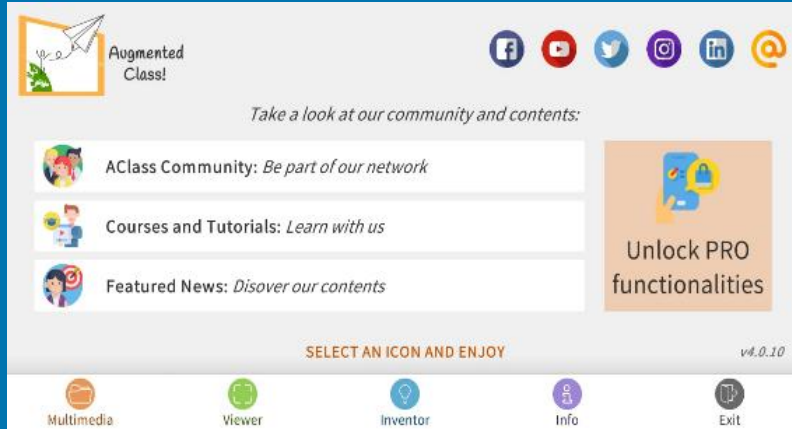


Augmented Class!

"If you Imagine it you can Create it"



The MIXED REALITY UNIVERSE
where Children, Teachers and Parents
LEARN and have FUN together!

**"We strongly believe education is the base
for a wiser and more advanced society and a better future"**

WHAT IS...?

Augmented Class!



“Augmented Class! is a platform that allows users to create their own augmented reality educational projects without any technical knowledge.”



Education-Oriented

From the beginning has an educational target.



Adaptable

Allows users to create, edit and visualize their own AR projects, doing it by themselves.

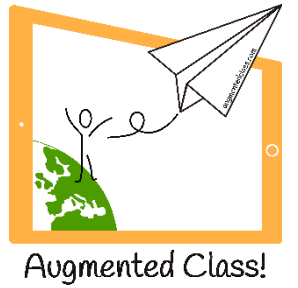


Interactive

Interactions help better concept understanding and gamifying the learning process.

HOW...?

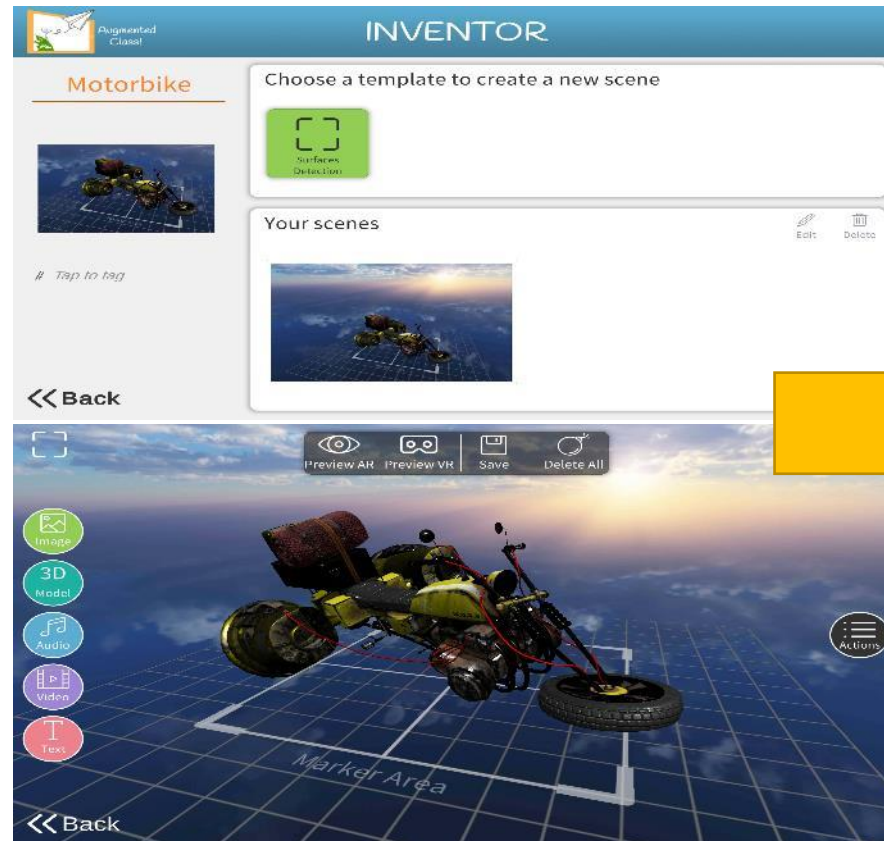
Augmented Class!



USERS

Teachers, Educators,
Students, Parents etc.

1 Create the projects
through the *INVENTOR*



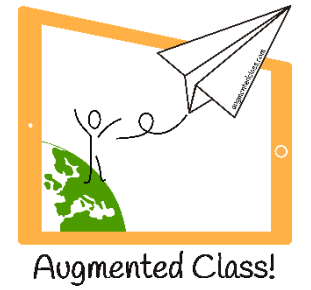
Visualize the AR/VR
through the different *VIEWERS*

2



USE CASES

Augmented Class!



