


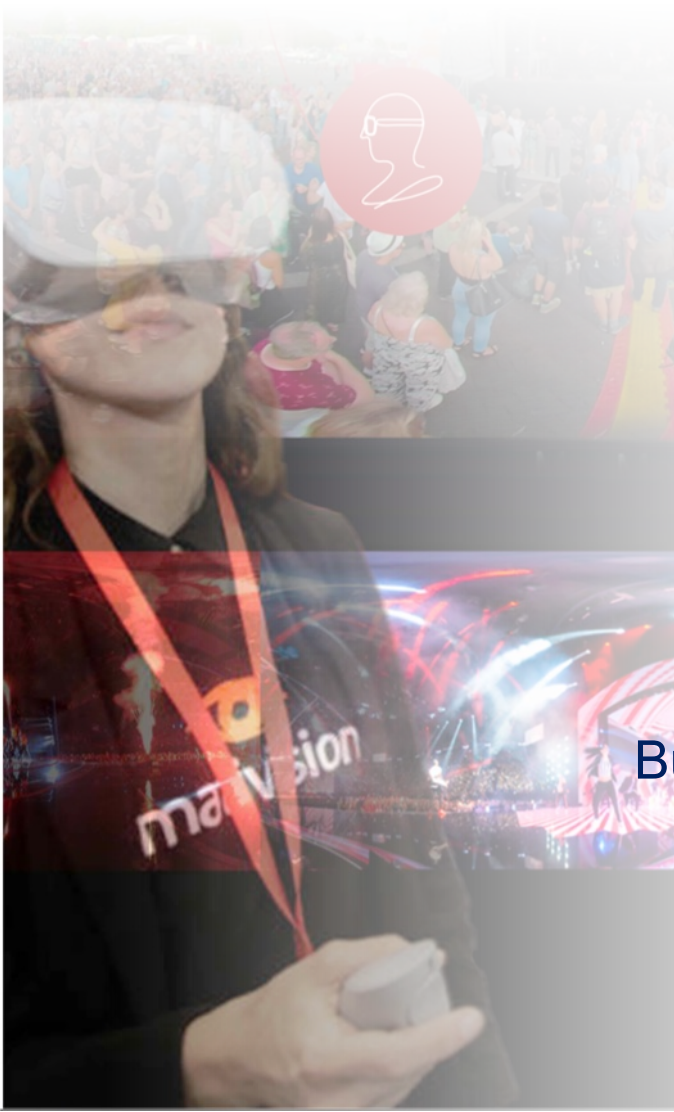


Reducing Stress and
providing relaxation
to patients and staff



Introducing the Team

ESCAPE VR



**London-based Mativision Limited develops
and delivers award-winning immersive content
and applications**

**20
YEARS**

Building immersive
experiences

**7
World's firsts**

from live-streaming to
medical experiences

**15+
awards**

Including 5G & HR
innovation awards

ESCAPE VR

Introducing the Team

Brand recognition



In November 2019, Mativision received the **Digital Catapult Platinum Award** which celebrates the eight companies, chosen among more than 250, judged to best demonstrate the diversity and richness of the UK's tech ecosystem.



Imogen Heap
Singer-Songwriter,
Producer and Engineer

Athina Metridou
Experience Designer,
Mativision

Jeremy Silver
CEO,
Digital Catapult



ESCAPE VR

Introducing the Team Global Customer Base

Mativision has produced **VR, AR and METAVERSE** applications for **global customers**



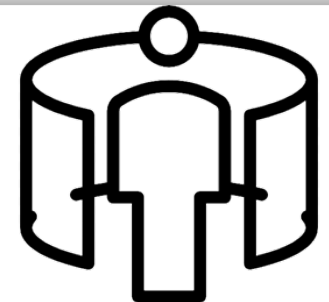
Watch this short introduction [video](#)



Virtual Reality



Augmented Reality



Mixed Reality



ESCAPE VR

Introducing the Team We build the Metaverse

More than a hundred successful immersive projects:

Immersive Medical Training

First-Person Experiences (Simulation of medical conditions)

Simulations of Medical Environments & Experiences

Path-way Visualisation & facilities' VR-tours

Diverse HR tasks & processes (H&S, Onboarding, Induction)

Stress relaxation, mindfulness and full-body-scan meditation.

The Problem we are trying To solve: **STRESS IN PATIENTS**

ESCAPE VR

Key fact:

Stress in Patients affects not only their mental state but also the effectiveness of treatment.

“Stress has a profound impact on how your body’s systems function” ***Lorenzo Cohen, Ph.D.***

“Chronic stress can help cancer grow and spread,” **Anil K. Sood, M.D.**, professor of Gynecologic Oncology and Reproductive Medicine at MD Anderson Cancer Centre- Univ. of Texas.



