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August 2016

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- I. Executive Summary
- II. Company Overview
- III. Market Overview and Company Positioning
- IV. Product Overview
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I. Executive Summary



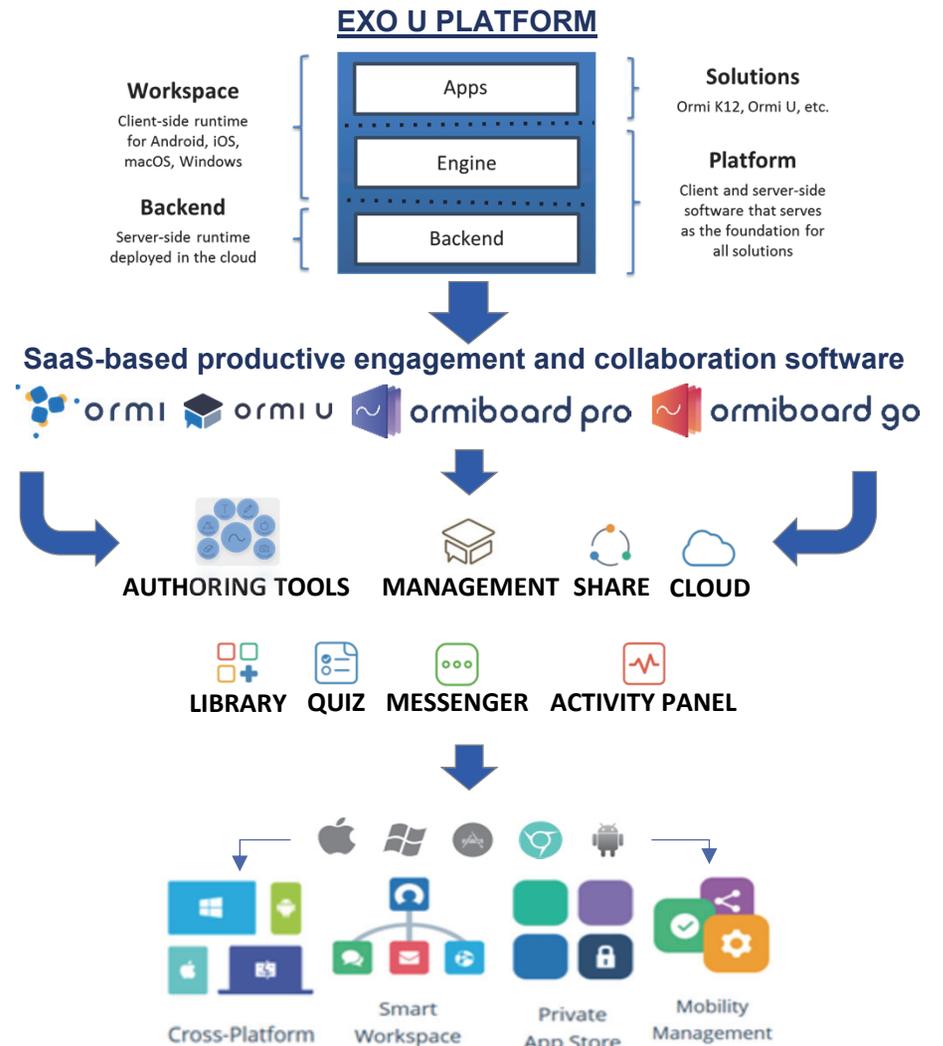
Company Introduction

- EXO U is a Montreal-based enterprise software company trading on the TSX Venture Exchange (EXO.V) which is committed to becoming **the leader of productive engagement and collaboration software within education and enterprise** markets through a cutting edge solutions that are optimized to capitalize on the rise of the “**Bring Your Own Device**” (BYOD) trend
- EXO U has **invested ~\$20 million over the last six years** to address growing needs for school districts and enterprises to implement BYOD initiatives, consolidate disparate tech platforms, and increase technology proliferation in the classroom

Business Overview

- The Company enables educational institutions and enterprises to **securely manage and disseminate information** across various devices and operating systems
- SaaS / Recurring revenue-based business model focused on OEM, channel partner and direct sales
- Allows users to **leverage existing capital investments** such as smartboards, projection systems, Macs, PC’s, iPads, Android devices, and Chromebooks
- **Agnostic** software approach helps institutions and enterprises of all sizes to maximize usability without **overhauling existing infrastructure**
- The Company currently has 5 filed design patents in the US, Canada, and Europe with another 2 pending
- Current sales partnerships include: Panasonic, Geenee World, and Qomo HiteVision

Primary Product Offering



EXO U Platform

The EXO U Platform (“The Platform”) is a BYOD software platform that provides institutions and enterprises with the means to effectively connect, disseminate, and collaborate with users regardless of hardware capabilities or internet connectivity.

The EXO U Platform consists of:

- Workspace API, developer tools, and resources for building apps
- A client-side secure runtime container for Android, Chromebook, iOS, macOS, and Windows
- An admin console and server backend that can be deployed in a box, on-premise, or in the cloud
- A core set of user and administrative services such as communication system, files system and sharing capabilities

The EXO U Platform is used to developed EXO U BYOD collaboration and engagement solutions



Ormi and Ormi U are collaboration suites of apps that allow user to manage and engage individuals or group of users



Ormiboard is a visual creation software that allows users to create, share and collaborate on lessons and activities.

EXO U has invested over \$20M to build and launch a cutting-edge software platform that provides educational institutions and corporate enterprises with a SaaS platform to securely manage and facilitate the distribution of information across various devices and operating systems in real time. Following market launches of Ormi and Ormiboard in January and June 2016, the Company is now seeking a partner to rapidly scale sales and continued expansion of the Company's IP and product portfolio

Recent Product Launches

In FY16 EXO U launched its Ormi product suite: Ormi Higher Education, and Ormiboard. EXO U's groundbreaking Ormi educational software is flexible, easy to use, and facilitates interactive and collaborative lessons, information sharing, intra-class collaboration, and classroom management. Ormiboard is a new visual creation software allowing users to create personal presentations and collaborate with others.

Robust Intellectual Property Portfolio

EXO U has a robust and growing intellectual property portfolio. EXO U holds 5 issued design patents.

Early Traction - SaaS Model

EXO U's technology platform enables a recurring revenue-based model, in addition to up front licensing and bundling fees from OEMs and other channel partners. The Company has already witnessed traction from industry-leading OEMs including Genee World and QOMO.

Positive Market Dynamics

EXO U is capitalizing on the \$468.2B¹ Bring Your Own Device (BYOD) market, which demands (i) system agnostic software, (ii) utilization of existing hardware, and (iii) flexibility, usability, and collaboration capabilities



1. Includes hardware and software sales in the enterprise and education verticals

II. Company Overview



EXO U is an enterprise software company that enables educational institutions¹ and enterprises to securely manage information and promote collaboration between users through its cutting-edge hardware and OS-agnostic software as a service

EXO U's innovative App is flexible, easy to use, and facilitates collaboration

Anywhere, anytime, any device

EXO U's solutions allow clients to leverage existing capital investments

Seamless integration with existing hardware and operating systems

EXO U is poised to disrupt a fragmented industry with a refined, hardware-agnostic product

- Ormi and Ormiboard gives users the ability to push content from their own devices onto an entire group's devices in real time – **interactive and collaborative presentations**
- Ormi and Ormiboard features built-in full group management functionality which allow a user to manage attendance, rosters, and ensure participation
- Provides users and administrators analytics and feedback, allowing for one-on-one intervention for improved outcomes
- Allows real time group collaboration and communication

- Educational institutions and enterprises are under financial pressure due to growing classrooms and limited technology budgets, making it difficult to allocate funds to technology-based initiatives, despite the importance of technology in the modern classroom and workforce
- EXO U's agnostic software and open APIs allow school systems and other clients to personalize the solution for their specific needs across existing hardware/software
- The Company's SaaS-based cross-platform applications ensure current decisions will not inhibit future technology adaptations

- Limited classroom and enterprise technology budgets have led to the adoption of "bring your own device" ("BYOD") policies
- Unlike competitive solutions, Ormi and Ormiboard is compatible with all major operating systems² providing a significant usability and cost advantage (works with an institutions hardware as well as users BYOD hardware)
- The Company recently launched Ormi and Ormiboard¹ and is now focused on growing sales via a SaaS/recurring revenue model with deep channel & OEM relationships which are bolstered by a growing internal sales force



1. Launched in K12 vertical in January/June 2016
2. Ormi is compatible with interactive whiteboards, Mac OS, iOS, Windows, Android, and Chrome

EXO U delivers an easy to use, interactive collaboration platform optimized for any device, multi-user, multi-touch, and multi-application

**EXO
MAKES**

A world class sharing, collaboration, administration, and productivity management platform

**EXO
SOLVES**

Educational institutions are under financial pressure due to growing classrooms and limited technology budgets, making it difficult to allocate funds to technology-based initiatives, despite the importance of technology in the modern classroom and workforce



EXO U has a leading solution and is aggressively attaching a large, fragmented market. Global Education spending is projected to reach \$27 billion in 2020, while the global BYOD market, which encompasses both education and enterprise institutions is projected to reach \$468.2¹ billion by 2021

THE MARKET PROBLEM

Sharing, collaboration, and engaging participants, whether in an Office, School, or University, is unproductive, time consuming and frustrating. Further, institutions across the spectrum are looking for agnostic solutions to unify disparate platforms

THE EXO SOLUTION

EXO U provides products that require little to no installation and set-up, low cost of delivery, and seamlessly integrate multiple applications into a single flow point through a scalable core platform built on flexible APIs for rapid custom development and integration



1. Includes hardware and software sales in the enterprise and education verticals

EXO U is well positioned in a number of large and fragmented addressable markets with a compelling software platform and a growing partnership pipeline

Unique Technology Offering

Large Addressable Market

- BYOD market projected to grow to \$468.2B by 2021¹
- Mobile-first tools will become crucial within education moving forward
- 750b educational applications downloaded in 2014-15²
- \$45B addressable enterprise market – meeting rooms
- Education Technology spending to reach \$27B in 2020⁴

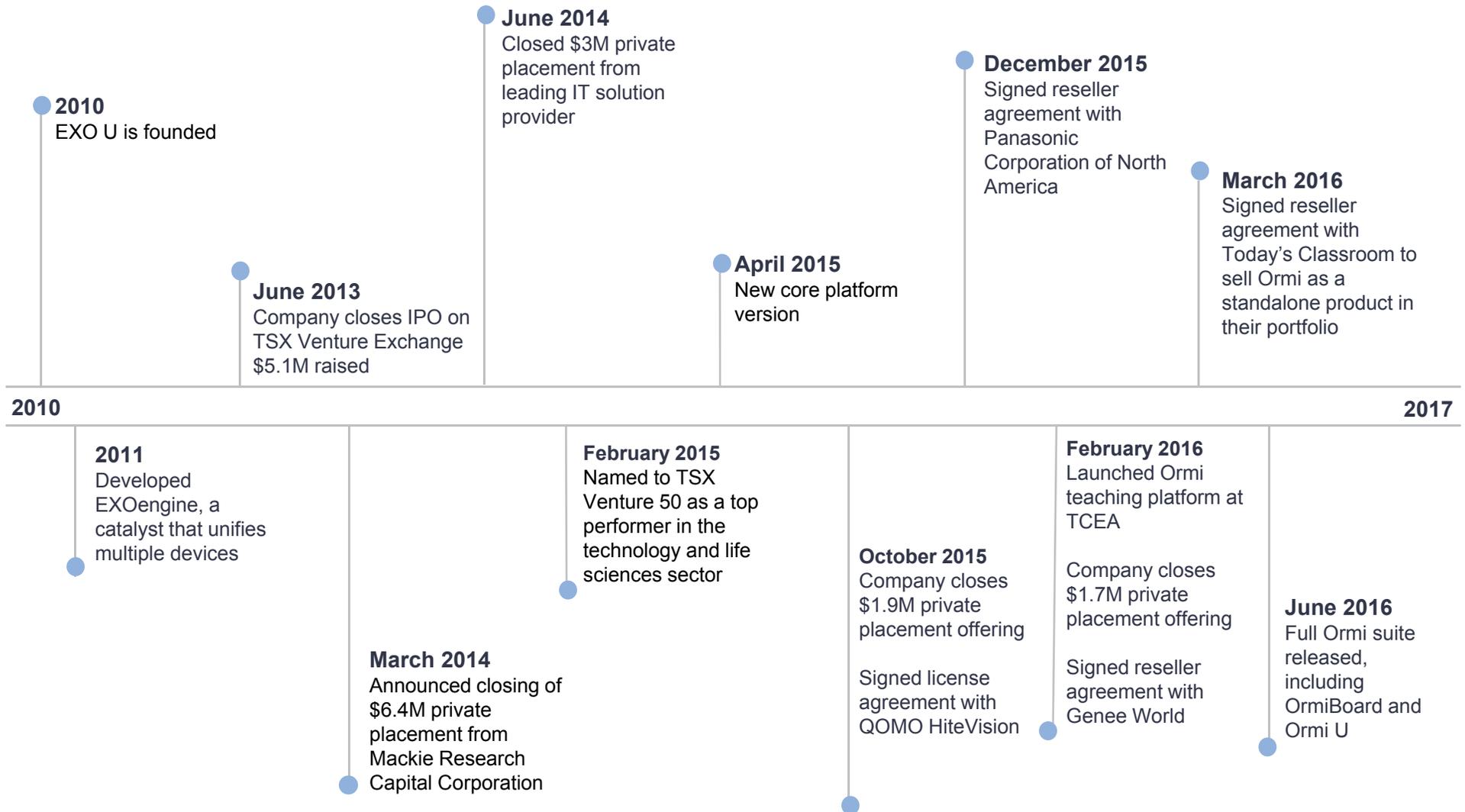
- SaaS applications support growth and demand within education technology market
- Hardware and software agnostic for cross implementation, leveraging of existing infrastructure, and users devices
- Meets BYOD classroom teaching requirements for instructional efficiency and classroom management
- 5 design patents on all core technology