↘ **TEACHERS**
& INSTITUTIONS



Curricular Tool

↘ **STUDENTS**



*Learn from teachers
Create their own projects*

↘ **PARENTS**
& AFTER-SCHOOL

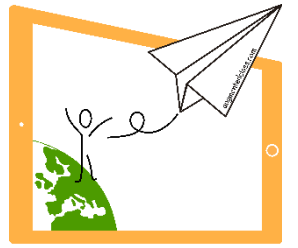


*Reinforcement
Learn by Playing*



KEYS

Augmented Class!



Augmented Class!



EASY

"No technical knowledge required"



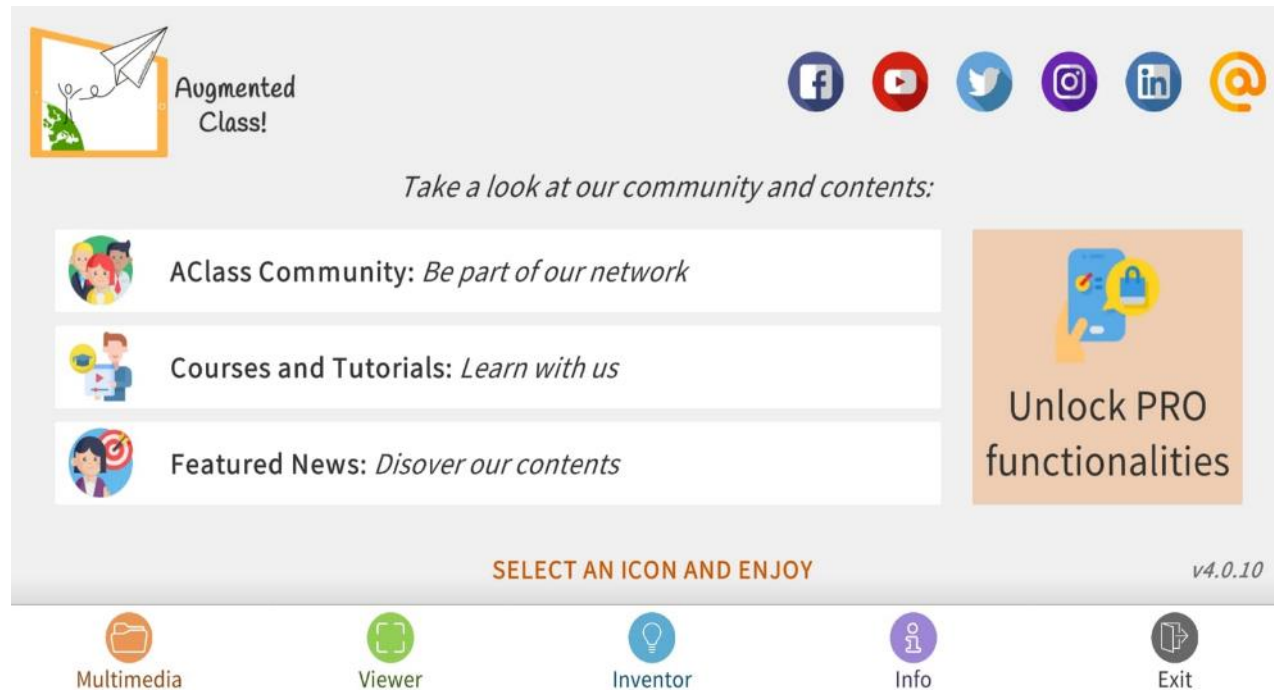
FAST

"Create projects with just a few clicks"



INTUITIVE

"For all ages and educational fields"



We democratize the use of Augmented Reality in Education!

BENEFITS

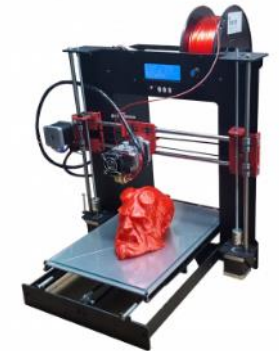
Augmented Class!



 **Helps** *students gain a better understanding of concepts*

 **Fosters** *intellectual curiosity, creativity & team work*

 **Catalyzes** *interaction between STEM & Arts*



 **Promotes** *meaningful use of digital technologies for learning*

 **Engages** *educational community to grow and share*



Advantages of mixed reality in education



Visualization



Interest



Safety



Involvement in
process



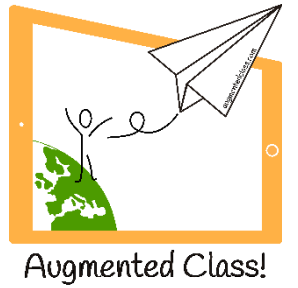
Full immersion



Interaction

TIMELINE

Augmented Class!



2014

"The IDEA"

2015

"Private beta"

2016/19

"Public beta"

2017/19

"Traction"

2020

"Commercial"



BUSINESS MODEL

Augmented Class!



Augmented Class!

Business to Consumer



Business to Business



Community Marketplace + Digital Contents



Augmented Class!