The Solution: **ESCAPEVR** [®]™

ESCAPE VR



ESCAPEVR [®]™ is
Mativision's **turn-key**
VR-based solution for
stress relief, relaxation
and **mindfulness** in
diverse healthcare
settings.



The Solution: Who is it for?

ESCAPE VR



ESCAPEVR^{®™} can be used in a wide range of healthcare settings:

Chemotherapy Infusion Wards can offer their patients a means to escape to relaxing and non-stressful environment during infusions,

Pre-Op & Pre-Test. Healthcare facilities can help patients reduce their stress and anxiety while waiting to undergo testing or operations,

Healthcare Staff can considerably reduce their stress during short breaks, by virtually escaping to relaxing environments.

The Solution: Description of parts

ESCAPE VR



ESCAPEVR^{®™} is a **turn-key VR** solution including:

- one or more specially selected VR Headsets pre-loaded with the **ESCAPEVR^{®™}** application ,
- A library of curated high-quality relaxing 360-video content, produced on-purpose by Mativision,
- A number of VR Fun & Relaxing Games for distraction,
- A purpose-produced Immersive Full Body-Scan Meditation Module,
- Additional immersive tours of selected destinations (option).

The Solution: How it is used

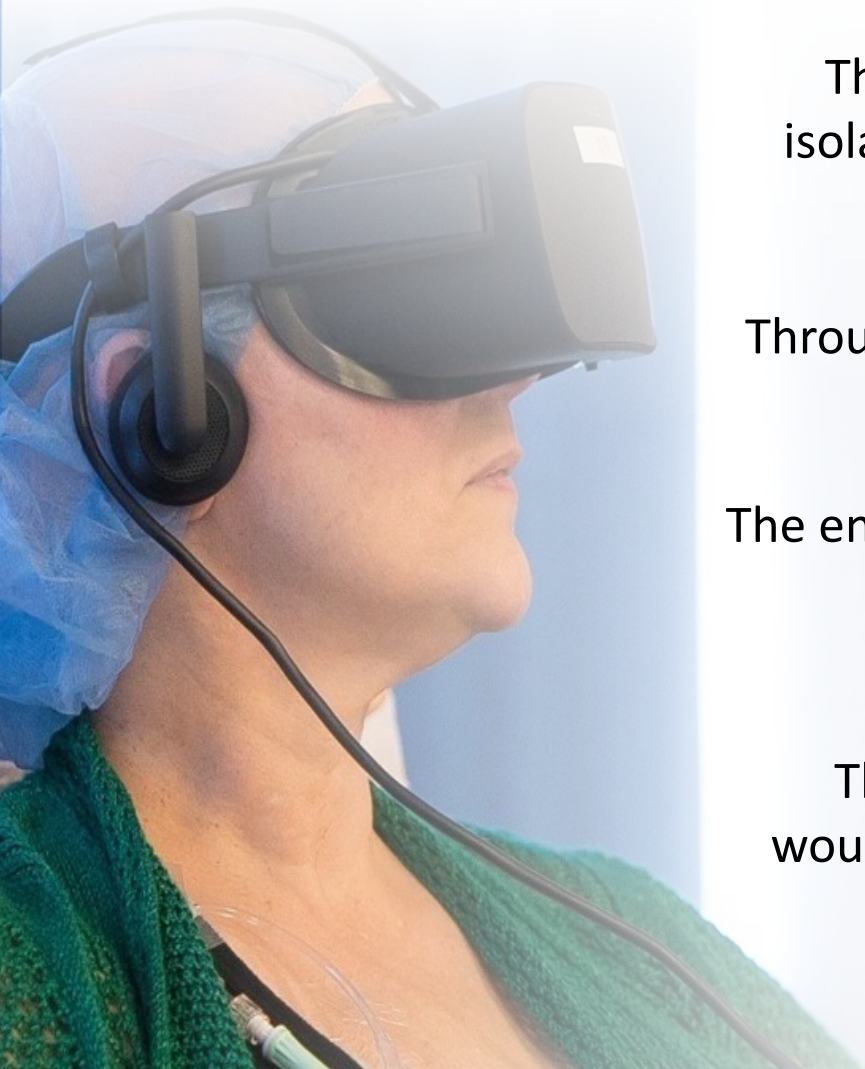
ESCAPE VR

The user, while seated, wears a comfortable **VR Headset** which isolates them from their surroundings and immerses them in the virtual environment of their choice.

Through the VR Headset and the **ESCAPEVR**®™ application, the user «escapes» to a relaxing, calm natural setting.