Scalable Business Model – Early Traction

- Reseller and bundle agreements with major device and display manufacturers
- Channel-focused strategy centered around generating long-term, profitable recurring revenue streams
- EXO U has entered into a number of partnership agreements with the intent to either market, develop, integrate with or endorse the EXO U platform based solutions.
- Robust and growing direct and channel sales pipeline



¹Gartner 2016
²WSJ 2016
³Statista 2016
⁴Grandview 2016



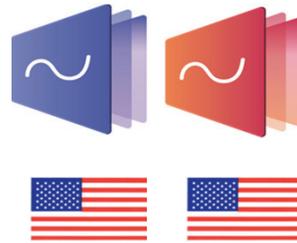


2016 2017

Feb | Mar | Apr | May | June | July | Aug | Sept | Oct | Nov | Dec | Jan



Ormi



Pro

Go



Ormi U

International Launch

Partnerships

October 2015
 QOMO
 HiteVision

December 2015

February 2016
 Genee World
 Advanced technology for the training expert

Awards/Media

//CODiE//
 2016 SIIA CODiE FINALIST

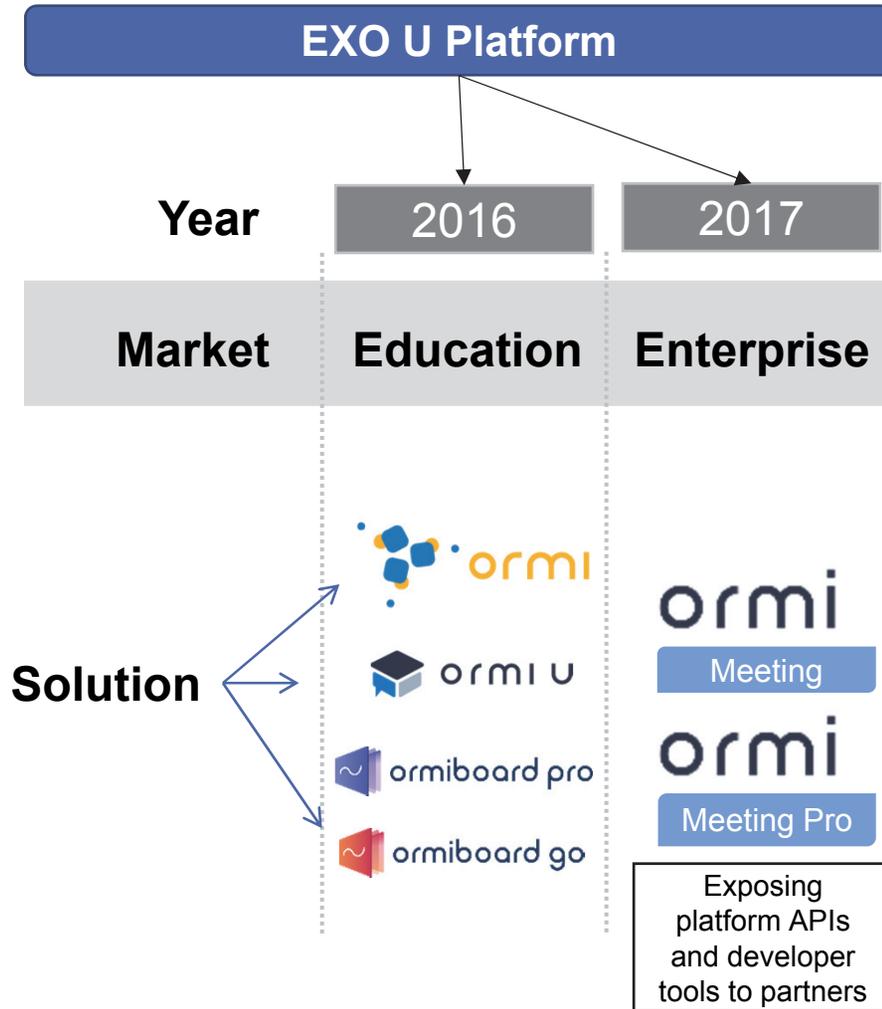
"A very creative way to integrate devices into the classroom. This product appears very easy to use for both the student and the teacher and is an engaging way to present course materials."
 - CODiE Judge feedback

"Ormiboard: A New Learning Concept for Classroom Technology"
 - Ken Royal,
<http://tinyurl.com/ormiboardreview>

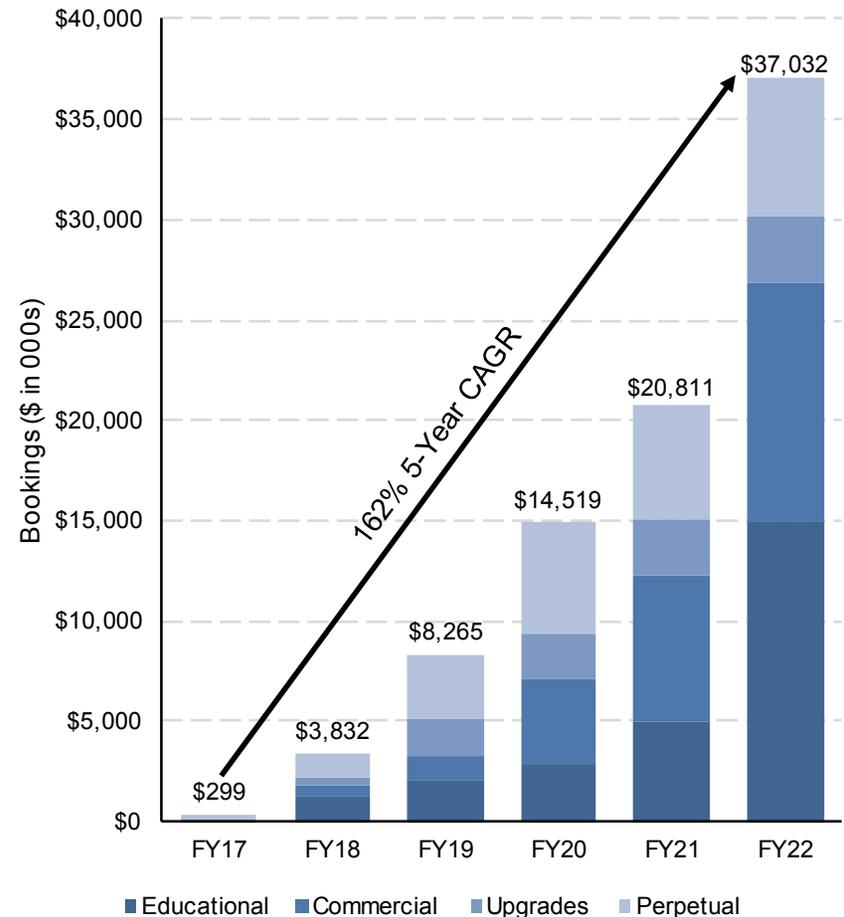
"The interface created by EXO U is what schools need: a solution that facilitates implementing BYOD, while allowing the teacher to focus on teaching"
 - Thierry Karsenti, Ph.D.,
 Canada Research Chair in Technologies in Education

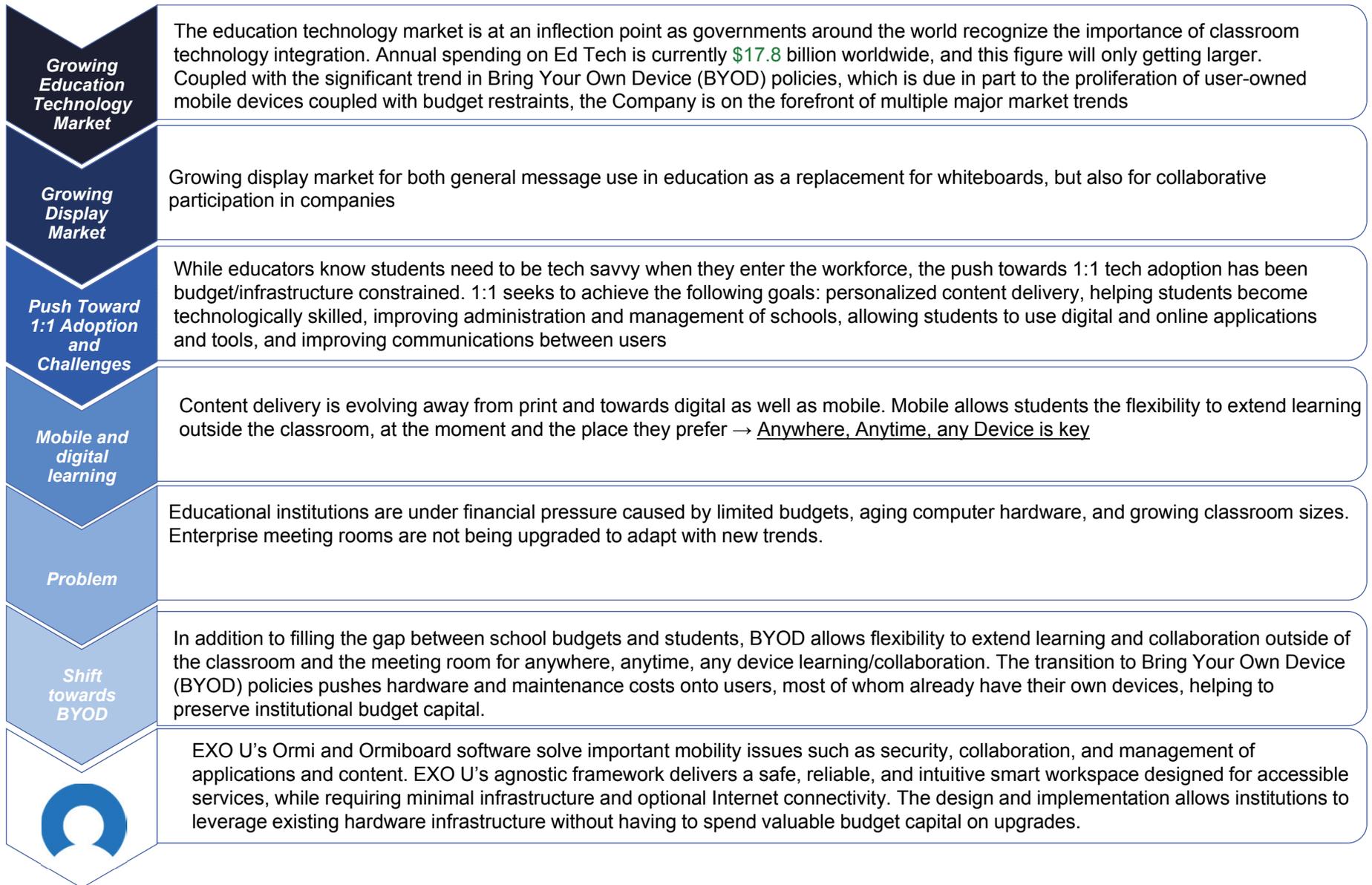
III. Market Overview and Company Positioning

EXO U intends to leverage past platform investments to address critical pain points by developing specific vertical solutions and adding valuable developer tools to partners and institutions



Booking (\$ in 000s)





1

K-12

- Shift to BYOD and 1:1 initiatives taking place in most USA school districts
- Market is shifting away from interactive whiteboards towards interactive displays, Chromebooks and BYOD
- Google Classroom or Drive used by over 2mm teachers, but with few integrations for instruction
- Solutions that facilitate collaborative, real time teaching and learning which are easy to deploy/use, and support will win market share

2

Higher Education

- Rapid adoption of mobile applications
- Attendance, Polling, Classroom Management of BYOD = \$100m+ annual market
- EXO U has identified partners with established operational channels into Higher Ed
 - Roadmap developed to support Higher Ed needs

3

Meeting Rooms

- 5.5m meeting Rooms in the US
- \$2.6b Market by 2020
- Requirement for a simple and easy to use tool for use by non-experts
- OEM and Direct Licensing Opportunity from \$30 to \$99 per year
- OEM Relationships and Pipeline in Place



Global Education Technology Spending:

Annual spending on education technology is approximately \$17.8 billion worldwide¹. This figure is forecast to reach approximately \$27 billion by 2020, with a CAGR of 11%². In the US alone, spending was approximately \$10.7 billion in 2015 and is estimated to reach \$12.9 billion in 2021 (a CAGR of 3.2%¹)

US Education Technology Spending:

An estimated \$10.7 billion was spent on technology in 2015². Spending is estimated grow at a CAGR of roughly 3.2%, reaching \$12.9 billion in 2021, and mostly led by increases in the software and IT service segments²

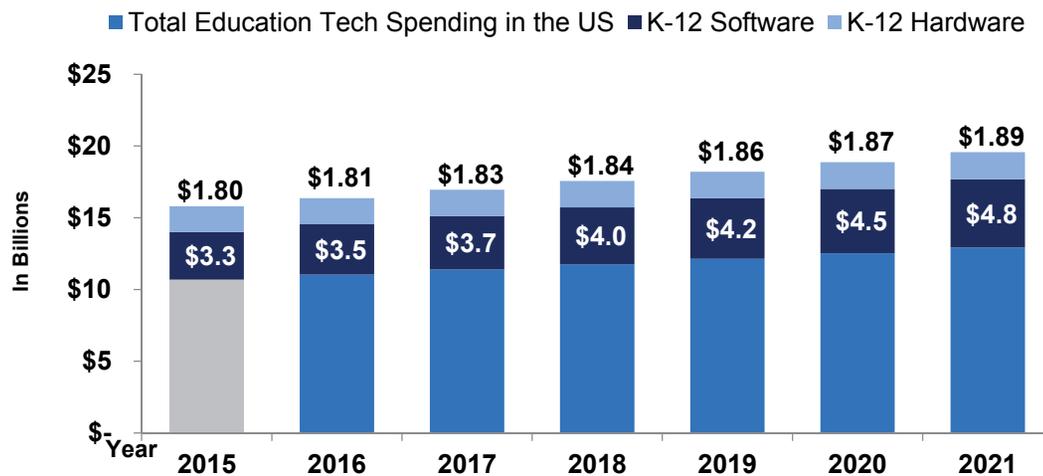
US K-12 Hardware Market:

During 2015, US K-12 hardware spending was approximately \$1.8 billion or 17% of overall Education technology spending². This figure is expected to reach \$1.9 billion in 2020 with a CAGR of 0.8%²