AUGMENTED REALITY in EDUCATION

While augmented reality is still in its nascent stage, especially in the education realm, the technology has continued to evolve at a rapid pace. Within schools, augmented reality can be leveraged to enable educational tactics such as gamification, discovery-based learning, and objects modeling.

TREND ATTRIBUTE KEY:

Very Low Low Medium High Very High

MATURITY



AMPLITUDE



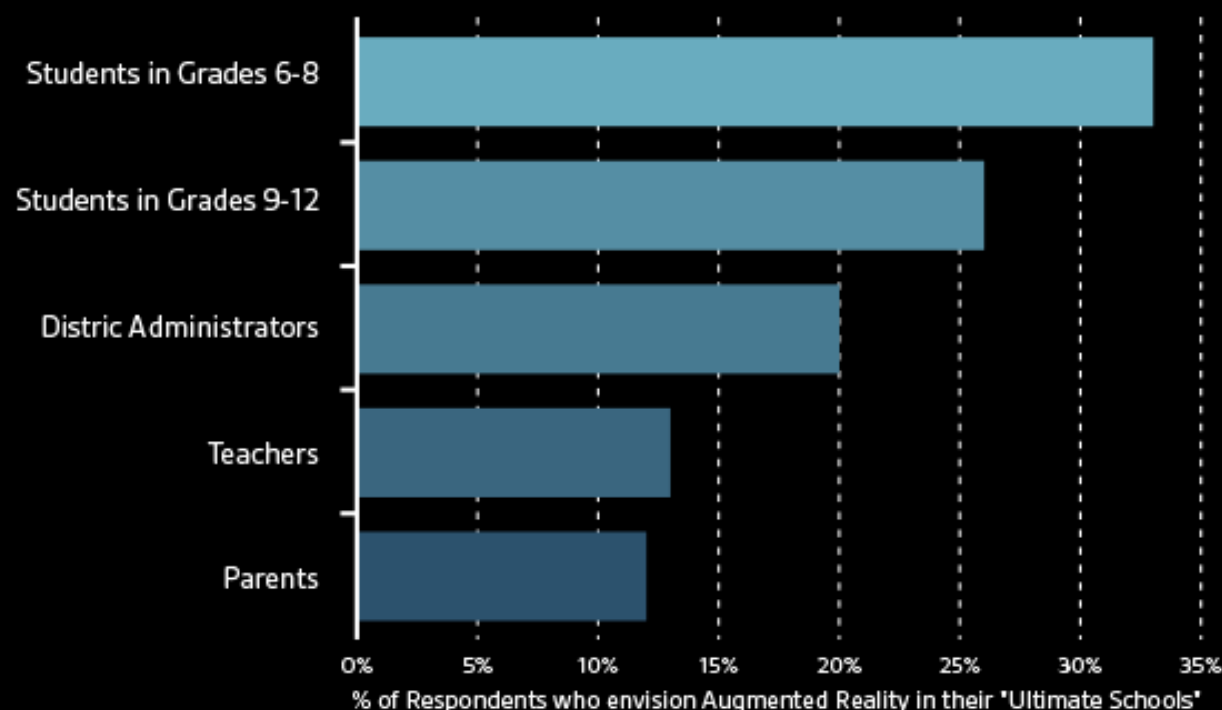
VELOCITY



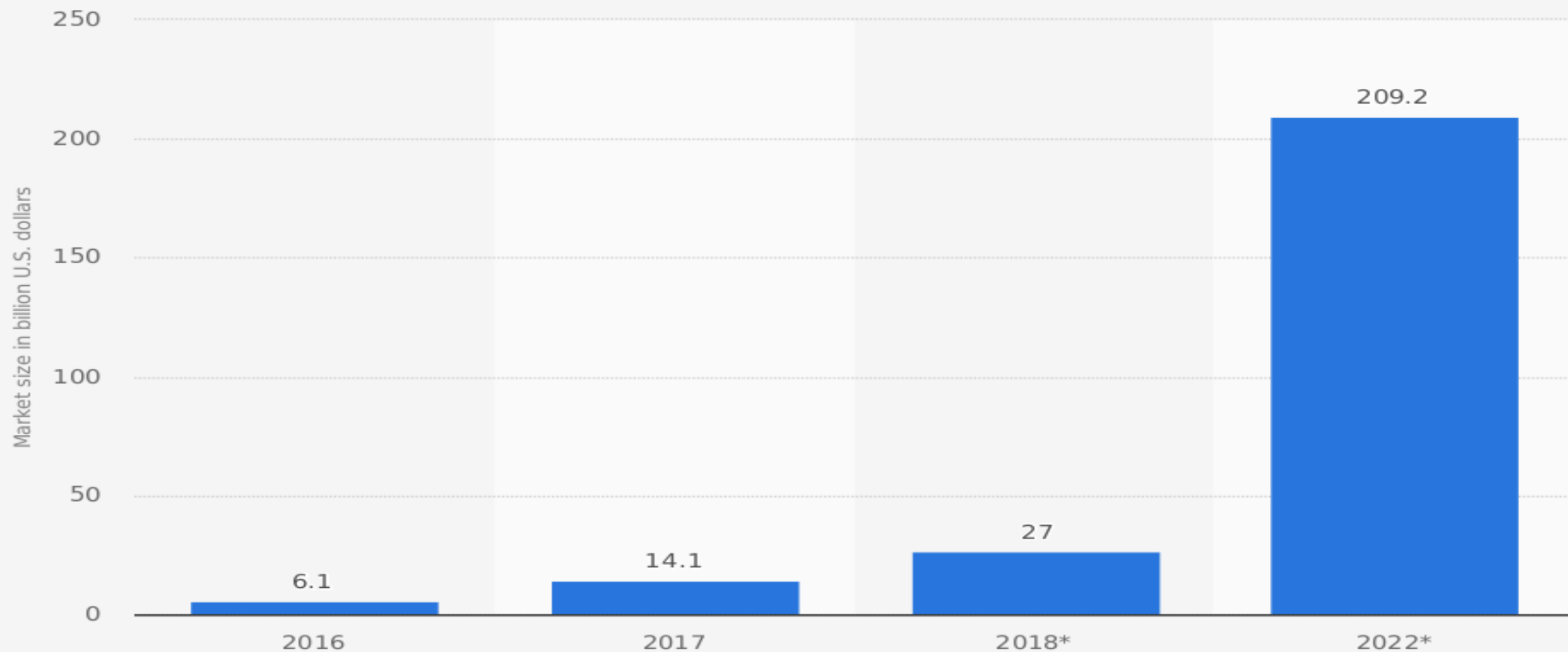
IMPACT



STUDENTS BEGINNING TO REALIZE THE BENEFITS OF AUGMENTED REALITY IN SCHOOLS



Forecast augmented (AR) and virtual reality (VR) market size worldwide from 2016 to 2022 (in billion U.S. dollars)

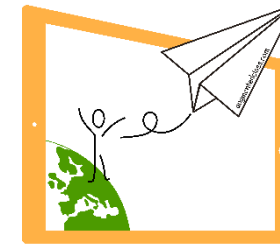


Source
IDC
© Statista 2018

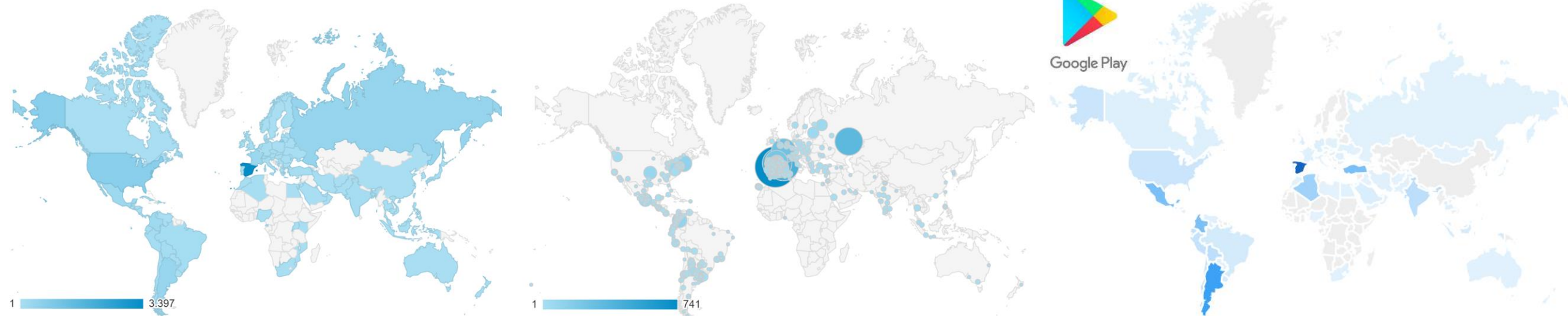
Additional Information:
Worldwide; IDC; 2016 to 2018

METRICS

Augmented Class!



Augmented Class!



➤ **Validated** > 300 centres > 50000 students

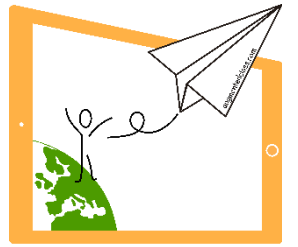
➤ **Worldwide** > 72 countries < 2 years



➤ **Growing** > exponential new USERS every day

PRESS

Augmented Class!



Augmented Class!

<  Tweet

103.2 

 **Alex Gibson**
@thepersuaders

Talking today [#augmentedreality](#) with [@AugmentClass](#) who were on [#websummit](#) Alpha programme ..innovation in education 1pm [@dublincityfm](#)

7:23 AM · 07 nov 14



We at Fractals was at the **Collision** in Las Vegas, where we met some very promising startups from all over the world. Many of them are dedicated to education technology, with a main focus on gamification and video-learning and a growing attention to business education. We selected 6 of the most innovative and different ones, and we want to introduce them to you.

1- **Augmented Class**

Collaborative platform to create and share augmented reality apps and resources for education without any technician knowledge.

An Easy Collaborative Platform to Create and Share **#AugmentedReality** for EDUCATION!

Our solution is an easy platform that allows Create and Share Augmented Reality APPs and Resources for Education, doing it by yourself!
We universalize the access to the Augmented Reality, allowing users to be the ones designing their own projects.