The environments are carefully selected and are presented through high-quality 360-degree videos which create an experience surrounding the user.

The user can look around simply by turning their head, as they would do, naturally, if they were physically in the actual location they are immersed in.



The Solution: User Friendliness

ESCAPE VR

A simple and friendly menu structure helps the user navigate the immersive content, make selections and enjoy the experiences and games.



Watch [the video](#)

Key Learnings So Far: Field Tested and Proven

ESCAPE VR



Statistics following two years of
Escape VR used in a number of large
hospitals in UK, Europe & USA



Key Learnings So Far: Field Tested and Proven

ESCAPE VR

Statistics following two years of **ESCAPEVR**®™ used in hospitals in UK, Europe & USA.

2000+ Patients have used **ESCAPEVR**®™

10

Hospital
Installations

50+

VR Headsets

300+

Content Minutes

80%

Were more
relaxed

65%

Enjoyed a
positive
Experience

96%

Would recommend
the experience to
others

Key Learnings So Far: Field Tested and Proven

ESCAPE VR



The average reduction of
anxiety in patients when using
VR during chemotherapy
treatment is

65%

Key learnings So Far: Field Tested and Proven (most recent – Q2/Q3 2024)

ESCAPE VR

Trial run over three weeks within Ambulatory Clinic and Pre-Theatre setting
CORK UNIVERSITY MATERNITY HOSPITAL, Wilton, Cork, Ireland

ASSESSMENT QUESTION	Not at all	Slightly	Somewhat	Mostly	Constantly	Did not answer
Did you feel distressed?	57%. (15)	11.5%. (3)	11.5 % (3)	11.5% (3)	3.8% (1)	3.8% (1)
Did you feel pain?	7.7% (2)	42.3% (11)	34.6% (9)	15.4% (4)	0% (0)	0% (0)
Did you feel in control?	3.8% (1)	11.5% (3)	11.5% (3)	19.2% (5)	42.3% (11)	11.5% (3)
Did you feel embarrassed?	61.5% (16)	23% (6)	7.7% (2)	3.8% (1)	0% (0)	3.8% (1)
Did you feel anxious?	50% (13)	26.9% (7)	11.5% (3)	7.7% (2)	3.8% (1)	0% (0)
Did you feel faint?	26.9% (7)	7.7% (2)	3.8% (1)	0% (0)	0% (0)	53.8% (14)

ASSESSMENT QUESTION	Very good	Good	Neither good nor poor	Very poor	Don't know
Overall, how was your experience of VR?	73% (19)	26.9% (7)	0% (0)	0% (0)	0% (0)

ASSESSMENT QUESTION	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
I would choose this way of having a procedure if I were in the same situation again.	69.2% (18)	23% (6)	3.8% (1)	3.8% (1)	0% (0)



