



6 June 2022, Australia

#### **ASX RELEASE**

### **VECTION TO PARTICIPATE IN CISCO LIVE 2022**

Vection Technologies Ltd (ASX:VR1), the INTEGRATED**XR**<sup>TM</sup> company, is pleased to announce its participation at Cisco LIVE 2022, Cisco's premier education and training event for IT professionals. The event will be held in Las Vegas from June 12 to 16. During the event, the Company will be previewing its exciting metaverse integration for Webex meetings.

#### **HIGHLIGHTS:**

- Vection to participate in Cisco LIVE 2022, to be held in Las Vegas from June 12 to 16
- Vection to preview its exciting metaverse integration for Webex meetings at Cisco LIVE 2022
- Online rebranding strategy to capitalize on the exposure generated by Cisco LIVE 2022
- A copy of the Cisco Live 2022 event press release is appended to this announcement

#### **OVERVIEW:**

#### History overview:

On 31 January 2022, the Company announced a novel communication approach centred around its direct and indirect (partners) sales initiatives. This successful strategy has consolidated the Company's current market positioning and ongoing efforts.

On 16 December 2020, Vection Technologies announced the execution of a memorandum of understanding with Cisco Italy to integrate Cisco's collaboration platforms with the Company's real-time virtual reality (VR) and augmented reality (AR) technologies.

Vection Technologies seeks to become a global growing leader in the extended reality (XR) technology space. To support this strategic vision, the Company has collaborated with leading technology research and consulting firms to strategically position its INTEGRATED**XR**<sup>TM</sup> suite messaging, towards its global growth strategy.

Leading up to and from its participation at Cisco LIVE 2022, Vection Technologies will commence publishing new and exciting online content, strategically positioned to support its FY23 growth objectives and online exposure generated by the Cisco LIVE 2022 event. The online rebranding strategy is expected to become an additional key driver for incremental growth, adding to its global, established direct and indirect (partners) channels.

This online content strategy will include:

#### PRODUCT NAMES AND BRANDING:

Vection Technologies will be launching new branding for its INTEGRATED**XR**™ product suite. This branding has been designed to position the Company at the forefront of the XR technology revolution.

■ VECTION TECHNOLOGIES LTD

ASX:VR1 | ACN: 614 814 041

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WEBSITE

www.vection-technologies.com

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## INTEGRATED>











Mindesk

**EnWorks** 

3DFrame

Configurator

**XRKiosk** 

Image 1: INTEGRATEDXR<sup>TM</sup> product suite.

In particular, the Company is introducing new brands for the "FrameS" and Trainer Creator" products, while introducing an exciting INTEGRATEDXRTM evolution, the "XRKiosk":

- EnWorks is the evolution of Trainer Creator. EnWorks is a powerful solution to support training, manufacturing, and maintenance processes, with augmented reality-powered visual assistance.
- 3DFrame is the evolution of FrameS. It is the Company's no-code enterprise metaverse app for immersive product presentations.
- XRKiosk is an integrated XR solution that blends the physical and virtual worlds in one comprehensive solution. It is designed to blend reality to deliver a true omnichannel experience for in-store sales.

#### PRODUCTS AND SERVICES POSITIONING:

As part of this rebranding, the Company will bring to fruition the learnings derived from its direct and indirect (partners) commercial efforts, within a comprehensive breakdown of INTEGRATEDXR<sup>TM</sup> product, services, and customer value:











Mindesk

VR design review and realtime rendering in the Unreal Engine.



Enhanced work with visual assistance.

3DFrame

No-code enterprise augmented reality -powered metaverse app for immersive product presentations.

Configurator

Unlimited product configuration with augmented reality visualization.

XRKiosk

Transform the in-store customer experience with 3D and AR.

Image 2: INTEGRATEDXR<sup>TM</sup> product suite messaging.

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## INTEGRATED ™



#### 3D Modeling & Renderings

When planning your next VR, AR or MR app, you must focus on developing 3D models that realistically represent your product in an appealing way.



#### XR Customizations & White Labels

XR is posed to shape the future of work. From custom to white label XR, our service team helps your XR vision come to life.



#### Metaverse & Web 3.0

Future-proof your organization with the future of work technologies. The current state of the web is rapidly evolving into Web 3.0 and the Metaverse.



#### ICT Infrastructure

Business leaders must focus on solid ICT infrastructure to support their XR strategies. Having right ICT infrastructure is critical for the metaverse and the future of work.



#### **Kiosks**

Create beautiful and efficient customer experiences with future-proof kiosks: from POS and biometrics, to augmented reality and virtuality.

 $\textbf{Image 3}: \mathsf{INTEGRATED} \textbf{X} \textbf{R}^{\mathsf{TM}} \, \mathsf{service} \, \mathsf{suite} \, \, \mathsf{messaging}.$ 

#### SEO CONTENT, BLOG POSTS, CASE STUDIES AND SUCCESS STORIES:

The online rebranding will encompass a revisited design, look, and feel of the Company's website. The new website has been designed to make Vection Technologies more accessible to the needs of global markets, bringing together a technology feel with an up-and-coming growing enterprise brand. The objective of this online rebranding is to make the Company's INTEGRATEDXR<sup>TM</sup> suite accessible for global clients, while generating strong online sales opportunities.