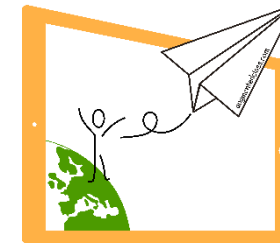
Techli.com is a media company dedicated to covering a wide range of the latest technology companies, startups, and new products that originate in the emerging startup hubs of the US.



11/04 8:34am : Introduced to Augmented Class, a platform that lets teachers build augmented reality apps that they can use in the classroom. For example, a chemistry teacher has designed an app that lets students point their phones at different pictures of chemicals and watch them react with each other. Point the phone at a photo of a methane molecule and an oxygen molecule touching and you'll watch them combust.

PRESS

Augmented Class!



Augmented Class!



Association de promotion
de la Réalité Augmentée



Technos + Usages + Réflexions + Prospectives

Jorge R. López Benito Co-Founder & Managing Partner introduces [Augmented Class!](#) based in Logroño La Rioja (SPAIN).



AUGMENTED CLASS!

What are your company's skills?

We define ourselves as the powerpoint of augmented reality for #education

Augmented Class! is a platform that allows users to create and share their own augmented reality educational projects without any programming knowledge in a very easy and friendly way.

We detected a necessity demanded by the educational community: nowadays AR apps have to be custom developed or with little modification margin and, although educational centres (regulated and non-regulated) count on digital devices such as tablets or digital whiteboards, they lack contents to use them with (mainly pdf-s). There are also very few tools in the market that provide them or allow the creation of new contents easily.

In Augmented Class! we allow users to create their AR apps through a friendly interface without any technical knowledge. We make it possible for educators to

generate innovative contents and we eliminate all barriers universalizing the access to AR.

We allow you to DESIGN your own projects and share them, so they can also be modified and adapted by other users to cover their own needs.

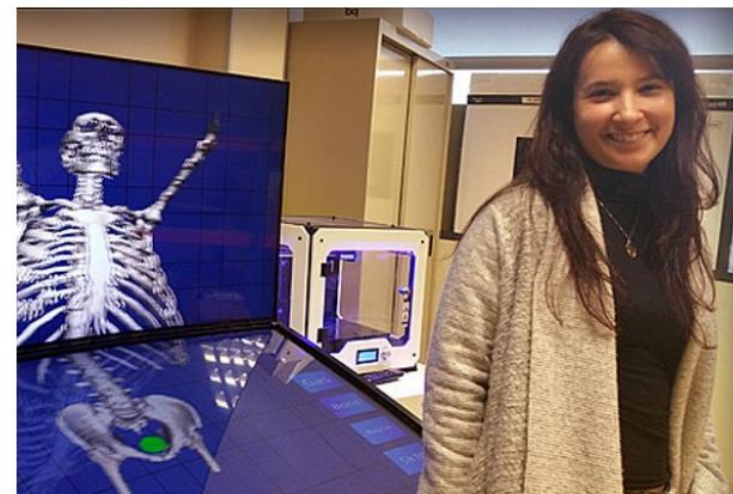


NewBusiness

El Mundo Empresarial / Noticias

Enara Artetxe, Augmented Class: “Buscamos inversión para vender nuestros productos, expandirlos e internacionalizarnos”

Publicado el 6 de Febrero , 2016 por Up Euskadi (autor)



20
minutos

CADENA
SER2



EUROPEAN
COMMISSION

innoSmart

InnoSmart projects reach the end of the competition

innoSmart is a European initiative to develop emerging and sustainable industries

Augmented Class is an easy way to Create and Share Augmented Reality APPs and Resources for Education allowing users to create their own Augmented Reality (AR) apps through a friendly interface, without previous knowledge in computer development.

PRESS

Augmented Class!

Seis startups que rompen las reglas de juego de sectores 'tradicionales'



Augmented Class!

Augmented Class Educación aumentada

<http://augmentedclass.com>



Enara Artetxe y Jorge R. López participan en un consorcio europeo sobre una plataforma educativa que combina realidad virtual, realidad aumentada e impresión 3D que utilizarán 6.000 niños de 5 países a partir de septiembre.

Desde 2011 llevan investigando sobre diferentes usos de la realidad aumentada en distintos ámbitos, pero donde vieron más valor fue en el ámbito educativo. Y desde entonces se han convertido en un referente a nivel internacional. Su tecnología se utiliza en numerosos centros formativos.

“Teníamos demanda por parte de los profesores para que les aportáramos valor para dar sus clases. Pensamos en una herramienta que democratizara el acceso a este tipo de tecnología y así cualquier persona, independientemente de su edad y del contexto, tuviera acceso a ella y pudiera generar contenidos e interac-

ciones en realidad aumentada sin tener curva de aprendizaje sólo con conocimientos de informática de usuario. Tampoco había contenidos flexibles para desarrollar en aula. Lo que hicimos fue el power point de la realidad aumentada, que permite crear tus presentaciones con una serie de herramientas y además si me la descargas puedo retocar y reutilizarla de nuevo. Nuestro objetivo era que generar contenidos fuera tan sencillo que fuera casi natural. Ese fue el concepto de crear Augmented Class!”, afirma Jorge R. López, fundador, junto a Enara Artetxe.