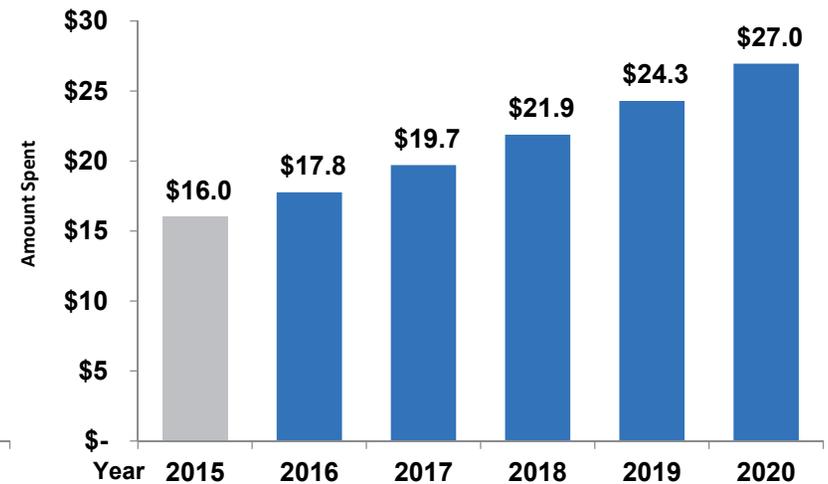
US K-12 Software Market:

Software is the largest component of US K-12 technology spending. In 2015 spending was approximately \$3.3 billion in 2015, or 31% of all Education technology spending². In recent years, software has been, and is expected to continue to be, the fastest-growing component of K-12 technology spending, increasing at a 6.3% CAGR to \$4.8 billion in 2020²

US Spending on Education Technology



Global Spending on Education Technology



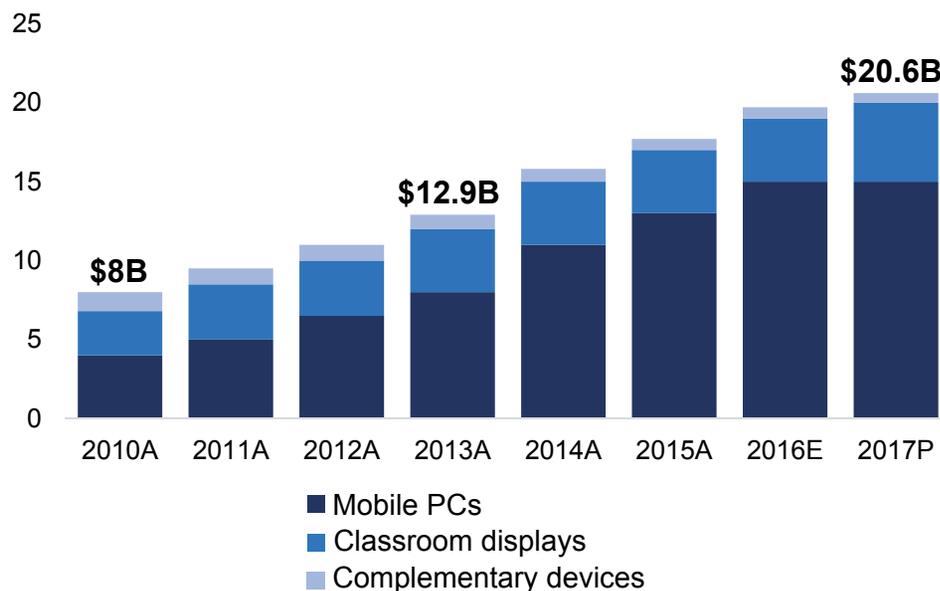
¹SophCapital 2015

²BMO Capital Markets Guide 2015

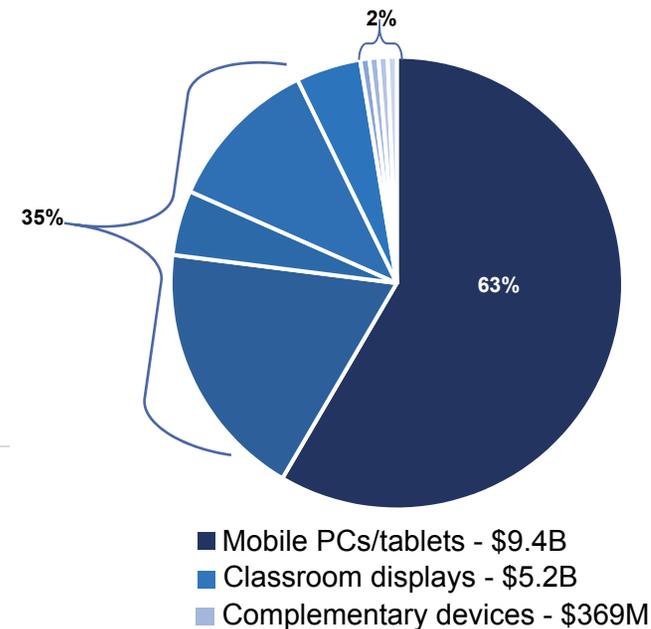
³Markets and Markets 2015 Ed Tech Global Forecast

K12 and Higher Education Markets

Worldwide Spend On Education Hardware



2015 Breakout: Spending By Device Type



- 55% of displays sold into Edu in 2015 were Flat Panels replacing interactive whiteboards¹
- Display software is static and doesn't integrate well with devices²
- 46%+ of US School Districts have now issued a BYOD Policy, expected to grow to 85% in 2017³



1) GSV Advisors: <http://gsvadvisors.com/wordpress/wp-content/uploads/2012/04/GSV-EDU-Factbook-Apr-13-2012.pdf>
 2) Statista: <http://www.statista.com/statistics/273960/global-mobile-education-market-volume/>
 3) Futuresource: <http://futuresource-consulting.com/2015-05-Interactive-Displays-Q1-4829.html>

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JS21

Source: GSV Advisors
Jimmy Skelling, 07/25/2016

Educational institutions are shifting from tradition hardware requisition cycles toward BYOD policies and integration. This is due in large part to the high smartphone and laptop penetration rates. Educational institutions are under financial pressure, caused by limited budgets and therefore are unable to spend on upgrading aging hardware. BYOD software allows both enterprise and institutions leverage their existing hardware and save valuable budget capital

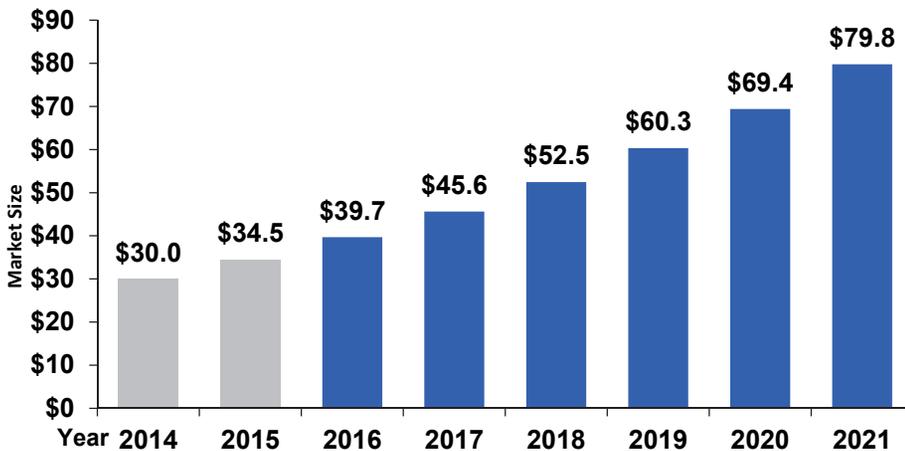
Domestic BYOD Market Growth:

In 2014, the US BYOD market reached approximately \$30 Billion and subsequently grew to \$34.5 billion¹ in 2015. From 2015 to 2021P, the market is forecast to grow to \$79.8 billion, at a YoY CAGR of approximately 15%¹.

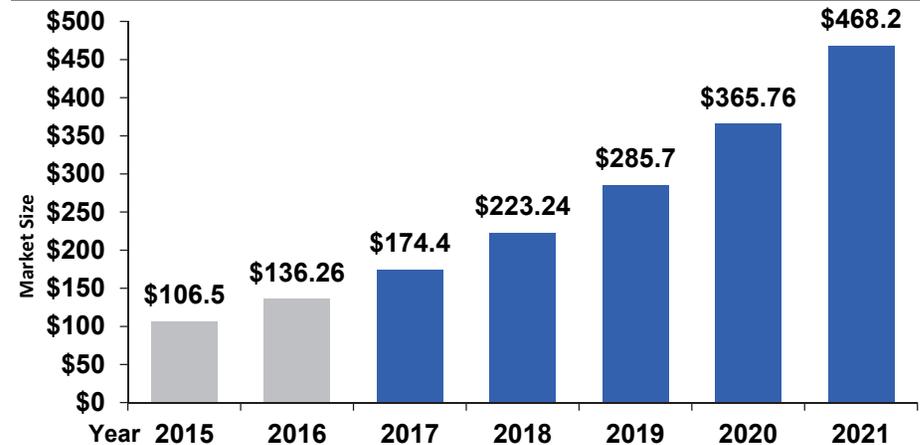
Global BOYD Market Growth:

The global BYOD market is forecast to reach approximately \$468.2 billion by 2021, increasing from \$106.5 billion in 2015¹, a CAGR of 28%. The global BYOD market includes both the overall education market and enterprise institutions

Domestic BYOD Growth FY14 – FY21



Global BYOD Growth FY14 – FY21 (Incl. US)



BYOD market sizes are based on smartphones, laptops, and tablet devices. In recent years, there has been a significant growth in adoption of smart devices such as mobile phones and tablets. AirWatch, MobileIron, Microsoft Corporation, IBM, Cisco Systems, Hewlett-Packard, Avaya, and Good Technology are some of the major companies that provide technologies and solutions that are suitable for various BYOD & enterprise mobility solution deployments. Other companies such as Samsung, Globo plc, Apple Inc., and Dell are also aggressively marketing their products to sustain their position in the global BYOD & enterprise mobility market



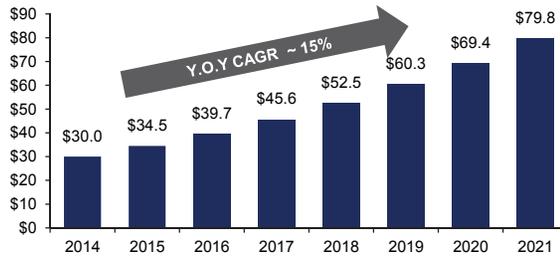
¹MicroMarket Monitor 2016

²Gartner 2016

³Grandview Research 2016

U.S.

BYOD Market Growth (\$ in billions)



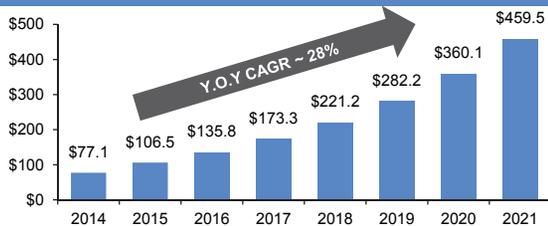
North America

Leading the world in BYOD

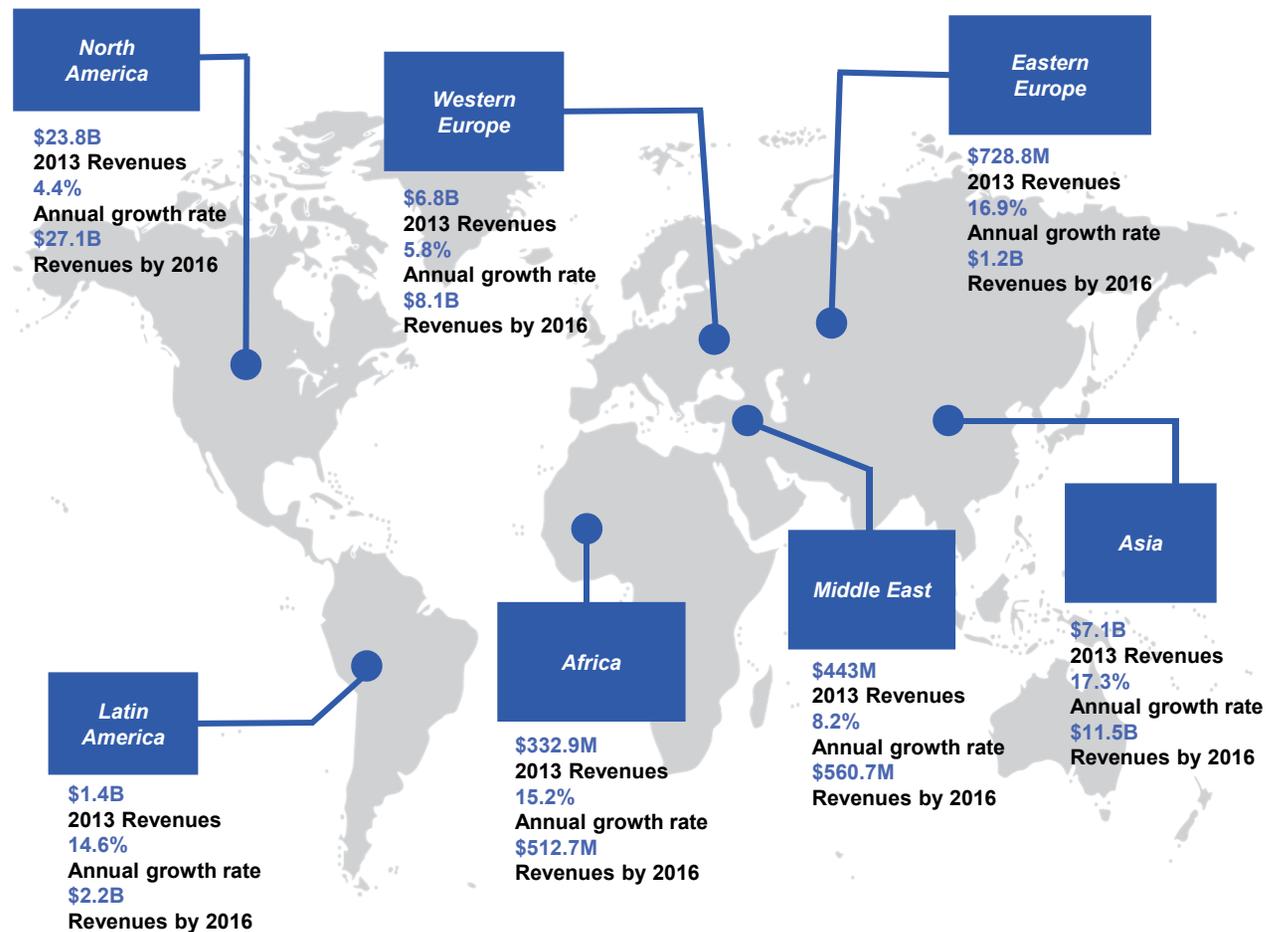
- 36.1% of the global BYOD market¹
- 62% of enterprises uses some form of BYOD, compared to only 44% in Western Europe²
- Through EXO's partners, Ormi and Ormiboard should be available to the enterprise market for release in 2017