In addition to dedicated product and services pages, the new website will have sections for blog posts, case studies and success stories, where clients and investors can learn more about the value that Vection Technologies creates for its customers every-day. The revisited online content is expected to be live just prior to the Cisco LIVE 2022 event on 12 June 2022.

Aligned with local strategies, the Company will also look to consolidate its various brand-specific websites within the global one.

#### **CISCO LIVE 2022:**

Investors that would like to participate at Cisco Live 2022! can register here:

ciscolive.com/global.html?zid=pp

A copy of the initial press release is appended to this announcement. The Company will follow up with a specific announcement regarding its exciting metaverse Integration for Webex meetings.

#### **ENDS**

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#### ABOUT VECTION TECHNOLOGIES:

Vection Technologies Ltd (ASX:VR1) is a global technology company driving enterprises' digital transformation via the adoption of its unique INTEGRATEDXR™ solutions.

#### DIGITAL EVOLUTION:

Thanks to a strong vertical expertise and proprietary INTEGRATEDXR<sup>TM</sup> solutions, Vection Technologies supports the most complex digital transformation projects to create long-term customer value. A unique methodology and skillset support businesses' evolution towards Industry 4.0 and the metaverse to come.

#### ONE GLOBAL VENDOR:

Our INTEGRATEDXR<sup>TM</sup> vision makes us the one ideal partner to guarantee long term success for our customers' production processes, across industries and geographies. From digital communication technologies and computing, to virtual and augmented reality, we create enterprise solutions that support the Design, Production and Sales processes up to After-Sales, reducing costs and increasing production efficiency to improve time-to-market.

#### **DISRUPTIVE TECHNOLOGIES:**

Meaningful investments in R&D continue to allow us to evolve our proprietary INTEGRATEDXR<sup>TM</sup> solutions, from ICT and IoT to Augmented Reality and Virtual Reality, maintaining a strong competitive advantage for our enterprise customers embracing the digital transformation agenda, in anticipation of the metaverse to come.

FOR MORE INFORMATION: VECTION-TECHNOLOGIES.COM

#### FORWARD LOOKING STATEMENTS:

Certain statements made in this release are forward-looking statements. These forward-looking statements are not historical facts but rather are based on Vection Technologies' current expectations, estimates and projections about the industry in which Vection Technologies operates, and beliefs and assumptions. Forward looking statements can generally be identified by the use of forward-looking words such as 'anticipate', 'believe', 'expect', 'project', 'forecast', 'estimate', 'likely', 'intend', 'should', 'will', 'could', 'may', 'target', 'plan' and other similar expressions within the meaning of securities laws of applicable jurisdictions. Indications of, and guidance or outlook on future earnings, distributions or financial position or performance are also forward-looking statements. These statements are not guarantees of future performance and are subject to known and unknown risks, uncertainties, and other factors, some of which are beyond the control of Vection Technologies, are difficult to predict and could cause actual results to differ materially from those expressed or forecasted in the forward-looking statements. The Company cautions shareholders and prospective shareholders not to place undue reliance on these forward-looking statements, which reflect the view of Vection Technologies only as of the date of this release. There can be no assurance that actual outcomes will not differ materially from these forward-looking statements made in this release relate only to events as of the date on which the statements are made. Vection Technologies has no obligation to release publicly any revisions or updates to these forward-looking statements to reflect events, circumstances or unanticipated events occurring after the date of this release except as required by law or by any appropriate regulatory authority.

ASX release authorised by the Board of Directors of Vection Technologies Ltd.

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#### **PRESS RELEASE**

# Vection Technologies Announces Metaverse Integration for Webex Meetings at Cisco LIVE 2022

#### **News Summary:**

- Vection Technologies is bringing its virtual worlds creation capabilities to Webex Meetings
- Webex-first solution will be previewed at Cisco Live! in Las Vegas June 12-16

Las Vegas, U.S., Jun 5, 2022 – Vection Technologies is collaborating with Webex by Cisco to make meetings' content immersive and bring products to life, revolutionizing traditional hybrid work tools.

In today's hybrid work world, companies and businesses want the ability to empower remote collaboration by making meetings more natural and intuitive than in real-life. The combination of Vection Technologies' virtual worlds creation capabilities and Webex by Cisco's collaboration tools, brings together the best of both worlds, making it possible to deliver next-generation immersive collaboration tools for the workforce of the future.

Webex's Embedded Apps Framework expands Webex meetings in the metaverse, through this first-of-its-kind integration. This means that users can now engage with meeting participants in a whole new way to bring content to life, in one-click inside of Webex.

Watch the teaser video here: youtu.be/g5B428myNVw

Webex by Cisco is a market leader in enterprise video conferencing and collaboration, solutions. Vection Technologies is a leading provider of 3D and virtual reality (VR) solutions for enterprises.

This Webex-first solution will be available for preview at Cisco Live! in Las Vegas from June 12 to 16, at booth CL10-K, inside the Collaboration Village.

Register now at: ciscolive.com/global.html?zid=pp

#### **About Vection Technologies**

Vection Technologies is a growing enterprise-focused company that helps businesses bridge the physical and digital worlds. We help organizations leverage their 3D data via powerful extended reality (XR) interfaces that foster collaboration and learning, grow sales and more.

Vection Technologies is listed on the Australian Securities Exchange (ASX) with ticker code VR1.

For more information, please visit: <a href="www.vection-technologies.com">www.vection-technologies.com</a>

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