

**MODDDJO** **rich Media 3D**

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**MODDDJO**

**1 / HISTORY**

After 7 years of research and development, which the endorsed was simplified maximum creation of 3D, by replacing the atypical complex mathematics by concepts quickly assimilable and understandable by traditional developers. Modddjo, is a technology boosting the democratisation of the casual developer of 3D, 3D to which it is sufficient just to have common sense.

On the other hand, this technology consumes minimal machine resources taking part completely dedicated to 3D graphics. It provides free resources and make extremely reactive achievements. Modddjo uses free formats such as Collada (a format to describe objects in 3D) 3D. This format was invented by Sony for its PlayStation gaming console. This is a powerful enough to have been adopted by developers and different 3D communities format. All software for creating 3D know today back in Collada format.

Modddjo brings the own video game without the usual complexity of creating 3D 3D photorealism. Outset Modddjo ergonomics was entirely designed by volume, as well as all interactivity. This results in a simplification of the 3D creation for:

-          Aim at people who need to create 3D
(nontechnical traditional developers 3D);

- Provide tools that enable developers and designers to produce more quickly and simply from the content without intervene expert.

**2 / TECHNOLOGY**

Modddjo uses its own technology and does not depend on any another proprietary technology. Modddjo is an assembler of 3D objects ("Modddjo Writer" is an independent application). Its core business is very technical. This is not a Modeler, we have no video game. This is a User Interface 3D on the Web. Modddjo proposes an engine to make a 3D render itself using objects in 3D, with a principle of interactivity unlimited. Its programming language is linked to any internet browser, JavaScript here. This is a very important element that allows the user to be active. Is based on a visualization in real time, regardless of the used platform (PC, Mac, Unix, or mobile elements (iPad, iPhone, and Google Android), as well as video game consoles.)

With 3D concept, whether auditory, Visual and spatial containment, we find ourselves immersed in a 3D environment. Immersion, it is transposed into digital reality. This is precisely the technology upon which Modddjo has built its concept: the reality in 3D.

The current capacity of machines and their price make this quite accessible technical performance.

**AIM TECHNOLOGY**

The objective is to make the 3D useful, functional and productive, and not only aesthetic. 3D is a part of supplementary understanding bringing new opportunities to interact with the user. With an emphasis on realistic and interactive with the user side, environments created with this technology will be more understandable, more intuitive and therefore require less explanation.

The draft does not provide access to the feeling of immersion also pushed than provides 3D. However, we do not want destabilize the user by modifying the normal operation of its current tools (mouse, right click, left click, etc.). We provide a supplement to improve the perception and develop ergonomic and intuitive use.

One of the virtues of Modddjo technology is creating innovative ergonomic additions. For example can raise Visual ambiguities from light, shading and positions can adopt objects, allowing to distinguish much finer elements. Another example is the ability to organize different Windows to each other through the depth and direction for physically save screen space while remaining legible.

**3 / THE PRODUCT OFFER**

Here are various products Modddjo ecosystem:

- «Modddjo WebPlayer ", intended for the end user (free, as well as the" Flash Player "),

- "Modddjo Writer", (monetization BtoB), unified all-in-one, intended for designers and programmers to have a tool content creation tool for working together. Unchanged, in production processes all

- Adding functionality to "DreamWeaver" (the most widely used software for creating web site). Objective: allow developers already Modddjo features to the Writer, homogeneously and expand programming, facilities

- Development of professional "Modddjo WebPlayer" declension adding a number of devices supported by our partners (with or without glasses, spatialisés, audio systems which will have new features hand position containment systems 3D screen),

- «Modddjo Desktop Interface», allows you to transform his Office traditional entirely in 3D.

**4 / EVOLUTION LAID DOWN IN 4 STEPS**

- **Step 1: ready for the Web** (Modddjo WebPlayer, Modddjo Writer)

Priority development for the Web, because Web browsers are the most used software in the world.

- **Step 2: third-party integrations (** Modddjo Dreamweave)

Integration in "Dreamweaver", more powerful than "Modddjo Writer" software.

- **Step 3: independent applications** (Modddjo Container, Modddjo SDK)

Ability to develop applications outside of the internet browsers.

- **Step 4: Desktop 3D** (Modddjo Desktop Interface)

Desktop operating system completely re-engineered in 3D.

**5 / CONCRETE EXAMPLES**

a)        Modddjo works with "Studec" company on the documentation for the Airbus for technicians who need to isolate certain parts aircraft allowing them to run, present different angles and contextual information.

b)       For the "Casual Game": with an extremely attractive visual and very addictifs content sets. Modddjo has the great advantage of easily create quality content and be present on the Web. A network has been woven into this environment where studios would be interested to use this technology.

