



ONU One Media Kit

onu1.com

“We expect 3D to be a part of the most digital experiences in the near future -- ONU is our partner in this transition to 3D.”
- Cale Werder, Director of Marketing, XENITH Helmets



ABOUT ONU

PHYSICAL to DIGITAL

ONU makes better product experiences. In our device-driven world, digital product representations need to look photorealistic and be interactive. ONU One is the 3D visualization platform that optimizes assets and delivers them to the web, on mobile and into virtual and augmented realities. Use ONU One for e-commerce, sales and marketing, training and service. It's the most accurate, most interactive and most cost-effective way to show physical products digitally in 3D.

Founded in 2014, ONU was launched out of Pixo Group (pixogroup.com), which has six years of cross-platform mobile development expertise. Key team members were added with years of experience in enterprise software product development and the architecture of scalable systems. Together, this combination of people and technology make for the perfect mix to create our platforms.

SaaS

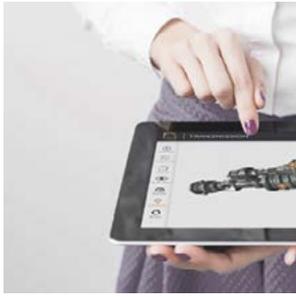
ONU One is software, at your service. Pricing scales to company size.

3D

Our mission is 3D visualization for everyone, on every device.

E-Commerce

For the first time in history, more commerce takes place online than in retail stores. It's essential to look your best online.



WE ARE
LEADING
THE **3D**
REVOLUTION



EMBRACED by INNOVATORS

Innovators understand the need to develop a 3D visualization strategy. In the next several years, the majority of products will be sold, marketed, serviced and trained using 3D visualization. ONU One is setting the new standard.

Early adopters include companies like Nike, Keen Footwear, Xenith Helmets, MyCharge and Odyssey Tool.

Testimonials

“ONU One has helped us connect and communicate with our customers on a whole new level. Between the features and the ability to look at products in 3-D our customers are in love with it!”
- George C. Tilli, Sales & Services Representative, Odyssey Tool

“ONU One enhances perception – I don’t know how you put a price tag on that.”
– Julie Pickens, Vice President of Marketing, MyCharge



3D VISUALIZATION



AUGMENTED REALITY



VIRTUAL REALITY



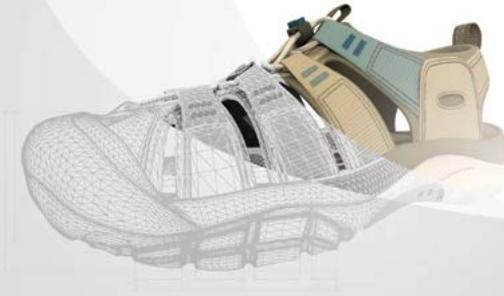
MOBILE



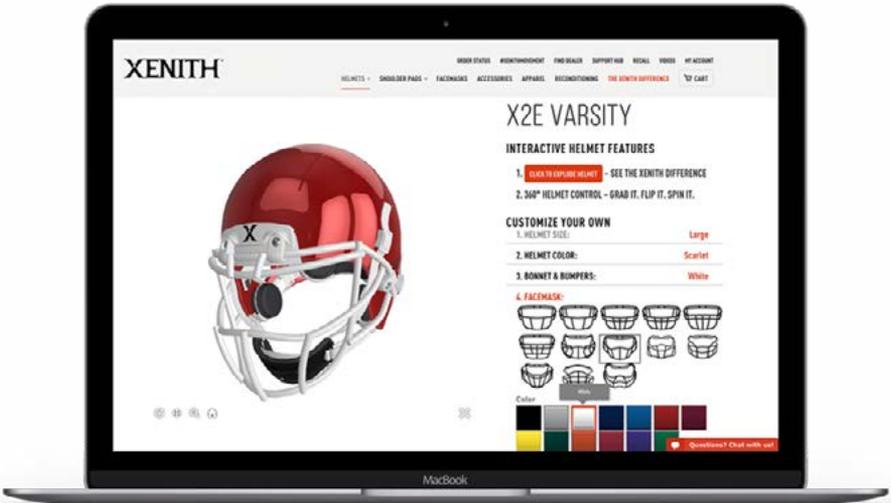
WEB



CUSTOMIZATION



The ONU Advantage



Cloud

ONU One uses the secure and reliable Amazon Web Services' CloudFront content delivery network, so your 3D assets are always available.