AUGMENTED CLASS. REALIDAD AUMENTADA PARA EL ÁMBITO EDUCATIVO

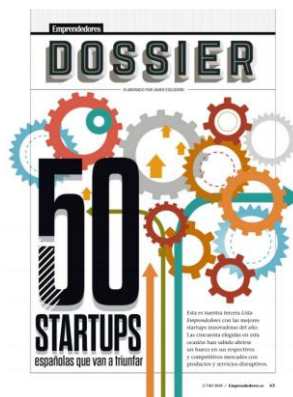
Expansión

La alta tecnología entra en las aulas

Augmented Class es un ejemplo de 'intraemprendimiento' en el seno de una 'start up'. El proyecto nació en 2014 bajo el paraguas de una compañía de realidad aumentada y realidad virtual, CreativITIC, que había sido fundada apenas tres años antes. El foco de Augmented Class, liderado por una ingeniera de telecomunicaciones, Enara Artetxe, y un informático, Jorge R. López, se centra en el mundo educativo. “Queríamos crear una plataforma de realidad aumentada aplicada al mundo educativo y que permitiera adaptar los contenidos muy fácilmente, como si fuera un Powerpoint”, explica López. “Lo que había hasta el momento eran herramientas que permitían crear contenidos, pero eran complejas y hacía falta tener ciertos conocimientos informáticos. La nuestra la pueden manejar tanto profesores como alumnos”, aclara. Además, esta tecnología tiene una particularidad y es que, a diferencia de otras 'apps', no necesita Wi-Fi. Para probar su herramienta, los dos emprendedores llegaron a un acuerdo con la Universidad de La



Rioja, que les permitió poner su tecnología a disposición de los alumnos de último curso en el grado de Educación Primaria. Desde entonces, se ha aplicado con éxito en la Universidad del País Vasco, la Universitat Oberta de Catalunya y varios centros de formación profesional del Gobierno de La Rioja.



JUNIO 2018 / **Emprendedores.es** 87

BEYOND

STORIES OF TOMORROW

STUDENTS VISIONS
ON THE FUTURE
OF SPACE
EXPLORATION

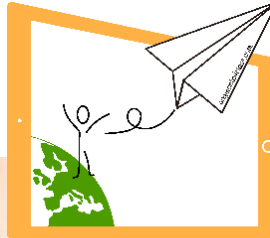
LEARN MORE

PLATFORM



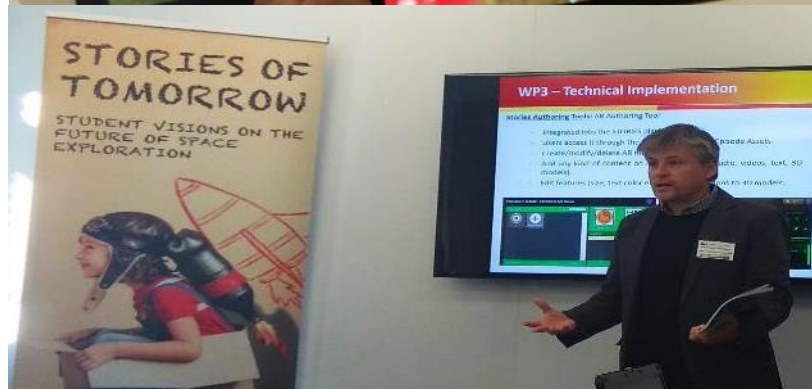
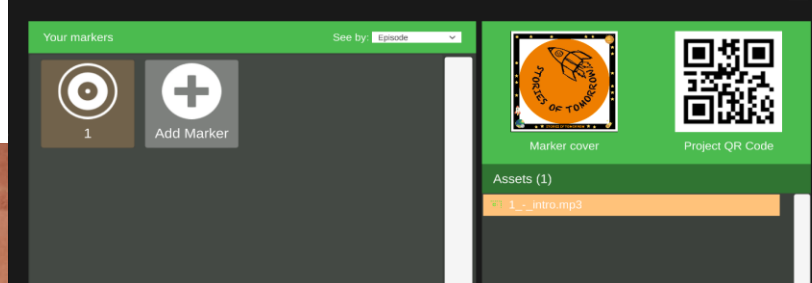
Augmented Class!

CreativiTIC
We Make Things Happen!



f Q

PROJECT NAME: STORIES AR Demo



This Stories of Tomorrow project has received funding from the European Union's Horizon 2020 research and innovation program under grant agreement No. 731872

Designed specifically for the teaching of **STEAM** competitions.
Storytelling interface to express creativity and imagination.
It integrates with the latest **AR / VR** and 3D printing technologies
Currently in **curricular** use by more than 6000 children in 8 countries:
Portugal, Finland, France, Greece, USA, Spain, Germany and Japan.



