

Board of Directors Meeting Minutes

Date of meeting: March 11, 2023

Notice of this meeting was emailed by President Sten Linnander on February 27, 2023 with a reminder on March 8, 2023.

The meeting was called to order at 2:00 PM EST online.

The following Directors were present:

Sten Linnander
Mike Foody
Stephen Davis

With 3 directors present, a quorum was declared.

The Secretary asked for additions or corrections to the Board Meeting Minutes of February 18, 2023 and distributed by email on February 22, 2023. Hearing none, the motion was made and seconded to approve the minutes as written. The motion carried.

The Board accepted the resignation of Kilian Koepsell, submitted in writing by email on February 26, 2023, and thanked him for his service.

Sten asked Mike what the balance is in the corporate account and whether we had the \$600 required to file for tax exempt status with the IRS. Mike said he would report back on that at the next meeting, as well as getting the appropriate debit cards for everyone to access the account.

Mike then presented his Research and Development document, entitled “Technology Investigation Outline,” explaining that it is predominantly one large product definition exercise. He then proceeded to go through each item, answering questions from Sten and Stephen along the way and amending the document accordingly. Here is the final document after all the amendments....

Technology Investigation Outline

- End-user personas
 - Who are the target users, for setup and interaction (e.g. age range; technology sophistication; educational background; individual vs. Familyetc.)? For example, if it's to be designed for youngsters to touch it needs to be a lot more rugged. How does setup take place, and what level of technical sophistication is required?
 - Is it just for consumer, or is there an educational component, like it can be used in schools - even if designed for consumer (mostly this impacts the content strategy)
 - Where does it sit? If it's intended for a centralized coffee table, then that has implications like it's hard to have a long power cord and look elegant. Is it free-standing, like a traditional globe? Does that mean it has to be a bigger sphere?
 - What's the ongoing maintenance? How is it cleaned? Does it need some sort of bulb change?

- Environmental “personas”
 - In what environments is it to be used. The level of light has a substantial impact on the choice of display technology; the distance from the sphere impacts the required resolution; etc.
- Display
 - What display technology
 - Projection: well known and straightforward to miniaturize, but has difficult dealing with bright light
 - What sort of engine? Do end-users have to change a bulb?
 - Micro-LED: can be high resolution and bright, but will certainly have very high tooling costs and will require substantially greater manufacturing volumes
 - What shape LED panel; what internal interconnection?
 - How big is the seam? Are they flat panels vs slightly curved?
 - AR: can be used in conjunction with a physician globe, or standalone. Requires a mobile phone. Least expensive to develop – for shared AR only requires something as simple as a cardboard cube
 - Other: new technologies such as holographic and light field are emerging
 - What sort of screen technology?
 - What sort of ongoing maintenance?
 - What resolution?
- Connectivity (WiFi) BT
 - It’s going to need connectivity, but at what level: just WiFi? cable? Bluetooth (e.g. for setup)? What speeds?
- Compute
 - What level of compute is required to deliver its functionality. For example, if it’s a dumb display device and all the imagery is rendered in the cloud, it requires less compute. If it’s designed to be attached always to a “smart TV-like device” and it has a video input for a computer, it can be less costly. If it needs to do some transformation, like rotating and tilting images then it needs more computational capability. There’s the option to have (potentially even a range) a separate compute device like a Chrome-stick or FireStick or Roku-like device
 - What data transformation is required (e.g. what “shape” is the data that’s downloaded?)
- Audio
 - If it’s going to be able to play educational movies, does it need some sort of audio out? Can it be through a phone, or Bluetooth, or compute stick?
- Interfaces
 - What physical connections does it have? If it has an HDMI interface, then it can be connected to all manner of compute devices, like a computer. Does it need others, like audio, ethernet, charging, etc.
- Power
 - How does it get powered, and charged (if it’s got a battery option)? How big a power supply is required?
- Interaction
 - How do you interact with it to set it up; change what’s displayed; interact with what’s displayed? A pen, finger touch, mobile device, remote, AR, a separate device (e.g. like a 3Dconnexion mouse). Each is related to what the device can do, how much compute it needs, etc.
 - Can you interact with it through a TV?
- Setup
 - What range of setup is required: attach to WiFi, time, name, create an account, download updates?
- OOB experience
 - What’s the out of the box experience of unpacking
 - What apps and capabilities are built-in, and can work without an Internet connection
- Packaging and internationalization
 - What are the packaging requirements?
 - What regulatory approvals are required?
 - What material requirements are there, if any? What’s different per country (e.g. power cord)?
 - What translations and languages need to be supported?

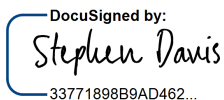
- Apps
 - What applications and capabilities do we provide “built-in” or downloadable
 - Can it just play sequences of images? Movies? Interactives, like simulations and games
 - Does it have decorative use?
 - Do we have AR “interact with the globe”
- Cloud infrastructure
 - What cloud infrastructure do we need to build
 - Data streaming
 - App store
 - Ability to download software / firmware updates
 - How do we handle accounts, sign-ups, logins, TFA, security, storage, etc.
 - Do we need a subscription system to fund the business?
- What’s our Community strategy and what cloud infrastructure is necessary to support it?
 - End-user
 - What can end-users add to content and share
 - How do we create a robust community – how do end-users interact with one another
 - Data provider-partners
 - What content is available from partners? How is it branded, searched, found, downloaded or streamed?
 - Is there a collaboration capability, so for example NASA could give a talk that “millions would see” on their home globe?
 - 3rd party software developers
 - How do we support them? Do we need to professionalize and provide APIs?
 - How do we help them monetize their efforts? What software infrastructure is required?
- How do we stage all this out?
 - Do we implement AR first while we build out the hardware?
 - Do we have multiple versions that are staged out over time?
 - Do we have a first version with no 3rd party content or app store, then add that afterwards?

Mike explained that the next step was for he and Fabian to go through this exercise from a marketing viewpoint and come up with an estimate of what it is going to cost to answer all these questions.

No date for the next meeting was set pending the meeting between Mike and Fabian. However, it was decided that at that meeting to go over the Tedx Talk draft that Sten sent out and begin the process of trying to schedule it for delivery. Sten said he wanted to do it in English, but he’s not sure where yet.

The meeting was adjourned at 3:30 PM EST.

Respectfully submitted,

DocuSigned by:

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Stephen Davis, Secretary

Date __March 11, 2023__