Mobile & Web

ONU One is totally responsive. Our simple iFrame embed makes for an effortless e-commerce experience. ONU One also offers custom, branded mobile apps.

VR & AR

Assets move seamlessly into virtual reality and augmented reality. Bring products anywhere and experience them to scale - even if they're bigger than a room.

THE TEAM

Sam Sesti, President



Sam's been working in the software industry for more than 20 years, most recently as Senior Vice President of Technology at Cinedigm. At the growing company, he was integral in operations and strategy. Before Cinedigm, Sam was a principal with Hollywood Software, launching the first successful SaaS offering in the entertainment space. Sam holds a bachelor's in computer science from the University of Michigan, Ann Arbor.

Sean Hurwitz, Chief Strategist



Sean's 25 years of experience as an entrepreneur began early. Launching his first company at the age of 17, he grew it into one of the largest landscape/snow contractors in the country. He spent the early years of the new millennium working in real estate before jumping onboard the emerging mobile industry. In 2009, Sean co-founded PIXO and, as its CEO, is integral to its continued success in creating engaging digital solutions for global brands.

Zak Sesti, Chief Architect



Zak's been building software for more than 13 years, spending most of his career at RouteOne where he helped grow the company from a startup to one of the leading access providers in North America. Most recently, as a software engineer for Amazon.com, he was charged with introducing high standards for quality tools and processes at the Internet giant's Detroit office. Zak holds a bachelor's in computer science from Michigan State University, East Lansing.

PRESS RELEASE

ONU Releases ONU One 2.0

March 1, 2017

FOR IMMEDIATE RELEASE

Contact: Kristin Hope, Media Specialist | kristin.hope@onu1.com

ROYAL OAK, MI - ONU made significant upgrades to its 3D SaaS platform. Version 2.0 features include faster load times, enhanced photo realism and maximized uptime. Existing clients adopted the new version, and the improvements will attract new users. ONU is continuing to set the standards for 3D visualization.

ONU grew out of the demand to use CAD files beyond the design program. ONU One delivers 3D product models onto mobile, in virtual and augmented realities, and on the web. No matter the platform, products look and behave like the real thing.

Since photorealism is a key feature of 3D visualization, ONU works to create the best product views. Further enhancing the level of photorealism was a primary focus for Version 2.0. Upgrades like self-shadowing provide true-to-life depth and realism. Textures and materials have finer detail, like fabric weaves and grains. Products pop on the screen for a more engaging e-commerce experience.

Another key upgrade is faster load time. [Gallup found](#) that technical difficulties make customers actively antagonistic towards a brand. For the best possible experience, ONU reduced the load time by more than 50%. The back end performance, memory footprint and uptime were all improved. ONU also added a product thumbnail for customers to view during the minimal load time.

A major change in ONU's infrastructure was implementing Amazon Web Services' CloudFront. Their reliability means ONU's 3D scenes are always available. CloudFront meets the highest standard for content delivery networks: close to or exceeding five nines, or in excess of 99.999% uptime. ONU also dedicates itself to providing the highest quality to clients and their customers.

"The two most important factors when it comes to the customizer are image quality and load times. You would think this would be problematic as the two are seemingly at odds with each other – the better the quality the slower it should take to load and vice versa. Version 2.0 of the customizer has delivered both faster load times and higher image quality – which will allow our customers to know exactly what they'll be getting without the delay!" said Jack Docal, Digital Strategist at Xenith.

"As WebGL and HTML5 have evolved, real-time 3D rendering on the web has become a reality. We are pushing these technologies to their limits, helping companies provide the best possible experience to their customers," said Sam Sesti, President of ONU.

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ONU is a software company at the forefront of 3D visualization. ONU One is the 3D asset platform for delivery to devices. Products are optimized for web, mobile and in virtual and augmented realities. Since 2014, ONU One is the choice of innovators. ONU's clients include top manufacturers of machinery, sporting goods, electronics and apparel. For more information, visit onu1.com.



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