CreativiTIC - Stories of Tomorrow



Public assets (17)



VABBuilding



Stories_Rocket



HabitatUnit



SELECTED OBJECT:
Stories_Rocket



All innovations for which this organisation has been identified as a 'key innovator':

Show 10 entries

Innovation

Integrated, Interactive Platform to enable Deep Learning in Classrooms

Augmented reality package consisting of AR software and embedded hardware

Augmented Reality Software that detects and tracks electronic boards with a camera

Showing 1 to 3 of 3 entries

All innovations listed above are ranked by *freshness of data*, i.e. the innovations most recently analysed by Innovation Radar appear at the top

Maturity

Creation

Creation

Creation

Project

STORIES

E2LP

E2LP

Topic

Education, Content and Creativity

Education, Content and Creativity

Education, Content and Creativity

Previous 1 Next



Augmented reality for emotional and social development at Early Childhood

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An experience of the application of Augmented Reality to learn English in Infant Education

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Abstract: - Emotional competence and social communication development can be concurrently supported through intentional thought and planning in the part of the early childhood educator. In this article, we offer a proposal for teachers to effectively implement interventions to support these two areas, all within the context of augmented reality. The levels of feeling exploration, social skills and conflict resolution can be implemented using augmented reality to support children and enhance and refine their social competence. Augmented reality (AR) provides an environment where exploration of feelings and interaction with equals is possible and it allows children to understand and practice social skills in a technologically-biased context. The interactive possibilities of AR enable children to explore and learn what can occur by observing how people behave and by observing the effects and consequences of that behaviour. Moreover, by using the AR application, children become active part of the interaction and they can observe how participants initially influence each other and they can learn social skills by modeling and trying without being afraid of the results of the interaction. The article presents the implementation of a proposal for emotional and social development in early childhood.

Key-words: - Early childhood, augmented reality, emotional and social development

1 Introduction

There is emerging research suggesting that cognitive-behavioral intervention can be used to teach prosocial behaviors as well as to decrease disruptive behaviors. Cognitive Behavior Modification (CBM) provides children with tools to manage their own behaviors. It involves teaching the children to use social skills to acquire self-awareness and self-monitoring [4].

Schools have typically relied on traditional reactive behavior management techniques to attempt to decrease students' inappropriate and disruptive behaviors and increase desirable behaviors. Rather than waiting for the appearance of problem behaviors, proactive techniques such as teaching appropriate behaviors can successfully decrease the likelihood of problem behaviors. Similar proactive techniques can be used for teaching conflict resolution methods or behaviors.

Bandura and some other authors pointed that the response consequences experienced by a model can influence the subsequent behavior of the observer by inhibiting or inhibiting behaviour. Those behaviors that might previously have been displayed are suppressed even though the child has never directly actually had to engage in the behavior and be punished for it [5]. The importance of teaching, example and modeling without the use of punishment or reinforcement is argued by Bandura.

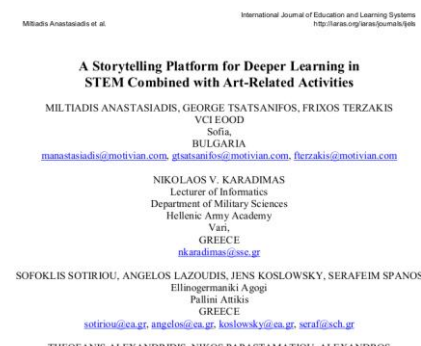
Abstract: - The current study presents an educational experience using augmented reality technology aimed at improving secondary acquisition and grammatical structure in English while introducing cultural content of emotional intelligence in a CBM approach. The presented *Didactic Unit Incorporates Augmented Reality activities to encourage autonomous learning through exploration which also include self-education. The proposed incorporates images and audio to facilitate content learning and introduces objectives from the Infant Education stage using narratives and songs. The evaluation that has taken place in six different classrooms points out a very positive acceptance of the methodology by students. In addition, the learning results have significantly improved, which may be, in some cases, related to the technology used.*

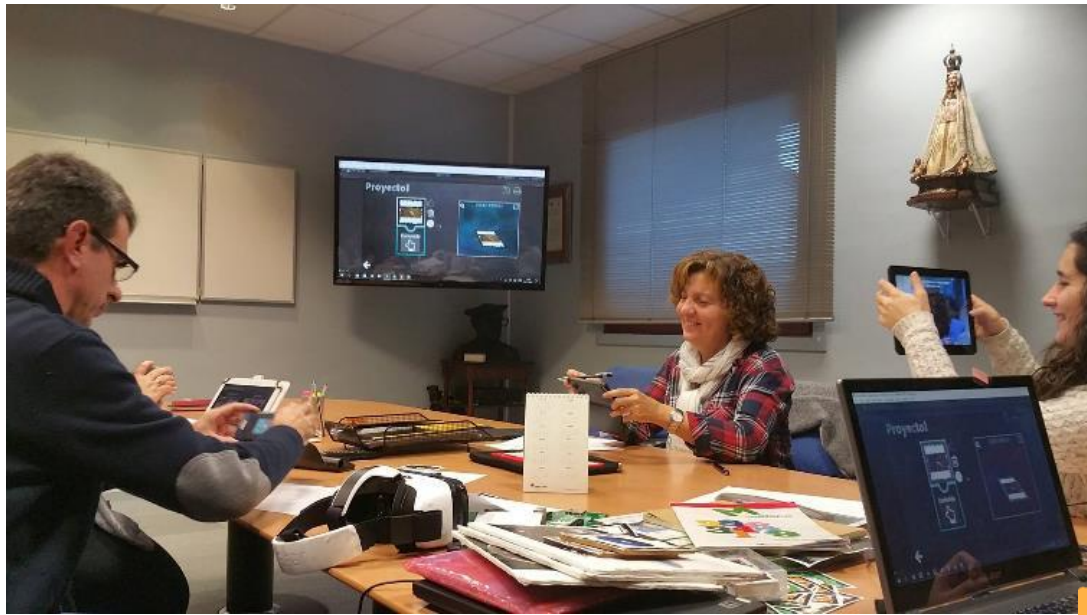
Keywords: - Augmented reality, Early childhood education, Educational technology, Teaching and learning English