International

BYOD Market Growth (\$ in billions)



Education Technology Spending by Region



¹Forrester Research
²LinkedIn

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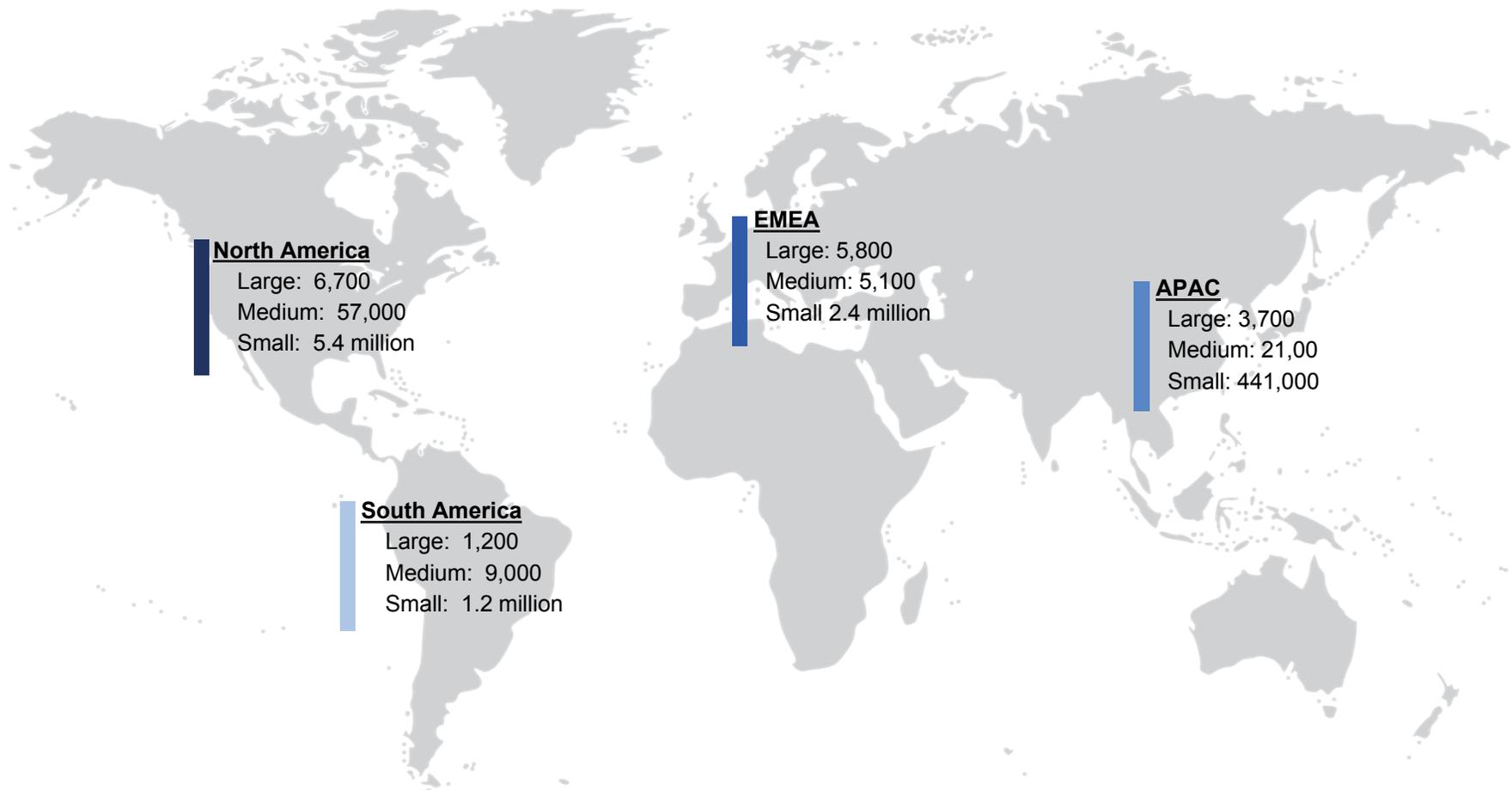
JS22

Through our partners, Ormi and Ormiboard could be available to enterprise. However, a more specific product for the enterprise market should be release in 2017.

Jimmy Skelling, 07/25/2016

Meeting Rooms Market

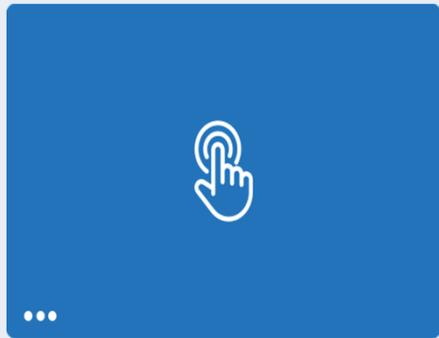
\$45B opportunity in Meeting Rooms & Training Centers¹



¹Potential market was estimated by multiplying the number of meeting rooms with an average price of \$39 per year

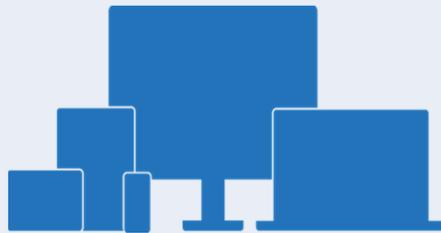
Source on meeting rooms number: Worktopia 2016 Professional Services Outlook and Facility Executive

Although ORMI has wide-ranging market applicability, EXO U has identified 3 primary near-term market verticals



1

Interactive Displays and Panels



2

OEM's Tablet's, PC's Laptops, Student Response System



3

Publishers and Content Providers

1 Interactive Displays and Panels

Classrooms and meeting rooms are upgrading their interactive whiteboards and projectors to interactive flat panels

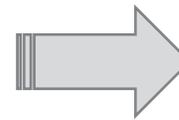
The Challenge: Manufacturers need to connect their interactive panels to customer devices in order to create an engaging and collaborative experience across multiple form factors and OSs

The Solution: EXO U's agnostic software platform enables the use of legacy devices/hardware and allows companies to preserve much needed budget capital

Whiteboards



Interactive Flat Panels



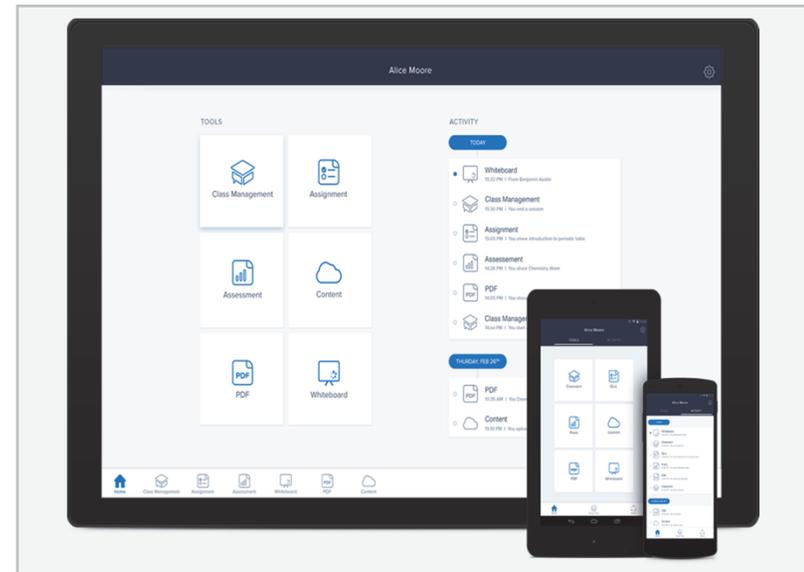
Market Strategy
 Value-added reseller/partnership agreements will give the Company a wide geographic scope enabling quicker scalability, low touch points, and quick contract wins based on industry connections. Revenue share agreements will motivate partners to renew licenses and thus decrease competition

Current Wins	In Discussion or Negotiations

2 OEM's Tablet's, PC's Laptops, Student Response System

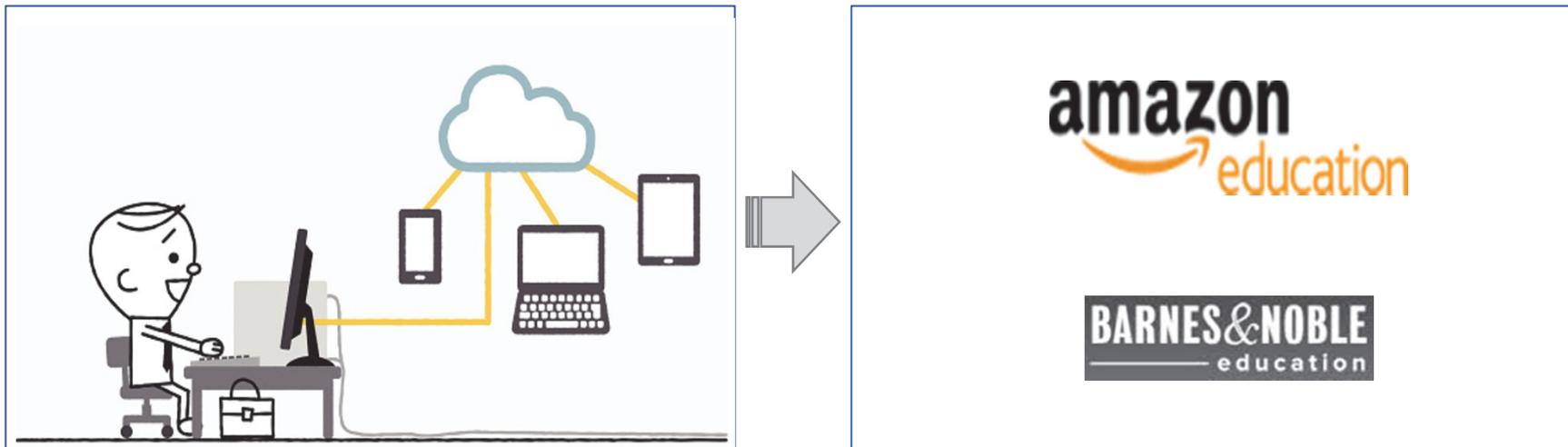
The challenge that many OEM's face is the inconsistency between customer hardware and software ecosystems. EXO U's agnostic software enables multi-platform scalability and hardware use

EXO's platform provides OEMs an avenue to unify disparate offerings through the seamless integration of teaching, learning, administration, and collaboration tools



3 Publishers and Content Provider System

Publishers are increasingly finding it difficult to distribute and differentiate their content. With over **750 Billion Edu Apps downloaded in 2014-2015 and mobile becoming the standard**, publishers are struggling. Content providers understand they need to provide users with content that is bolstered by a suite of tools. EXO allows publishers to rapidly disseminate interactive and collaborative content throughout classrooms and across platforms.



As education technology adoption reaches its adolescence, EXO U is poised to meet evolving market demand and the expected shift towards BYOD policies and adoption

Trend / Market Pain Point	Company Alignment
Trend: Technology Adoption; 1:1	The Company has developed solutions based on the EXO U platform to help educators leverage existing technology investments (such as smart boards) that connect to user devices in order to create interactive lessons which facilitate teaching and learning and provide one-on-one help to students falling through real time analytics
Pain Point: Multiple Operating Systems and Hardware platforms	EXO U's platform bridges different operating systems, mobile, and desktop platforms via a unified teaching, learning, and administrative SaaS offering
Trend: Mobile - Anywhere, Anytime, Any Device	EXO U allows flexibility to extend learning outside of the classroom for anywhere, anytime, any device consumption and collaboration
Trend: Bring Your Own Device	Due to its wide-ranging compatibility, EXO U's platform unifies disparate platforms (Apple, Windows, smartboards, Chrome) for a consistent user experience



Slide 27

JS23

Can't use connecting things to things... Changed the image

Jimmy Skelling, 07/25/2016

IV. Product Overview

The EXO U platform is a system agnostic software which is primarily focused on the education and enterprise market and has been developed to capitalize on the increase in BYOD policies by providing a means for institutions and enterprises to effectively connect, disseminate, and collaborate with users regardless of hardware capabilities or internet connectivity

Solutions



- Ormi features a built-in classroom management functionality which allows some users to manage attendance, rosters, and ensure participation. Ormi provides users and administrators data analytics, allowing for one-on-one intervention for improved outcome, and real time collaboration and communications
- EXO U's flagship product, the Ormi software platform, provides flexibility, usability, and collaboration, anywhere, anytime, and on any device. Ormi's software and design allows users to push content from their own devices to other users' with or without Internet connectivity
- EXO U's agnostic software and open APIs allow school systems, enterprises and partners to personalize the solution for their specific needs. The Company's new cross-platform applications free institutions from walled garden technology, making sure that current decisions will not inhibit future technology adaptations



- System agnostic focused instructor led tools for mobile inclusion with the classroom
- Attendance taking and reporting for student engagement and retention
- Quizzing and polling functionality
- Workspace Management



- This downloaded program has app, server and network sensing tools; Full authoring pallet with save, play, edit and add actions.
- Up to 4 views on a single panel or on a table at a time. Developed to run in a local network environment.
- Stand alone app or part of Ormi/Ormi U suite



