference in another country where research documents and content is quickly shared and you are able to ask questions and interact with any of the participants in real time on your personal devices. Why would you jump on a plane and waste unproductive hours travelling away from your family?

You could argue that we are already able to do this but the reason we aren't doing this more is because the user experience isn't simple, engaging or exciting enough.

When we watch a film we get a rich, immersive experience that engages us. Synchroni wants to bring that sensory stimulation to live events. Instead of static cameras we can enable multiple angles without the need for specialist devices, making for richer video and live content.

Production companies such as Southpoint Video, who film live events, are receiving more and more requests for a virtual experience. And event organisers see the potential to hold more events more cost effectively online. Even individuals are making their own presentations for social and business use.

Source: <sup>\*\*\*</sup>Estimated from the following market analysis reports:  
e-learning market is worth \$107bn in 2015: [elearningindustry.com](http://elearningindustry.com)  
enterprise collaboration (est global value \$47bn, 2014 / \$70.61bn 2019 : Markets and Markets)  
consumer experiences – brands, events, social interaction (3bn users), (\$10.77bn by 2020: Markets and Markets).





*“In my professional view Synchroni presents an interesting potential for interactive, multi-camera one-to-many online broadcasting. In the long run, as this technology becomes even more readily available, I would hope that most event organisers will offer an online broadcast of their events so that those who can’t get to the venue for whatever reason (scheduling issues with other commitments, travel cost, and so on) will still be able to participate and benefit. The inclusion of a multi-camera live switcher option is attractive as it allows the end-user to control what the focus is, which is particularly useful for education, training and knowledge sharing.”*

*Rowan Johnson, Managing Director, Southpoint Films & CEO of Vimsy*

## Professional life changes

Syncroni doesn't stop there. For professionals it can enable a heightened level of global collaboration. Using one flexible platform rather than lots of limited ones, businesses will save time, money and increase productivity. They will be able to afford to train employees and share more experiences of all kinds without considering a travel budget.

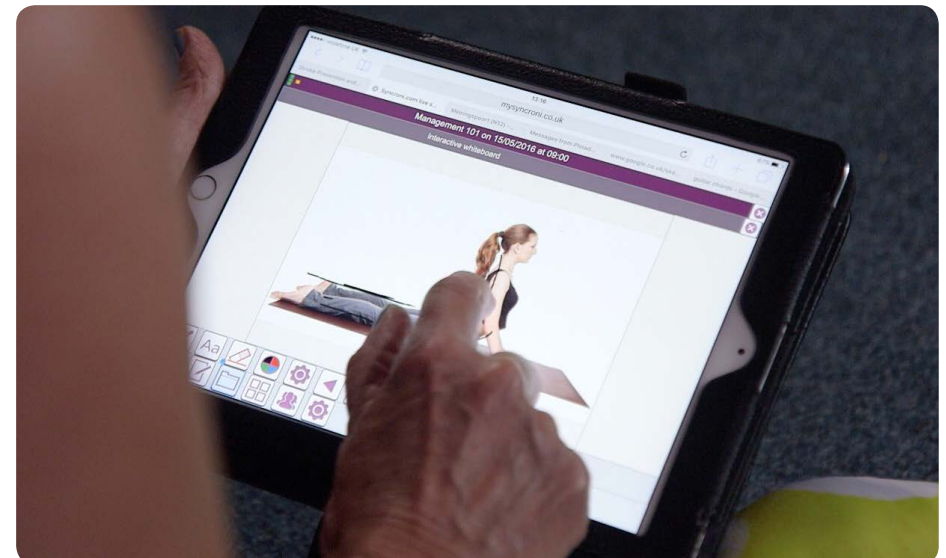


*“With the current global economic and political changes online expansion is a must to help us grow. Core to that is delivering a compelling experience that people will enjoy. From what I have seen Syncroni are here at the right time to take live experiences to the next level and I'd be very interested in using their technology.”*

*Gareth Davies, Owner, Bespoke Training*

Designers will be able to collaborate on concepts, share them with colleagues and clients and get feedback and approvals instantly. Architects will be able to share and amend plans on site with input from clients and suppliers. IT Managers say that current collaboration platforms aren't flexible enough.

Lecturers in Design and Management, such as Dr Ksenija Kuzmina at Loughborough University, especially like the live virtual element of Syncroni.



## *Transforming live social media*

And, perhaps most exciting is the potential for Synchroni to take digital social experiences onto a new, much more valuable level.

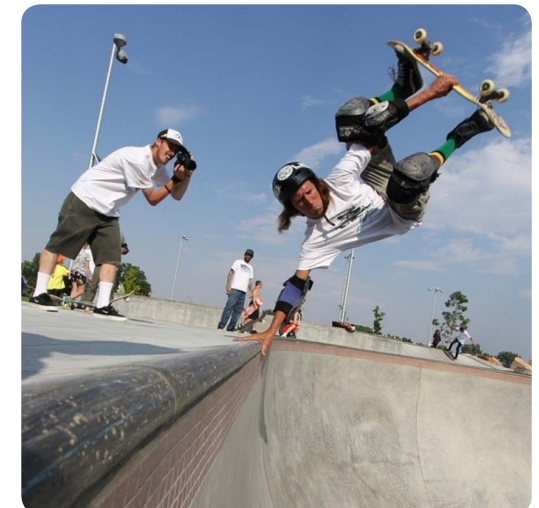
Think how amazing it would be to teach your children to 'cook along with Jamie', live in your kitchen; or learn how to play a musical instrument without having to trek off to a class after school in the middle of winter; or attend a fitness class in your lounge. Imagine your teenager starting up a business using Synchroni to create a skateboarding school!

Fitness trainer Sharon Clare sees the advantages of Synchroni for teaching. She has used US platforms including Webex and Skype already but finds them inferior.



*“So many small businesses could benefit if Synchroni can improve presentation platforms as I am sure many more people would sign up for online classes”.*

*Sharon Clare, Owner, Bodycoach Fitness, Suffolk*



*These are just a few of the possibilities and opportunities with Synchroni.*

*Being part of the Synchroni vision is being part of the future for society.*

*It's all about experiences, delivered in a socially responsible way.*

For an Investor Overview  
please see our website at:

[www.synchroni.com](http://www.synchroni.com)

TEL. 023 8115 7290