1. INTRODUCTION
The use of AR (augmented reality) in classrooms for educational purposes is already a reality and its effects on the acquisition and performance of students at different educational levels have been widely documented [1], [2], [3], [4], [5]. In terms of its use in early childhood education, the education curriculum considers the introduction of new technologies as a resource for learning in any of the disciplines to be particularly relevant, and digital competencies appear as one of the basic skills to be developed [6].

The use of AR enables interaction and exploration and it fits with the characteristics of the developmental stage of early childhood education due to the exploratory activities that encourage discovery and introduce self-awareness. In the case of children with special needs, AR can be a very useful resource when used to complement other activities. The research literature on AR is neither fewer in its focus, since "play" is means for learning the basis of numerous educational projects in line with the Montessori approach [7]. Nor only Montessori but also Dwyer [8], Gosselin [9] or Fennell [10] agree that the child must be free to use material that allows him to be active in the learning process.

On the other hand, the current curriculum of Infant Education considers that AR is a resource for learning with a wide knowledge of at least one foreign language at the end of compulsory Basic Education and it





Augmented Class!







Augmented Class!



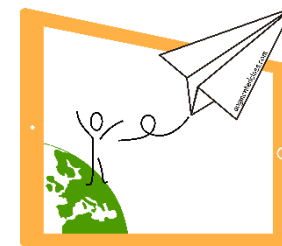
Me ha gustado muchísimo y es
muy divertida y me gustaría
Repetirlo 1.000.000 veces

C) Dióxido de carbono y oxígeno molecular.
D) Dióxido de carbono y ceniza.
10. ¿Qué te ha parecido la clase de hoy? ¿Te ha gustado?
¿Repetirías? Lo Mejor de mi vida, si quisiera repetir

1º Si me ha muy educativo y emocionante
2º Si me ha gustado
3º Si repetiría

TEAM

Augmented Class!



Augmented Class!



JORGE R. LÓPEZ BENITO

Founder and CEO
Strategic Planning

TECHNOPRENEUR

EDUCATION

AUGMENTED REALITY



ENARA ARTETXE GONZÁLEZ

Founder and CTO
Ninja Developer

DESIGN

DEVELOPMENT

AUGMENTED REALITY



CARLOS LASHERAS DÍAZ

Head of Education
Pedagogical Director

EDUCATION

PEDAGOGICAL

CONTENTS

WANNA JOIN US?

Come on board!

WEB/APPS

UI/UX

AUGMENTED REALITY



HÉCTOR BUSTO SANCIRIAN

PhD Professor
Academic Advisory Board

EDUCATION

SCIENCE

ACADEMIC



ANA LAÍN TORRE

PhD Researcher
Scientific Advisory Board

STEM

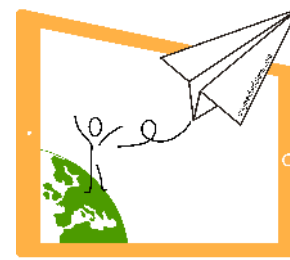
SCIENCE

RESEARCH



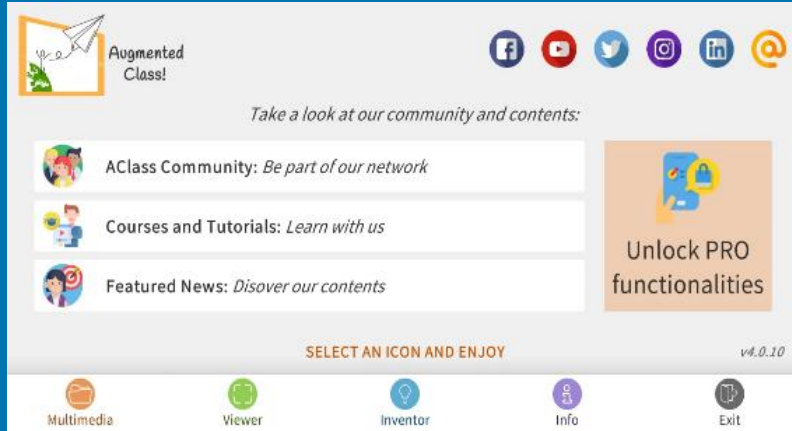
augmentedreality.education

enroll@augmentedclass.com



Augmented Class!

"If you Imagine it you can Create it"



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where Children, Teachers and Parents
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