- Online only software. Full authoring pallet with save, play, edit and add actions
- Users can use Ormicloud, Google Drive, Dropbox, and other services to store personal OrmiBoard Google Classroom integration
- Stand-alone app or part of Ormi/Ormi U suite

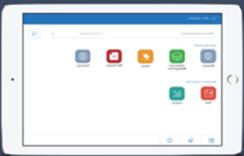
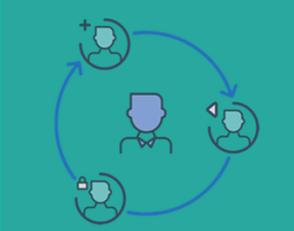
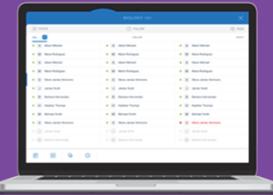
Features

Easily sync content on cloud to manage storage on devices	Group Management	Workspace API and Resources for Building Apps		
Blended Learning Capability	Peer to Peer Collaboration	View assignments or lessons while offline	Attendance with visual roll call	
Custom assessments	Remote Sharing anything from any workspace	O/S Agnostic	Real-Time Feedback	Administrative Panel



EXO U plans to secure a competitive advantage through an identifiable and tangible patent pipeline

EXO U Competitive Advantage Revolves Around 5 Key Pillars

Product	Truly cross platform. Mobile 1 st . BYOD	Organize & unify content	Collaborate and communicate in a secure setting. Sync or Async	Works with or without Internet	Manage users' workspace
Ormi K12	✓	✓	✓	✓	✓
Ormi U	✓	✓	✓	✓	✓
Ormiboard Pro	✓	✓	✓	✓	✓
Ormiboard Go	✓	✓	✓	✓	✓
					

EXO U will continue to focus on product development and geographic footprint to help facilitate growing use of the Company's product suite and addressable market:

1. Increase the possibility to use the products across multiple markets
2. Create synergy between the different products (added value on the solution)
3. Continued geographic expansion and use of partnership sales network

EXO U's Ormi solution provides a best-in-class feature set which increases tech adoption in the classroom and bolsters user engagement and user efficiency to streamline teaching and learning

Classroom

- Daily dashboards to manages all classroom stakeholders
- Attendance with visual roll call
- Notifications in real time
- Facilitator screen management

Browser

- Purpose-built for learning and easy to use in and beyond the classroom
- Easily use online classroom content for instruction
- Facilitate user engagement by controlling the browser view

Notes

- Quickly create personal notes
- Organize thoughts or to share and collaborate on ideas with other users

Home

- Teaching & learning dashboard
- Centrally manage calendar and school activities
- Access teaching tools and content
- View assignments or lesson progress in real time

Quiz and Poll

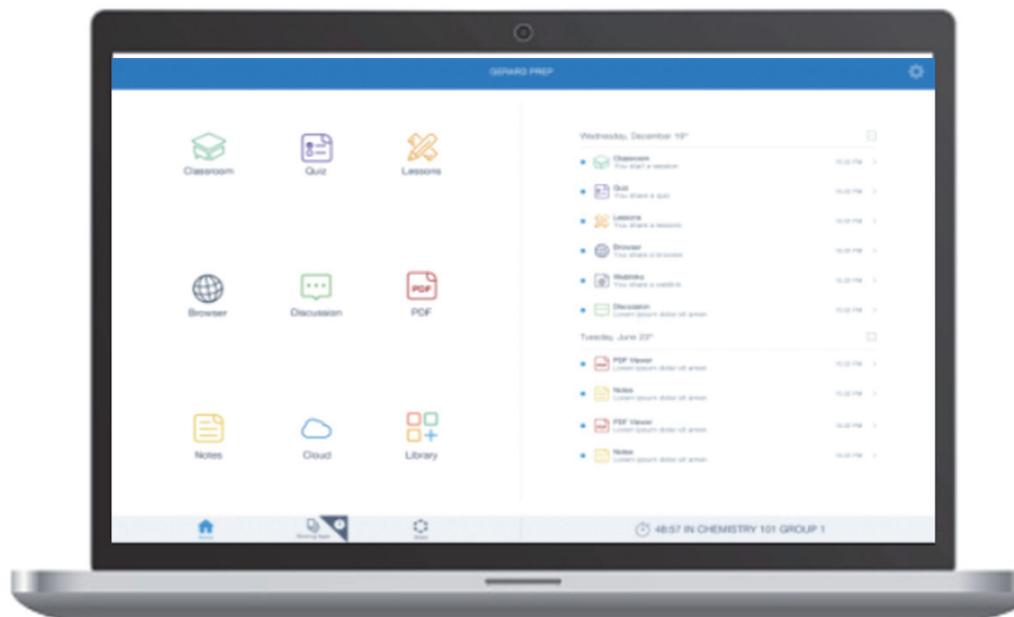
- Instant student assessment
- Multiple testing modalities
- Deliver / receive results automatically

Lessons

- Easily create lesson plans with video, websites, PDFs, and digital materials
- Blended learning capability
- Seamless lesson transitions

Activity Panel

- Easily create lesson plans with video, websites, PDFs, and digital materials
- Blended learning capability
- Seamless lesson transitions



Cloud

- Easily sync content to manage storage on user devices
- Inbox tracks recent downloads
- Efficiently manage download queue

Discussion

- Group or individual messaging
- Safely and discreetly ask questions to increase classroom engagement
- Message outside the classroom

Library

- Organize and centralize important teaching materials, apps, and files for the classroom
- Share private library of apps and learning material with peers

Share

- Share anything from a workspace and remote locations with any classroom stakeholder
- Peer to Peer collaboration

Custom Tools

- Large-scale tools and content can be customized to district or vendor requirements
- Administrative panel



Efficient User / Group Management

- Instant Access to Lesson Plans
- Progress Monitoring
- Student Assistance
- In-group Sharing
- Assignment Distribution
- Secure Testing



User Engagement



Peer to Peer Collaboration



System Agnostic

- Group management
- In-group communications
- Share Notes
- Cloud Storage

- Content Available On- and Off-line
- Use Across Multiple Devices
- Parental Reporting

Ormiboard's shared authoring canvas and powerful device management tools transform the entire classroom into an immersive learning ecosystem which unifies computers, cell phones, tablets, whiteboards, and projectors in real-time

When users connect their device through the Ormi application, they can distribute presentations and interactive activities to other users in data-logged, whole-group sessions

Ormiboard includes 500 pre-programmed vector images (with an extended library of thousands), providing easy interactive annotation

Users can create and share custom content with Ormiboard's simple JavaScript insertion capability, transforming ordinary activities into animated, interactive games and mini-apps

The teacher-controlled device can view each students' activity to ensure students stay on task

Three sharing modes: interactivity, play-based, and ping-pong (rapid back and forth collaboration)

Content Creation and Quizzing

The screenshot displays a grid of activity templates: Open-Ended Activity, Fill the blank, Connect the dots, Sorting Activity, Multiple Choice Activity, Clickable Area Activity, Image Layout, and Title Layout. Below the grid, a 'Matching activity' is shown with instructions: 'Use this activity for a matching activity. Session participants must match an element to a given criteria you assign.' The activity interface includes an 'Insert' section with dashed circles labeled 'Jupiter', 'Mars', and 'Description'. Below these are three planet images (Jupiter, Mars, and Saturn) with red 'X' marks, and a red '+' button. A bottom toolbar contains buttons for '1', '2', and '+', along with icons for save, play, edit, and add.



Ormi comes preloaded with searchable lessons and activities for Art, Math, English, Geography, Science, and Music, which is continually expanding

Teachers can create a wide range of activities for students or empower students to design their own learning games

Teachers can teach from the front of class display, or let students work together using laptops and mobile devices from anywhere in the classroom

Sharing and classroom management takes place via web browser, meaning everyone in the classroom can connect and collaborate easily while teachers track attendance and engage with each student's work

Progress can be viewed in real-time, allowing teachers / educators to provide individual help and assistance where needed for struggling students

A unique offline option gives students who may not have Internet connection beyond school hours continued access to their digital materials outside the classroom

Full authoring pallet with save, play, edit, and add actions

Content Creation and Quizzing

Solar System Simulator

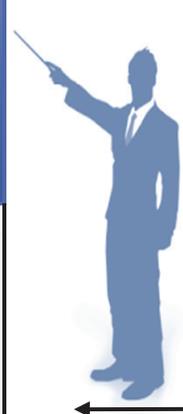
The Maths Game

2 Players Chess Game

Where are these monuments located?

Eiffel Tower Paris	Tajmahal Angra	Big Ben London	Statue of Liberty New-York	Pyramid Egypt	Colosseum Rome

Move the monuments to the correct circle.



Teach lessons with zero transition time from one subject to another with flexible blended learning

Educators have the freedom to create their own lesson plans from videos, websites, PDFs, Smart and ActiveInspire, and other white board software lessons available on the platform. Integrated material downloads automatically onto a device

Multitude of quizzes / assessments already available on the platform with the ability to receive compiled results automatically or view student progress in real-time and provide valuable feedback

Manipulate anything on the workspace and select what users can access while maintaining control of a class. Students can share among one another, back to teacher, or project onto the classroom display to highlight an individual's work

Integration with Google, Dropbox, Evernote, Smart and Promethean allows existing content and materials to be utilized.

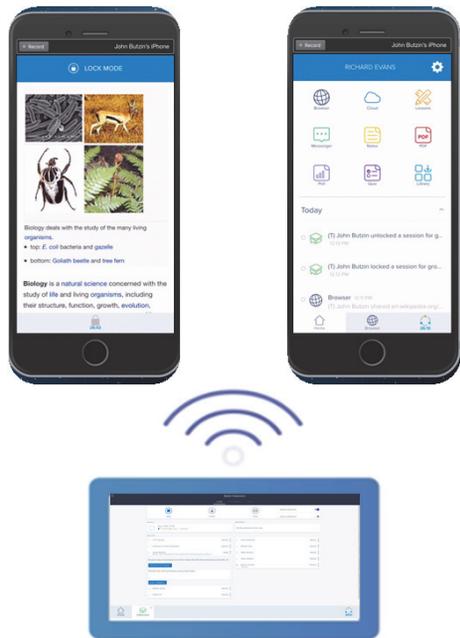
Reduce the digital divide by enhancing the learning experience through engaging digital content, interactive questionnaires, and group learning

EXO U's Solutions Overview – ORMI

ORMI

Uninterrupted Teaching Flow - NO MORE HUNTING FOR RESOURCES
Engineered for Ease Of Use - ANY CONTENT, ANY DEVICE, ANY OS
Tablet-Based Classroom Management - Fast, Easy Instructional Tools - MULTI-TASKING WEB + CONTENT + TOOLS

Platform Agnostic – BYOD ready 1:1 Solution for users
 Simple and Effective Device Management
 Activity Creation and Delivery
 Content Management
 Activity reporting for user engagement
 Easy to use assessment
 Integration with popular education tools and services



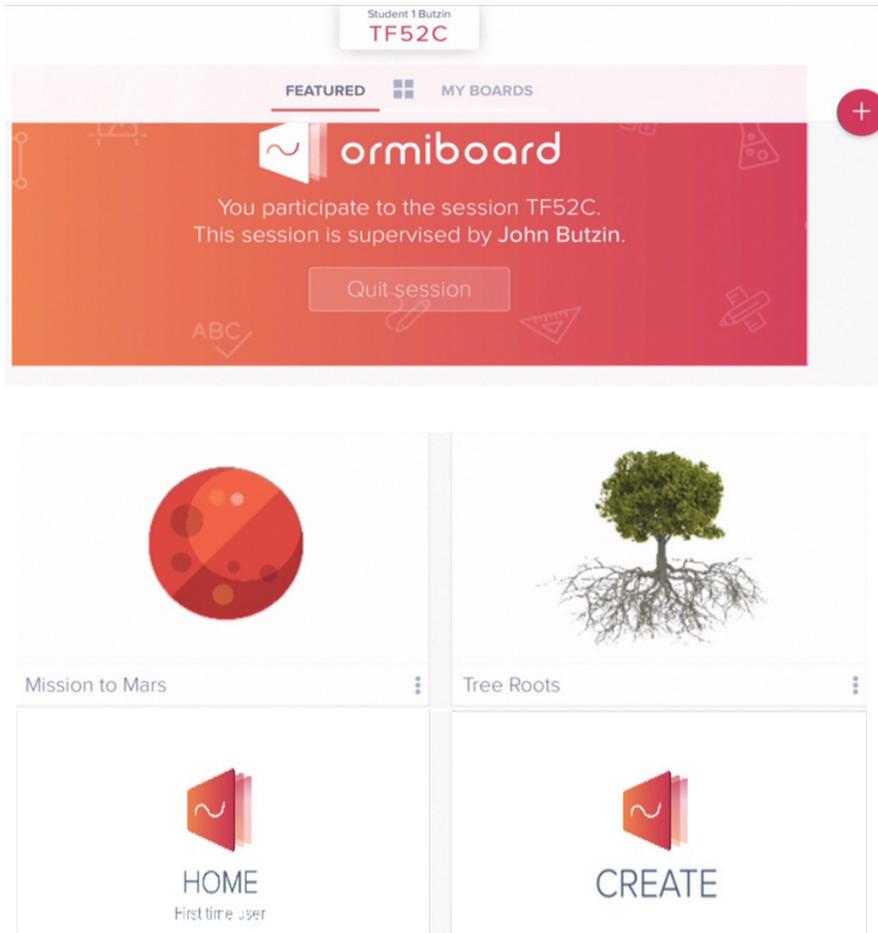
Focused, instructor-led tools for mobile inclusion within classes
 Attendance taking and reporting for user engagement and retention
 Quizzing and Polling to test user understanding
 Workspace Management, Control and Reporting
 Integration with popular apps and services
 Hardware and OS agnostic





EXO U's Solutions Overview – ORMIBOARD

ORMIBOARD



Online only



Full authoring pallet with save, play, edit and add actions

Sharing and collaboration - Regardless of content complexity, anything made or imported into Ormiboard can run on any connected device