**6 / MARKET**

Market size: 2 billion Internet users, 80 million active sites online with a viral referencing through the community.

Target: any web site with immediate resonance areas of aerospace, architecture, the e.commerce.

**7 / COMPETITION**

The growing tendency to use 3D market positions legitimately Modddjo as technology phase. It is this differential positioning strong in conjunction of his approach simplified 3D, which allows you to produce 3D Web sites just as reasonably as traditional sites. Particular, by costs manageable Web developers present in number compared to the cost and scarcity of 3D experts.

Modddjo is the convergence of three market segments where it meets the following competing technologies:

- Axis "3D" with "Unity" and "Shiva3D" which are clearly oriented video games

- "Web" axis with

 "Adobe Flash" to add new libraries for doing 3D and consumer resources. This is not their core business.

 "Dassault". System «Virtools ', high royalties

 "Microsoft Silverlight", copies of Flash, weaknesses of features. Captive product from Microsoft which has promoted its platform and communicates little with the other environments.

- Axis "User Interface" with QT, WPF, and swing that are positioned 2D, where Modddjo extends uses 3D.

See Appendix 2: comparative table of the competing offer.

**8 /. SPREAD LEVERS**

- **WebGL:** do 3D, solves the problem of distrust of the users to install a new Plugin. Modddjo will be indeed can be used on any platform, including mobile;

- **"Goodddjo" strategy:** requettes of Google seen in 3D by Modddjo. This is to use the most visited website in the world: [Google.com](http://www.microsofttranslator.com/BV.aspx?ref=BVNav&from=fr&to=en&a=http%3A%2F%2Fgoogle.com%2F) , improving its way of operate ***Modddjo*** technology. All will be led by videos on popular sites, jointly to Web advertising campaigns. Thus, the viral spread should make its office assisted by appropriate; communication action

- **Viral campaign** : France, Europe, Asia, America's North.

**9 / MARKETING MODEL**

The model is based on viral marketing, where 3 fundamental are indispensable:

has / build awareness of the product through "Modddjo WebPlayer,"

b / develop community buzz for customer loyalty and create the recurrence of the business.

c / getting the customer to switch to paying Modddjo authoring tools and build loyalty with updates of upcoming features.

The close collaboration with technical communities has for vocation to participate actively and qualitatively has fame of technology. It allows you to be in phase with the desired features and forge a network of independent experts to meet the most diverse.

These prescribers quality naturally contribute to increase the level of trust and loyalty of customers. All of their contributions are involved in web technology Modddjo referencing.

Recurring revenue: Upgrade sold 50% of the price of the latest version.

**10 / PROFITS CUSTOMERS**

All of the qualities of the project by the appearance of the 3D, its interactivity, its realism make almost palpable objects and also offer another way to interact with them. This is a new report to the second.

The customer benefits include:

a)        Saving on the cost of production which is that of a traditional website. In addition, development processes remain the same with the 3D casual developers; production costs are totally controlled.

b)       The counterpart, this non-specialty 3D is a lesser intellectual investment concepts that are intuitively understandable, with concrete examples and tutorials. The result is an increase in productivity thanks to a fast and easy approach to explain mathematics underlying.

c)        Therefore, investment is very quickly achieved thanks to gain time/man/machine. The objective is to create a correlation, and interaction between objects and user.

**11 / RESEARCH FUNDING**

Modddjo needs financial support for working on 2 axes:

- Research and development, technology

-          Commercial to animate a community to federate developers around this technicality.

On a 5 year plan, is in need of 1 M to develop sound technology offers. We offer investors return to capital at 30% to reach a TRI 40% within 5 years. It is possible that major players today are interested tomorrow. Including Google, Microsoft, Dassault System, Apple... They could have a double interest, firstly take advantage of technology and on the other hand, having a community suite large, almost as important as the technology itself.

**Annex 1: Founding partners**

**THE INVENTOR**

Sébastien block: 37 years, founder and visionary of Modddjo, technical director. 10 years of experience in it, since the age of 13.

Different aspects on which he worked were centered on the video game. He participated in the creation of video games and tools around the video game, including tools for monetization, as well as new multimedia technologies and integration in a context global internet.

Its know-how and its actual expertise are 3D technologies so that audio visual complements the Visual and spatial detection (e.g. the multipoint as under Window Seven).

Real ergonomists, it totally control the man/machine with the specificity of the 3D environment dialog.

It has a high value on the market, the existence of prototypes and existing resources analysis. Electronic and computer training, he worked as head of project video game constantly producer in research and development in different Start up 3. He spent a year in Guyana in the army as an IT professional. Returning to France, he worked successively in

Primitive (ex Wooloo, Café.com (ex Bounty), Hewlett Packard, 4 years at Microsoft and a year in China at GameHub (35 management developer).)