ESCAPE VR

Commercialization: Flexible Rental Model

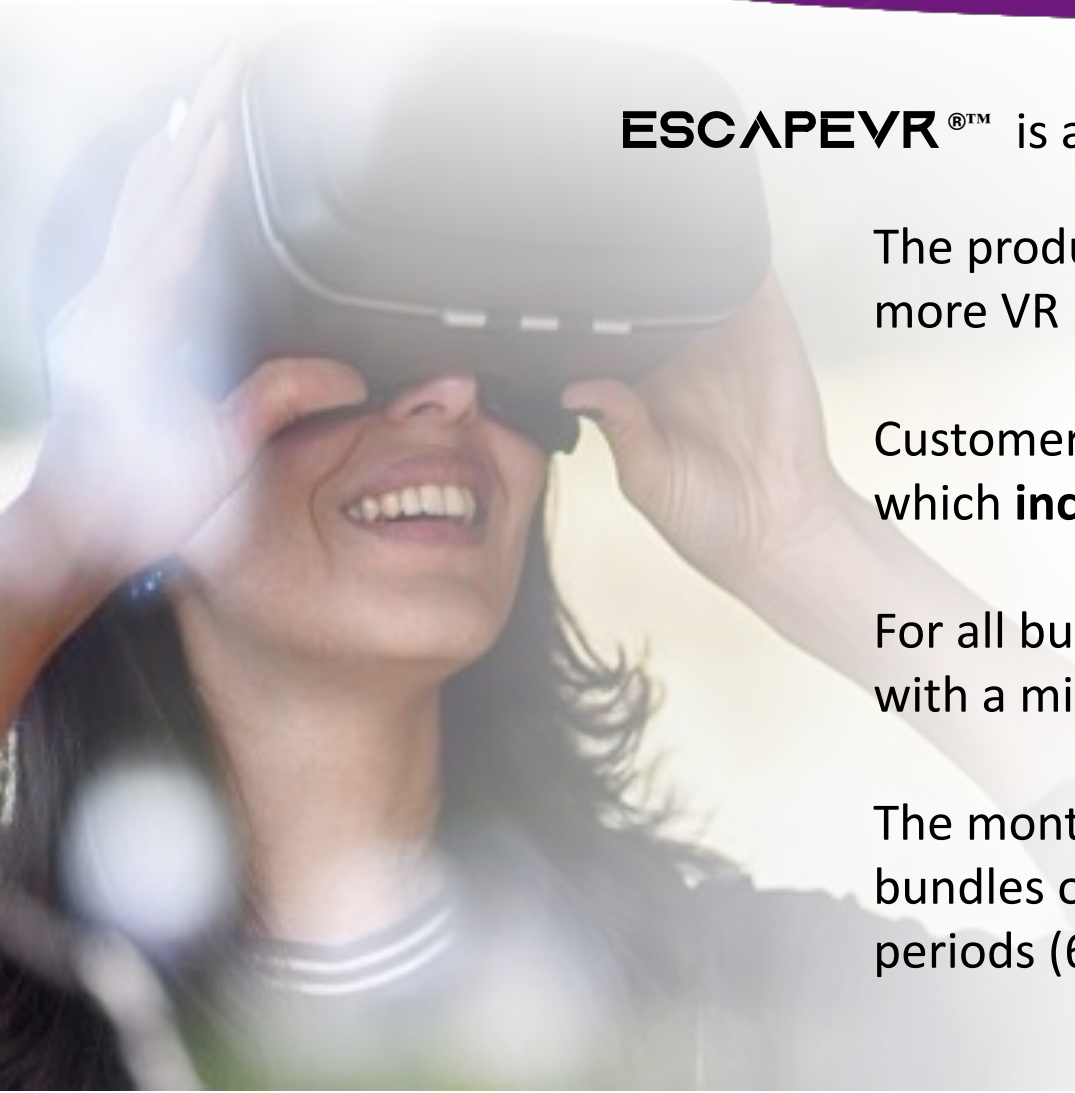
ESCAPEVR^{®™} is available via a flexible **Rental service** .

The product is available for rental in bundles of 3, 5, 10 or more VR Headset units.

Customers receive an **all-inclusive, turn-key solution** which **includes everything and is ready to go**.

For all bundles, there is an all-inclusive monthly rental cost with a minimum committed period of 3, 6 or 12 months.

The monthly cost per unit becomes more favourable with bundles of more units (5, 10 or more) and longer rental periods (6 or 12 months).





Market Traction: EscapeVR Users

ESCAPE VR



Greece
several locations

Use EscapeVR at the core of a two-year-long, nation-wide campaign involving several large hospitals in Greece, supporting women during their chemotherapy treatments



Essex/UK

Use multiple **EscapeVR** units to provide relaxation, stress relief and immersive mindfulness to Chemotherapy patients



Chicago/USA

Use multiple **EscapeVR** units to provide relaxation, stress relief and immersive mindfulness to patients across their 11 medical facilities



Baltimore/USA

Use multiple **EscapeVR** units to provide relaxation, to patients in the Chemotherapy Infusion centre and evaluate the merits of VR in mental health and wellbeing of patients and staff

Market Traction: Customer Testimonials



ESCAPE VR

"The EscapeVR is a wonderful way to help relieve the anxieties of treatment or procedures, whether you are transported to a sunny beach or playing one of the games, our patients really love it."

Jo Dean, Hospital Director at Spire Healthcare Group plc.

"We've just begun our EscapeVR efforts, but the setup was easy and early feedback is positive from our nurses that this reduces stress."

Kali Arduini, Director, Innovation at Northwestern Medicine, Chicago, USA.

'We introduced the Mativision VR headsets with EscapeVR software to our chemotherapy unit to provide escapism for our patients receiving cancer treatment. The feedback has been vastly positive, particularly among the patients who use scalp cooling – with the headsets providing a much-needed distraction during the cooling process.'

Katherine Coy, Chemotherapy Lead Nurse, at Spire Hartswood Hospital, Spire Healthcare Group plc, UK.

The Support We need:

We seek to further commercialise ESCAPEVR[®] initially across the UK Healthcare sector, both NHS and Private care.

Introduction to potential customers (hospitals, institutions, Healthcare organisations)

Support to properly promote and advertise the product

Investment support to acquire the necessary equipment and infrastructure to enable the launch of a nation-wide rental service.

Support to enable further development and adaptation of the product to specific settings (Children, Mental health, Rehabilitation)



Life is better without stress

powered by



mativision

the experience is everything

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