Animations & Games

Polling, quizzing, attendance

Owner of a session can view simultaneous user sessions on a single screen and select any user's activity to appear at the front-of-class display

Import PDFs, MS Office documents, and Smart Notebook, Promethean's ActiveInspire, and other whiteboard software lessons

System Agnostic



Download has app, server, and network sensing tools

Easy Pin registration for users

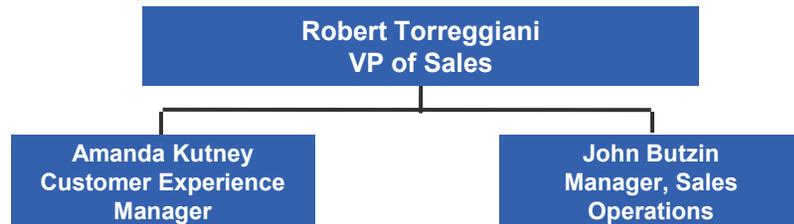
Up to 4 views on a single panel or on a table at a time

Local network enabled



V. Client, Sales & Marketing Overview

Sales & Marketing Organizational Chart



Key Metrics

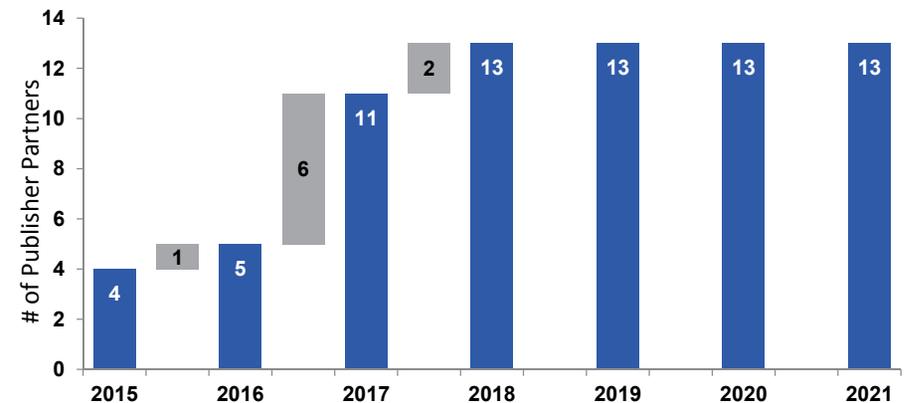
- Sticky product; high retention rates; the company has 10+ partnership clients in their pipeline
- SaaS model: The Company's business model is based on recurring revenues from licensing the solution, fixed fees for service components such as application development, deployment and management
- Partnerships with 4 resellers / channel partners
- Next 24 months:
 - Add 7 additional channel partners (includes Manufacturers, Resellers and distributors)
 - Launch on Higher Education and Enterprise markets
 - Expand internationally to include Europe, Middle East, and at least 1 other market
- Accelerated Geographic Expansion from FY16 to FY21 to establish EXO U's global presence
- ROI through client partnership / reseller agreements

Sales and Marketing Strategy

Leveraging OEM, reseller, and other channel sales networks to reduce the cost of acquiring and supporting customers	3 agreements signed to integrate Ormi and Ormiboard with existing OEM platform products	Partnering with value added resellers ("VARs"), equipment manufacturers, and technology companies to add content, applications and new features
Identify and engage strategic partners with scalable verticals. Build out the platform to deliver market leading BYOD and 1:1 solutions	Define and build out 3 key Meeting Room requirements for market preparation. Promote the new software to OEM partners and build launch platform to market directly	Focus on core improvements and sustainable innovation. Continue to acquire OEM partnerships

OEM, Reseller Partnerships Ramp-Up

- Ongoing OEM and reseller channel partnership growth



EXO U Growth Strategy

EXO U	2016	2017	2018	2019
OEM Partnership Acquisition and Partnership Expansion	<i>5 OEM partners by the end of FY16 with partnership expansion into the US and Europe</i>	20 OEM partners by the end of 2017 with partnership expansion into the US, Europe, Middle East, and APAC	25 OEM partners by the end of FY18 with incremental partnership expansion into Latin America	30 OEM partners by the end of FY19 with global partnership expansion
	Identify and engage strategic partners with mobile and BYOD verticals with scale. Building out of EXO U's platform in order to deliver market leading BYOD and 1:1 instructional solutions	Identify and engage strategic partners with mobile and BYOD verticals with scale. Building out of EXO U's platform in order to deliver market leading BYOD and 1:1 instructional solutions	Focus on core improvements and sustainable innovation. Continue to acquire OEM partnerships for Ormi K12	Focus on core improvements and partnerships
	Complete the Ormi U product roadmap and take to market in January 2017. Identify strategic partners to align behind the software channel		Focus on core improvements and sustainable innovation. Continue to acquire OEM Ormi U partnerships	Focus on core improvements and partnerships
 	<i>Complete Ormiboard Pro and Ormiboard Go. Planning to launch Ormiboard Go at ISTE</i>	Build app store wrappers and plan to release in January. Continue to improve key software experience and essential functionality	Focus on core improvements and sustainable innovation. Continue to acquire OEM partnerships for Ormiboard Education	Focus on core improvements and partnerships
Ormi Meeting Rooms	Define and build out 3 key Meeting Room requirements by October to be delivered in 2017. Promote the new software to OEM partners and build launch platform to market directly	Secure additional global OEM partnerships for Ormi Meeting Rooms. Product launch will be executed through App stores and direct downloads	Continue to acquire 5 partnerships for Ormi Meeting	Continue to acquire OEM partnerships for Ormi Meeting Rooms

A key component of EXO U's sales strategy is to utilize OEMs, resellers, and other partners for channel sales, licensing, and bundled distribution. Further, the Company partners with technology companies and content developers to bolster its technology offerings

Channel Partners

- Channel partners purchase the solution via the following modalities: OEM display or device vendors buy EXO U solutions and bundle it with their products; a Professor or University may purchase Ormi U for implementation; a school can request a pilot program which leads to a paid engagement; school districts may purchase the implementation with enterprise-level agreements; entire countries may purchase the implementation of an entire digital curriculum
- Channel partners resell EXO U broadly to new customers and markets and are incentivized to sell Ormi or Ormiboard Pro to their customers
- The Company's channel strategy will accelerate EXO U's sales reach globally, and generate long-term, profitable revenue streams through leveraging partners' strong customer relationships and sales networks
- Channel partners provide fixed fees for service components such as application development, deployment and management. Partnering with value added resellers ("VARs"), equipment manufacturers, and technology companies helps to add content, applications and new features because of cross-collaboration with EXO U
- Channel Partners will help EXO U grow its number of users through first-hand accounts by existing users, based on its established industry relationships

EXO U's Marketing, Distribution & Sales

Complexity Relief

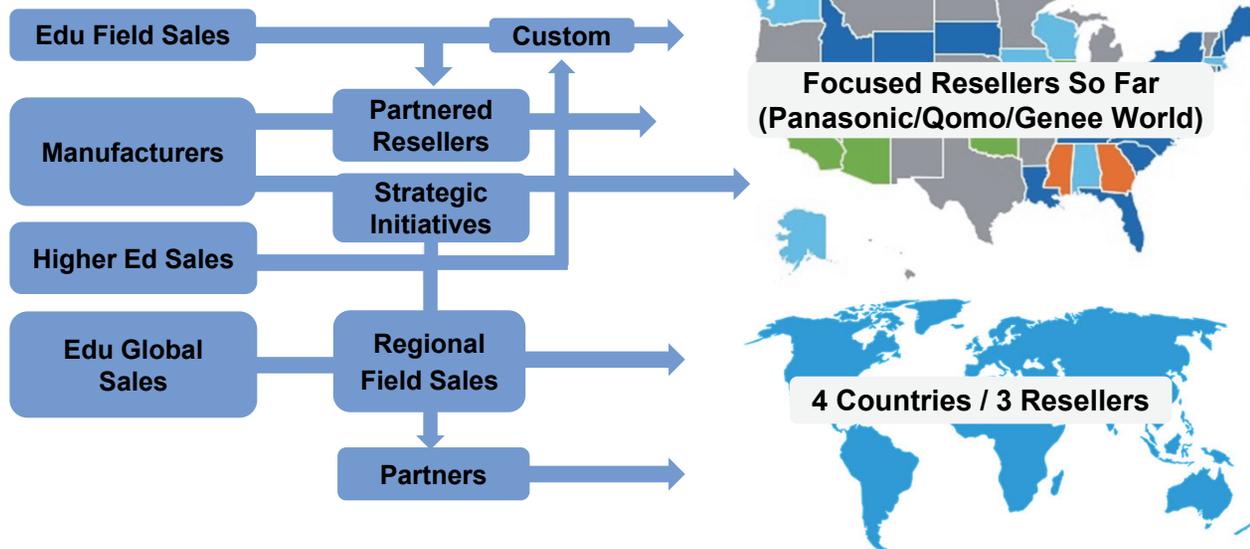
As technology proliferation increases, districts are tasked to manage resources and information much like large corporations, only without the resources. EXO U reduces, rather than increases, these costs whilst improving the teaching and learning process

Making BYOD Work

While BYOD policies are common, there is a significant usage gap due to a lack of integration. Few, if any, BYOD platforms available today are utilized in day-to-day teaching. EXO U's unique combination of features fills the gaps left behind by other solutions

Trusted Advisors

Schools and districts tend to rely on the same "trusted advisors" who they purchase from year after year. Partnering with established advisor channels will give EXO U a robust network and provide an expanded institution sales network



Traction Snapshot

- 7 interactive display/projector manufacturers By Q2, FY2018
- 3 national Ed-tech resellers By Q2, FY2018
- 8 regional Ed-tech resellers by Q2, FY2018
- As of July 2016, EXO U has agreements with three major device and display manufacturers, Panasonic, QOMO HiteVision and Genee World. EXO U intends to utilize their vast network sales people to efficiently distribute Ormi and Ormiboard

Strategic engagement plan to secure additional agreements and resellers

New sales and business development team bring proven track record for channel sales in US

Rapid custom development enables creative and aggressive OEM integration

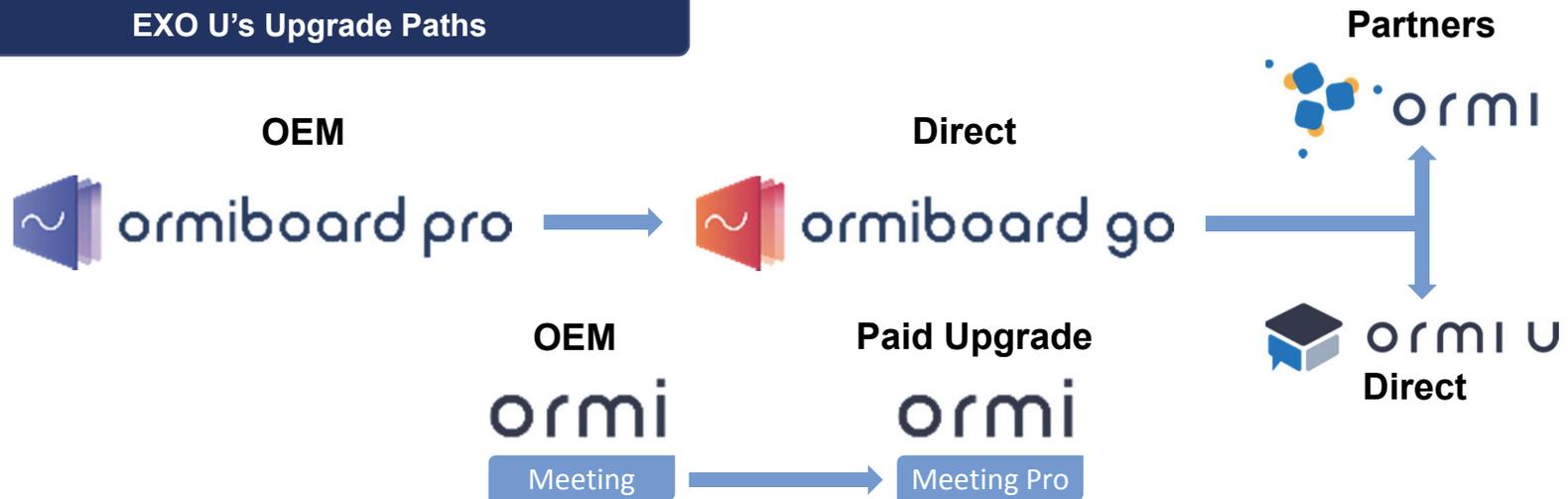


EXO U's Solutions Overview – Pricing

EXO U Pricing Strategy

Ormi K12	\$199/year per Classroom
Ormi U	\$9.99/year per User
Ormiboard Go	\$79/year per teacher
Ormiboard Pro	\$599/Classroom (Perpetual license)
Ormi Meeting	\$200/year per room
Platform APIs licensing	Project based pricing

EXO U's Upgrade Paths



EXO U's position in the large and fragmented BYOD and device management verticals within the education and enterprise markets is underpinned by its compelling software platform and a robust partnership base



In 2015, EXO U and Panasonic Corporation of North America entered into a reseller agreement for XYZ.