**Training:**

- License, Faculty of Sciences (Saint)

- OTC computing, IUT Charlemagne (Nancy)

- IBC electronic TSI (Dijon) stating

**MANAGER**

Olivier Steu: 49 years, 20 years of experience where he is mainly the functions of Director of international operations in global corporations. Aguerri relief of subsidiaries and corporate cultural change, it has a profile multicultural and multilingual (French, English, German, Spanish, Italian, Dutch).

International man has always been part 2 years as an engineer in Germany and made his debut in industrial marketing at Siemens (German) and Omron (Japanese).

In 1990, Atlas Copco (Swedish) Group placed its first international branch first French post, then ask him to recover several subsidiaries in Spain and Portugal, on the Benelux and Germany finally.

In 1999, Scottish society Aggreko offered him the direction of continental Europe.

From 2000 to 2004, he became President Europe, Middle East and African American Group Kohler energy branch.

After a member of the Committee's guidance and supervision of the Agency's development of Val-de-Marne, he decided to return to the private sector on basis that accompanies the start-ups in their boot Start & Develop consulting company in 2007.

**Training**

- Engineer SUPELEC (84 promo)

- License of Sciences economic (84), University of Paris (Sorbonne) I

- IBC E very good marking (Boulogne-sur-mer)

**Annex 2: Competitors Web 3D**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Modddjo**  | **Unity**  | **Shiva**  |
| **Singularity:**  | **User interface** **Casual Game Player in open source (GPL v2 license)**  | **-Video game** **-One third of the revenue is realized in serious games** **-10 to 20% on iPhone games** **-1000 games in the Apple Store**  | **-Video game** **– > 8000 generated applications** **-300 games** **-more than 100 titles iPhone**  |
| **Generalist 3D:**  | **Little limitations**  | **Middle-ware**  | **Middle-ware**  |
| **Ergonomics of the result:**  | **Integrated**  | **A schedule even self**  | **A schedule even self**  |
| **3-D format.**  | **COLLADA** **ColladaLoader**  | **Multiple import**  | **COLLADA ShivatoolFor3DSMax**  |
| **Referencing Web:**  | **Normal**  | **Non-**  | **Non-**  |
| **Programming language:**  | **JS** **(** **embedded** **)**  | **C# /Mono (not** **embedded** **)**  | **LUA script (not** **embedded** **)**  |
| **Integration in the Web context:**  | **Forte**  | **Low**  | **Low**  |
| **Installation:**  | **6 MB plugin** **-Gold- If this WebGL**  | **3.1 MB plugin**  | **3.4 MB plugin** **(simplified if Java is installed)**  |
| **Chain Tools:**  | **Modddjo Writer Dreamweaver plugin Eclipse plugin Firefox addon Firebug ColladaLoader**  | **IDE owner** **(with possible plugin)**  | **IDE owner M $ Visual Studio (graphic editor)** **Server for the Mmos** **Tutorial in French** **ShivatoolFor3DSMax**  |
| **Cross-platform:**  | **Windows, Mac, Linux**  | **Mac, Windows, Wii, iPad, iPhone**  | **Mac, Window, Linux**  |
| **Community health:**  | **Under construction**  | **Active Large size**  | **Enough active Small size**  |
| **Price policy:**  | **Modddjo WebPlayer ColladaLoader** **Modddjo Writer Dreamweaver plugin** **Update: 50% of the nine**  | **free** **free** **729 € 1094 €**  | **Unity Web Player** **Unity (limitation)** **Pro** **Basic iPhone** **iPhone Advanced** **Android (+ Pro)** **iPhone (+ Pro)**  | **free** **free** **880 €** **300 € 1200 €** **1200 €** **880 €**  | **S3D player** **PLE (not publish) Unlimited** **Advanced**  | **free** **free** **169 €** **1499 €**  |
|  |  |  |  |  |  |  |

**Annex 3: The "axes" Modddjo compared to the market players**

|  |  |  |  |
| --- | --- | --- | --- |
| Domain  | **3D**  | **User I** wildland interface  | **Web**  |
| Competitor:  | Unity (Unity) Shiva (Stonetrip)  | QT (Nokia) WPF (Microsoft) Swing (Sun)  | Flash (Adobe) Virtools (Dassault) Silverlight (Microsoft)  |
| Differentiation: Singularity:  | Non-specialist 3D  | 3D  | Step plugin Integrated standard language (JS)  |
| Virtue / effect:  | Cost of prod. mastered Simplification Very reactive result  | Cost controlled Increased functionality Simplification Realism Standard Intuitive  | Cost controlled Referencing increased Built-in accessibility  |