In 2015 EXO U and QOMO HiteVision entered into a license agreement on which the Company will provide QOMO 8,000 Class Plan Licenses in the First Contract Year (\$40), 12,000 Class Plan Licenses in the Second Contract Year (\$50) and 16,000 Class Plan Licenses in the Third Contract Year (\$60)



In 2016, EXO U and Today's Classroom signed a non-exclusive distribution agreement for the Ormi Classroom product. Today's Classroom is a service reseller of leading brands into education, with a focus on equipping modern classrooms



In 2016, the Company signed an exclusive European distribution agreement with Genee World, a leading manufacturer and distributor of touchscreen technology and AV equipment. The agreement stipulates that Genee will pay EXO U \$180 per license annually for distribution of Ormi software

EXO U has a robust and growing direct and channel sales pipeline which is poised to provide significant revenue growth in the near and mid term

Pipeline Opportunities

- Interactive Display / Panel Companies – 15+ opportunities
 - Global Scalability with high renewal rates and limited competition 10+ OEM's
 - System Agnostic software which offers a unified platform for seamless integration
- Publisher and Content Providers – 3 opportunities
 - EXO U's platform gives publishers increased development speed and better content ingestion



Illustrative Pipeline

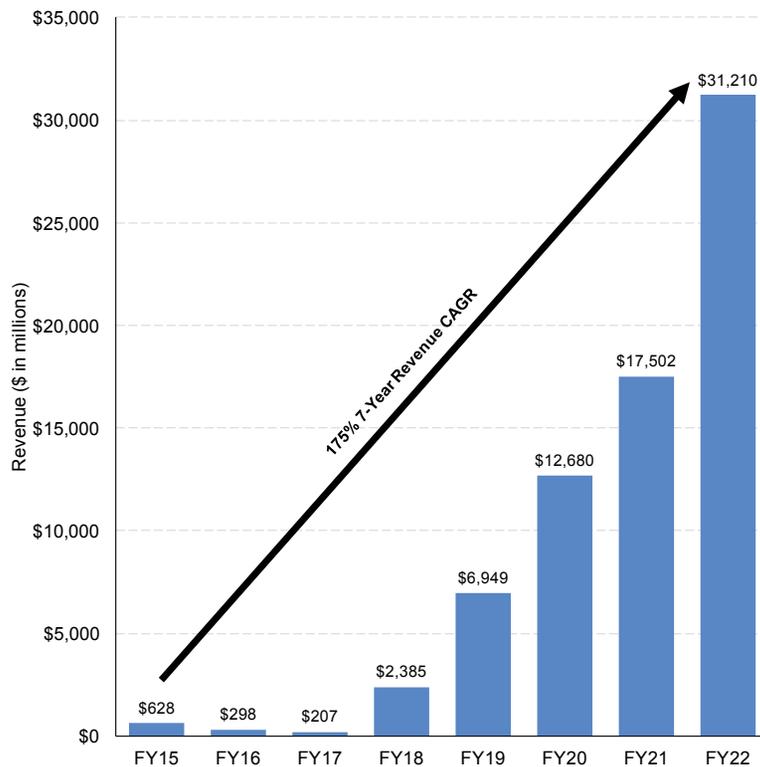
The illustrative pipeline includes logos for the following companies: BenQ, DELL, SAMSUNG, CDW-G, EPSON, Troxell, ViewSonic (with tagline 'See the difference™'), BOXLIGHT (with tagline 'Presenting a Better Way'), Coretronic, SYNnex CORPORATION, SHARP, PHILIPS, SPECKTRON, Amazon (a), CyberTouch, LG, InFocus, CASIO, AVRover, ALMO, and BARNES & NOBLE.

VI. Growth and Go-to-Market Strategy



2015A REVENUE - \$628K

Growth Driven by Sales through Partnerships and Resellers, New Products & Services, and new Markets



2021P REVENUE - \$31.21M

1

Drive Sales via Partnerships and Resellers

- EXO U will continue to develop strategic partnerships and generate sales through resellers, OEMs, and other channel partners
- Partner with 7 display /projector manufacturers by 07/2017
 - Develop strategic relationships with 3 national resellers by 07/2017
 - Develop strategic partnerships with 8 regional resellers by 07/2017

2

Launch New Products & Services- Recurring Revenue

- EXO U has introduced 3 New Products in 2016
- K12 Solution (June 2016)
 - Ormi Higher Ed solution following K12 solution to be launched in late 2016
 - Launch Whiteboard solution for education
 - Launch Meeting Room Solution in 2017

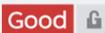
3

Expand Revenue Scope- New Markets

- Management anticipates an approximately 4% decrease in EBITDA margin from 38% in 2018P to 34% in 2019P as the Company plans to invest heavily in staff and infrastructure
- Broader market verticals into The US, Europe, Middle East, APC, and Latin America
- Roll-out and associated marketing costs of new products



1 - Sales Strategy Summary

	Target Partners	Product Positioning	Sales & Marketing Strategy	Current Traction
Domestic & International Education (Direct Sales)	<p>K-12 Schools/ Districts</p> 	Allows schools to cost-effectively provide centrally managed, secure, and high performing products	Focused on growing the number of users through first-hand accounts and existing users, via direct and channel sales relationships	Existing agreement with Today's Classroom to provide its software for a fee.
Reseller/ Channel Sales Education & Enterprise	  <p>Panasonic</p>	Allows schools and enterprises to cost-effectively provide centrally managed, secure, and high performing products, expands reseller sales' reach	The Company is partnering with leading IT service providers across education and enterprise. The majority of sales thus far have been via re-seller agreements, allowing EXO U to leverage partners' existing sales infrastructures	Signed reseller agreements with QOMO, Panasonic, and Genee World,
Original Equipment Manufacturers	     	Provides OEM's competitive edge and post-sale recurring revenue streams	EXO U is able to reduce the cost of acquiring and supporting customers by using the network of salespeople on the ground through OEM partnership	Agreement signed with Panasonic
Software Developers	        	These relationships bolster and improve integrated Ormi software with 3 rd party services. This strategy enables integration through popular cross-platform management solutions	Partner with value-added technology companies to integrate content, applications, and new features through shared channels	In discussions with two companies
Display/ Projector	     	Hardware / Software agnostic products and services help manufacturers integrate their devices across diverse end-user bases	Strategic partnerships allow the Ormi platform to be shipped globally, increase scalability, high interest and increased partnerships / renewals, and limited competition	The Company currently has 3 (QOMO, Panasonic, Genee World) partnerships with an additional 19 in the pipeline



Products & Vertical Opportunities

- Publishers and Content Providers**
 - Publishers are increasingly finding it difficult to distribute and differentiate their content due to lack of the necessary suite of tools in order to make 1:1 and BOYD possible.
 - EXO U's platform allows publishers to rapidly deploy interactive content across classrooms in real time
 - Pipeline: Currently in active discussions with 2 publishers
- Interactive Display / Panel Manufacturers**
 - Strategic Partnerships allow Ormi to be shipped globally, increased scalability, high interest and increased partnerships / renewals, and limited competition
 - Pipeline: 15+ clients in active discussion
- Meeting Rooms:**
 - 5.5m meeting Rooms in the US. \$2.6bn Market by 2020
 - Market Demand: a simple and easy to use tool. OEM and Direct Licensing Opportunity from \$30 to \$99 per year per **room**

North America K-12

\$1.5 B Market Potential

- Shift to BYOD and 1:1 initiatives taking place in most USA school districts
- Partner with leading OEMs for bundled distribution
- Partner with channel resellers
- Direct sales to teachers and schools through tradeshow attendance, marketing, direct sales

International Education and Enterprise

\$100 M+ Market Potential

- Partner with value added resellers ("VARs"), equipment manufacturers, and technology companies to add content, applications and new features
- Mobile Device Management
- Internet-Free BYOD Demand
- Teaching Tools & Assessment
- Class Management & Attendance
- Resource Management
- Meeting rooms / enterprise

North America Higher Ed

\$130 M Market Potential

- Recurring revenues from licensing to the education market via channel and direct sales
- Mobile apps in rapid adoption
- Attendance, Polling, Classroom Management of BYOD = \$100m+ annual market
- Identified partners with established operational channels
- Roadmap developed to support Higher Ed needs

EXO U – Expansion Goals

As of June 2016:

- 100 resellers in U.S. market
 - Including Panasonic and Qomo
- 10 international sellers in 4 countries
- FY16: 5 OEM Partners with expansion into the US and Europe
- FY17: 20 OEM Partners with expansion into the US, Europe, Middle East, and APAC region
- FY18: 25 OEM Partners with incremental expansion into Latin America
- FY19: 30 OEM Partners with global expansion

VII. Appendices

EXO U expects to accelerate its patent filing schedule based on the potential benefits from the partnership with Panasonic

IP Strategy

EXO U has developed, and is currently developing, valuable technologies. In order to reap the benefits and protect these features, EXO U is working with legal counsel to establish an IP protection strategy

- Based on identifying, developing and **protecting sources of competitive advantage**

Limitations on Patent Application Filings

EXO U has operated with limited resources to develop a “best-in-class” digital workspace which solves many of today’s challenges in BYOD environment and classrooms with little or no connectivity

- **Core technologies** are only now being completed and are expected to launch later this year
- IP protection process now in place for identifying and protecting future inventions
- Completion of financing and Panasonic partnership expected to **bolster IP protection strategy**

Panasonic Partnership

Panasonic is one of the most active filers of patent applications and experience in identifying patentable IP

Retention of Patent Attorneys

EXO U has retained the services of **Smart & Biggar**, Canada’s largest law firm practicing exclusivity in intellectual property and technology law

- Enabled EXO U to identify and define more than a dozen inventions
- Aided EXO U in protecting two core technologies: **The EXOEngine** and **The Communication System**



EXO U is preparing to file additional patent applications within the next two years

	Description
EXO U “Box”	A content access and management “box” that can also act as an edge server. This allows organizations to minimize bandwidth consumption, while distributing applications, content and other resources. It also includes an onboarding mechanism that covers the unconnected scenario
Contextualization	A method for contextualizing the usage of applications and features within a workspace. The method allows the personalization of the “home screen” and access to resources based on specific events (location, time, etc.)
Continuity	A cross-platform and cross-user work continuity method that automatic and seamless collaboration from one workspace to another
Proximity	A proximity identification method that allows a workspace to identify and map other users’ workspace within a certain location

EXO U is evaluating future ideas related to the field of:

1. **Virtual reality:** Real time user driven virtual experience from inside the workspace
2. **Wearable:** Access to wearable devices from the workspace
3. **Adaptive technologies:** Capacity to interact, have insight to users and offering targeted services

As of January 1st, 2016, the Company holds five registered trademarks covering select brands in Canada, the United States and the European Union. Further, EXO U has 2 patents pending in the Canada and in PCT

EXO U Design Patents Filed as of June 10th 2016

Display Screen

Canada: Registered, next renewal on October 10th 2017 (135764)

Description: It intends to protect the appearance of a user interface which may be implemented in any touch screen panel

Desktop for Displaying Data to a User

USPTO: Registered (D686,610)

Canada: Registered, next renewal on October 23rd 2017 (143354)

Europe: Registered, next renewal on May 22nd 2017 (2044933-0001)

Description: It intends to protect the appearance of an interactive desktop

Display Screen with User Interface

Europe: Registered, next renewal on May 22nd 2017 (2045070-0001)

Description: This industrial design covers the appearance of the EXO U interface with the plurality of circle icons

Interactive Table

Canada: Registered, next renewal on June 27th 2017 (143322)

Europe: Registered, next renewal on May 22nd 2017 (2045039-0001)

Description: It intends to protect the appearance of an interactive table

Low-Height Table for Displaying Data to a User

Canada: Registered, next renewal on October 18th 2017 (143353)

Europe: Registered, next renewal on May 22nd 2017 (2044909-0001)

Description: It intends to protect the appearance of a design for a low-height table to be placed in the living room

EXO U Patents Pending as of June 10th 2016

DESKTOP FOR A COMPUTER AND METHOD FOR PROVIDING SAME

Canada: Have until October 11th 2017 to ask for an examination (CA 2792127)

Description: This patent application covers a hardware innovation and more precisely relates to a horizontal displaying an indication of a zone on which the keyboard is to be positioned and at least one element may be generated according to a context. This innovation may be implemented in any desk comprising a horizontal display.

METHOD, SYSTEM AND COMPUTER-READABLE MEDIA FOR SHARING OF APPLICATION RESOURCES

PCT: Filed in February 2016 (CA 2016/050102)

Description: This patent application covers a method for sharing an application (or information) and its context between users. This innovation covers the communication system and may be implemented on any devices (regardless of the OS and form factor).

Appendix B –Ormi Technological Overview



- Ormi is a native application that gets installed on a device from an App store or download page, its an executable. On iOS it's an IPA file, on Android it's an APK file, on macOS it's a DMG file, on Windows it's an EXE, and on ChromeOS, Android APK is used which is supported through Android's Runtime for Chrome (ARC). Ormi is built using platform specific tools (ie the iOS IPA is built using Apple's Xcode IDE)
- Many of the K12 and Higher Ed apps that run inside of Ormi are based on mobile web technologies and frameworks. For example, the Ormi app Lessons, Poll etc. are usually packaged into Ormi at build time. Alternatively they can be distributed and installed over-the-air at a later time. The apps can also be updated over-the-air after they are installed
- The mobile web apps execute in webviews within the Ormi secure runtime container. Each app runs its own webview, which serves as a sandbox. The mobile web app can access locale resource and file systems through EXO U's extension / implementation of the Cordova framework. Apps would use the Cordova JavaScript APIs in this case to access the local resources and file system
- When needed, native apps can be run inside of Ormi. These are purpose-built apps that are developed specifically for Ormi (ie PDF reader is based on third-party libraries)

The Workspace UI

Workspace UI allows users to access and use system apps, the Education Solution apps, and education apps

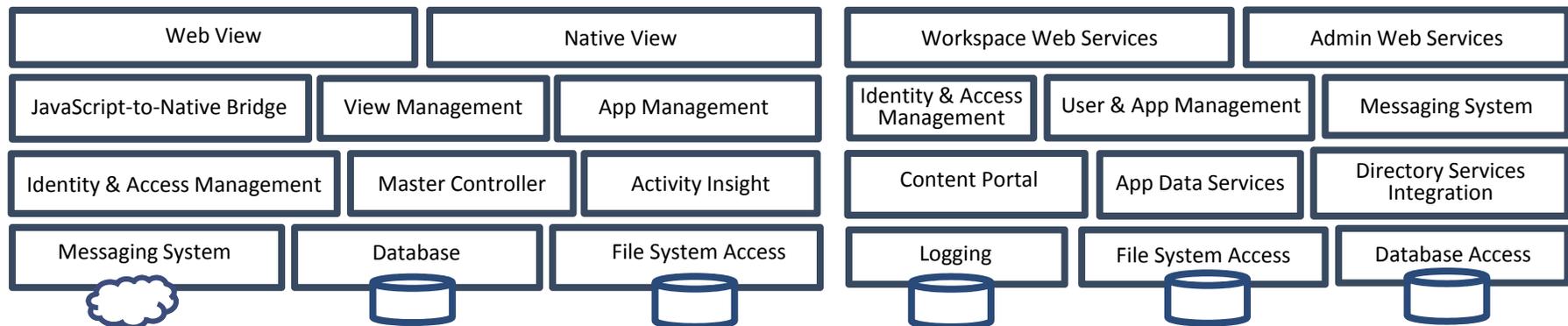
It also allows users to access the EXO U Backend services in order to share, communicate and interact with others.

The Workspace UI can be personalized based on roles (for example, teacher versus student)

EXO U Backend

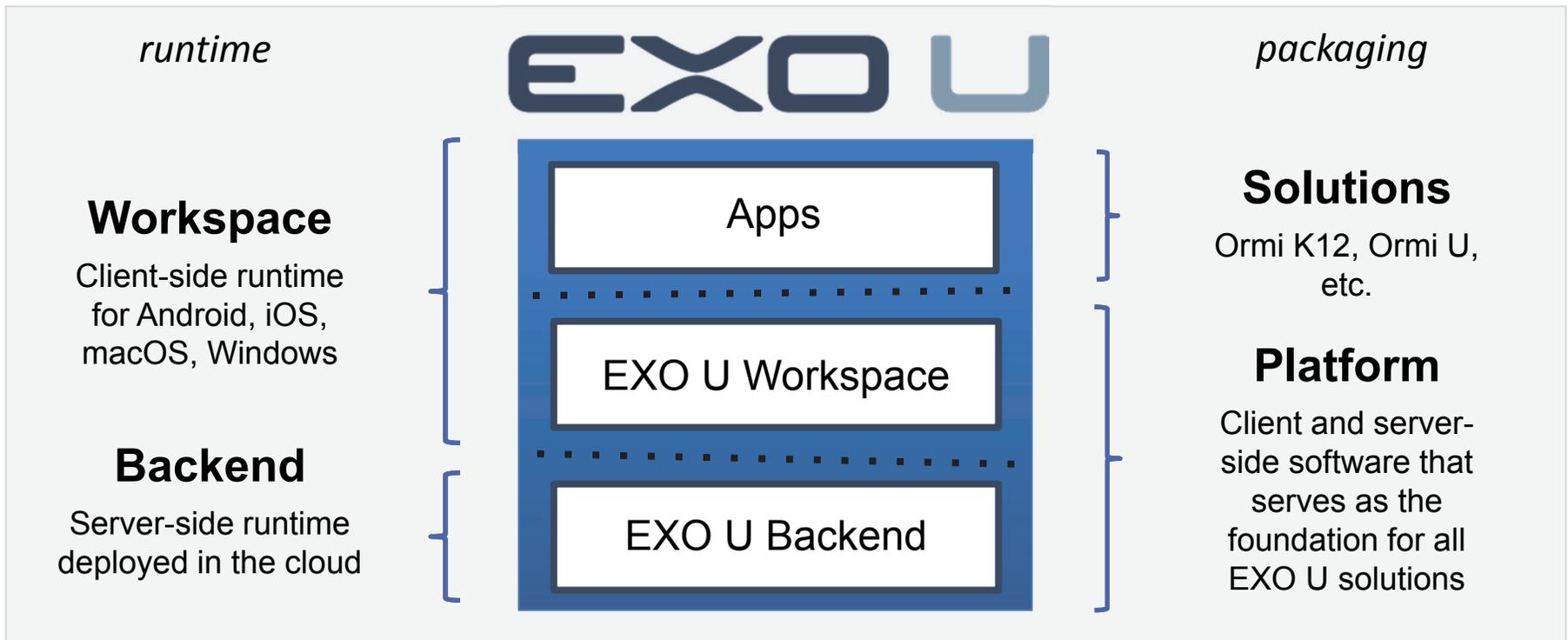
EXO U Backend handles the communication, private app store and the administrative capabilities.

The unique system is a core feature of the EXO U platform. It allows interactions between users, and allows administrators to publish and distribute web apps, and content



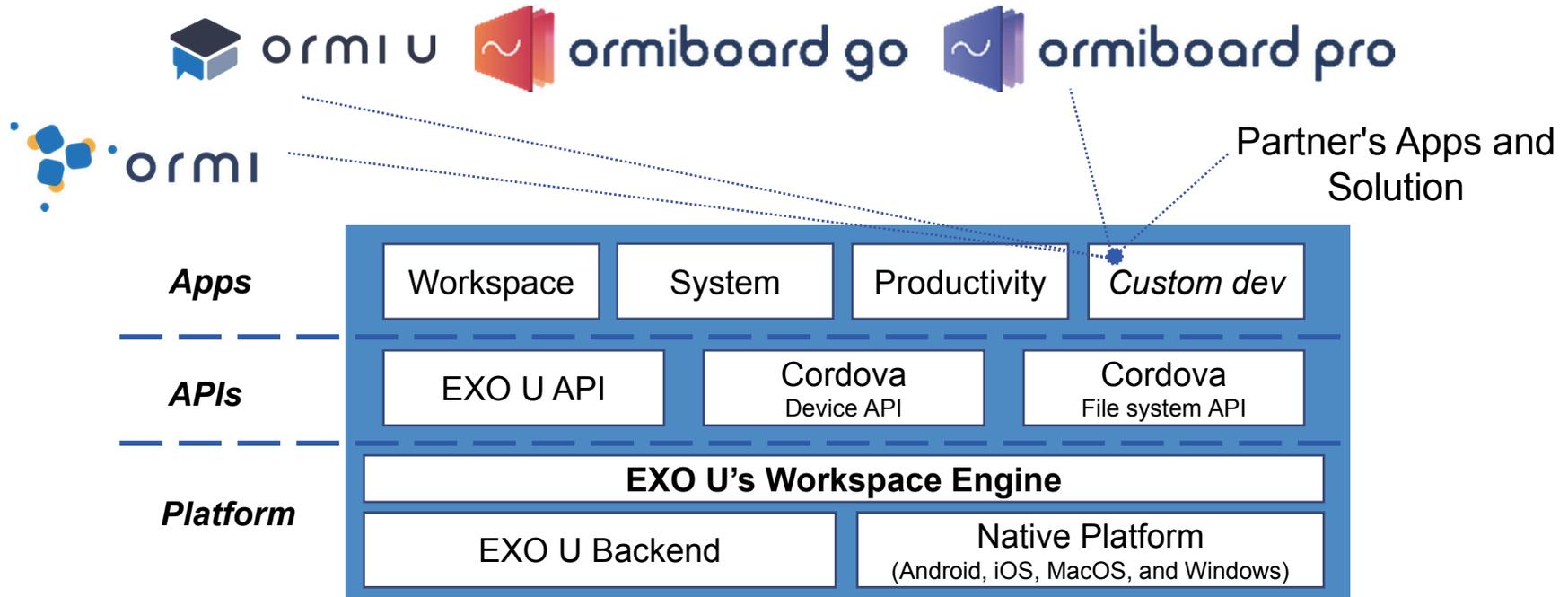
 Platform Overview

EXO U PLATFORM



EXO U Platform

EXO U PLATFORM



Developed Over the Last 2 Years, the Ormi platform is at the Core of EXO U Solutions

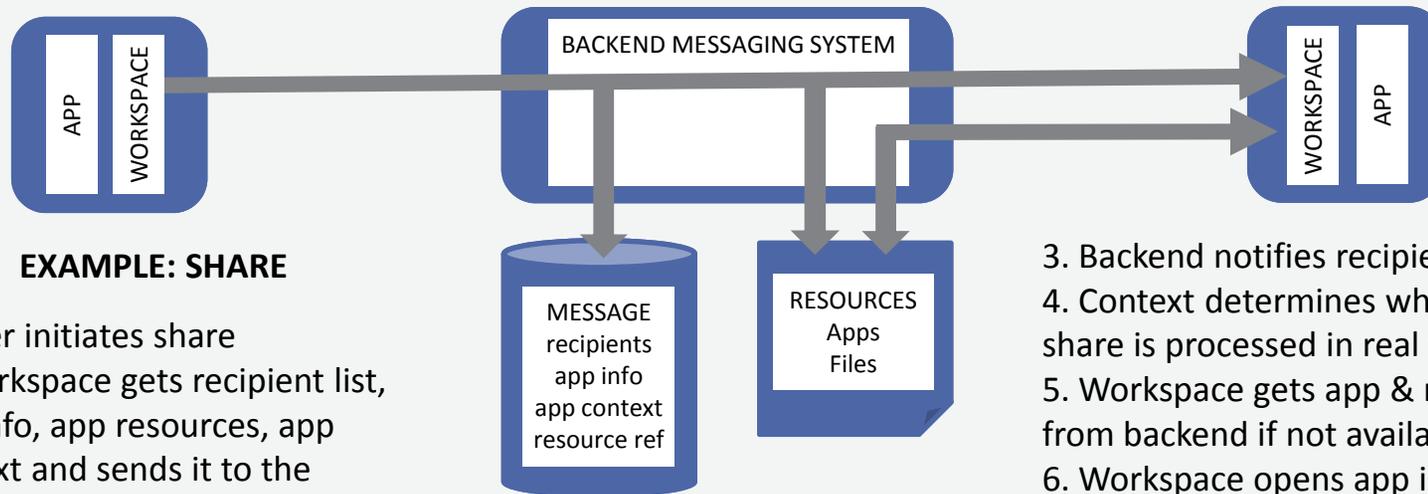
The EXO U Platform Consists Of:
 Workspace API, developer tools, and resources for building cross-platform apps; A client-side secure runtime container for Android (Chrome), iOS, MacOS, and Windows; An admin console and server backend

EXO U Allows:
 Cross-platform development and integration; Fast and seamless collaboration and sharing; Workspace management; Online and offline access; Library that can contain apps and content



EXO U's communication technology, patent pending, allows users to share documents, websites, and files with or without internet connectivity. The technology's design allows for asynchronous communications through multiple devices and operating systems

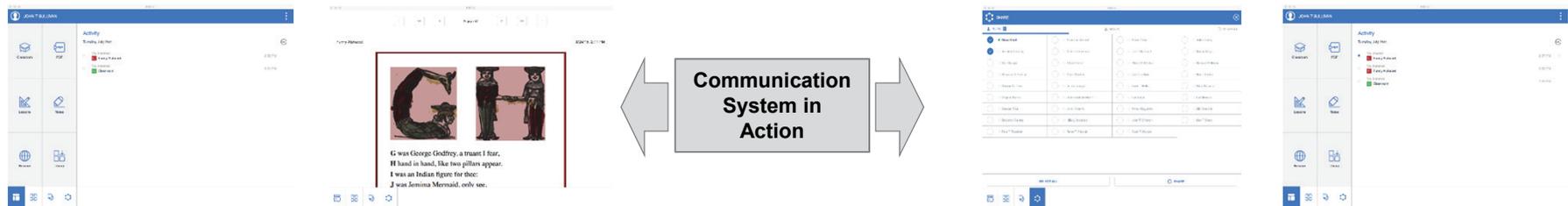
- Secure, real-time, full-duplex client/server communication using WebSocket
- Allows for sync/async message and data exchange between users
- Share, lock, peek and other services implemented using messaging system
- Supported for both personal and collaborative resources implemented through replication



EXAMPLE: SHARE

1. User initiates share
2. Workspace gets recipient list, app info, app resources, app context and sends it to the backend (one API call to app)

3. Backend notifies recipient(s)
4. Context determines whether share is processed in real time
5. Workspace gets app & resources from backend if not available locally
6. Workspace opens app in context (one API call to app)



Appendix C – Solution Overview

Orniboard Pricing and Features

	 free	 go	 pro
<u>Authoring Tools</u>			
Authoring pallet with save, play, edit (shapes, text, draw, clipart, pictures)	Yes	Yes	Yes
Page/document pallet (backgrounds, navigation, duplicating and inserting, etc.)	Yes	Yes	Yes
Import IWB/Common File Format, PDF and PowerPoint	No	Yes	Yes
<u>Assessment & Activities</u>			
Title Page Layout	Yes	Yes	Yes
Title and Description Page Layout	Yes	Yes	Yes
Open-Ended Response Activity	Yes	Yes	Yes
Multiple-Choice Selection Activity	No	Yes	Yes
Interactive Whiteboard draw template	No	Yes	Yes
<u>Advanced Activity Building</u>			
Create advanced activities & mini-apps using simple JavaScript	No	Yes	Yes
Learn To Code: quick, fun lessons which introduces students to Java (October 16)	No	Yes	Yes
<u>Management, Sharing & Collaboration</u>			
Easy Pin registration connects any device in the classroom	Yes	Yes	Yes
Sharing modes: interactive, play-based, and ping-pong (rapid exchange)	Yes	Yes	Yes
User Dashboard	Yes	Yes	Yes
Google Classroom Integration	No	Yes	Yes
Direct any student's activity to any or all devices including classroom display	Yes	Yes	Yes
Remote Control Display from anywhere in the classroom	No	Yes	Yes
Number of concurrent users in a session	30	50	FIX



Ormiboard Pricing and Features

	 free	 go	 pro
<u>Files Storage</u>			
Google File Storage	Yes	Yes	Add-on
Ormicloud File storage	No	Yes	Add-on
Local private cloud storage	No	No	Yes
<u>Web Integration</u>			
Access and conduct classes via web browser on any device		Yes	Yes
Use Ormiboard Cloud, Google Drive, or Dropbox to store boards		Yes	Yes
Share-To-Class Full Roster Google Classroom Integration		Yes	Add-on
<u>School & Classroom Integration</u>			
Ability to split panel into 2 or 4 views/sessions, enabling multi-touch activities			Yes
Fast collaboration over local area network with any LAN-connected device			Yes
Easy setup using Ormiboard Pro's network and server sensing wizard			Yes
<u>School & Classroom Integration</u>			
Multiple and Divide Game	Yes	Yes	Yes
Polling Activity	No	Yes	Yes
Numeric Entry Activity	No	Yes	Yes
Sorting Activity	No	Yes	Yes
Matching Activity	No	Yes	Yes
Clickable Area Activity (like Multiply and Divide Game)	No	Yes	Yes
Fill in the Blank Activity	No	Yes	Yes
Attendance, activity and quizzing/response tracking for each user	No	Yes	Yes

