



MULTI-DEVICE VR/AR EXPERIENCES

Press Kit

Founder Leen Segers

A picture of Leen Segers is included in the pictures.

Leen is the founder and CEO of LucidWeb. She has been working in MediaTech and online video distribution for more than 10 years with startups in Brussels, London and Ghent.

She is part of the so-called "Netlog mafia" as between 2007-2011 she saw the Index ventures/Atomico portfolio company grow from 35 to 120 employees. During that time, she was working closely with Netlog founders Toon and Lorenz, Pieterjan Bouten (Showpad), Boris Bogaert (Expenditure, now Rydoo) and Folke Lemaitre (Engagor, now Clarabridge).

Upon returning to Brussels from London, she led Tech.eu as a COO and made the publication run profitably in less than 1 year. In 2015 she enjoyed her first VR experience and instantly fell in love with the medium. Leen understood immediately that VR was the next big thing and had the potential to captivate and attract large audiences. She resigned from her job in 2016 to launch her first VR project: a B2C application showcasing VR experiences that were created in Europe. While marketing the app it was clear that distribution was a huge constraint since it wasn't possible to roll the Android app out to iOS. Leen soon discovered WebVR an open standard that offers great opportunities for VR content distribution such as direct access, no store censorship, all through the availability of a browser on existing and upcoming devices. LucidWeb was founded in 2016 with the idea of democratising the discovery of immersive storytelling and branding.

Leen Segers is also a well known figure and advocate of the Interactive technologies space. In 2019 Leen Segers was appointed expert Interactive Technologies by the European Commission (EC) and also joined the VR College Cinema in Venice as a Creative Technologist. She is the co-founder of the Brussels based non-profit Women in Immersive Tech Europe and one of the driving forces behind XR4ALL, a new EC initiative that aims to bring the European XR community forward.



Achievements

Name of the organisation	Date	Role Leen Segers
PWC Call for ideas (Italy)	Nov 2017	Part of a jury to select the best startup during the Futureland conference in Milan
VU DREAM	Dec 2017	Top 101 Women leading the VR industry (#23)
Ministry of Information Technologies and Communications of Colombia & the Bogotá Chamber of Commerce (Colombia)	August 2018	Part of a jury to support 10 teams in leveraging the technical set-up of their creative stories in VR/AR.
European Commission	Dec 2018	Knowledge Manager XR4ALL (2019-2021) Laval Virtual blog
Biennale Venice College Cinema (Italy)	January 2019	Appointed as 'Creative Technologist'. During 6 days provided mentoring to 12 international teams that were selected by the Biennale (San Servolo, Venice).
European Commission	March 2019	Expert Interactive Technologies
Royal Academy of Fine Arts Antwerp (Belgium)	March 2019	Leen joins as an expert VR/AR on the board for "Seeing is believing. Merging realities", a 4 year research project by the immersive lab of the Academy, Maxlab.



Advisory Board

- Bart Becks (BE): Based in Brussels. Ex-CEO of Belgacom Skynet, Partner of Venturewise and ex-SVP ProSiebenSat.1. Currently executive chairman of Euractiv.
- Stefan Schippers (BE): Based in Brussels. Early investor and board of advice of multiple Belgian startups active in media such as Limecraft and Cloudalize.
- Bindi Karia (UK): Based in London. Founder of Bindi Ventures, ex-SVP Silicon Valley Bank and ex-General Manager of Microsoft Ventures in London.
- Sarah Wolozin (USA): Based in Boston. Director of MIT Open Documentary Lab. Prior to MIT, she has produced award-winning documentaries and educational media for a wide variety of media outlets including PBS, the Learning Channel, the History Channel, NPR, websites and museums.



LucidWeb Awards

DATE	LOCATION	AWARD	DESCRIPTION
June 2017	Berlin	Tech Rally Berlin 2017	One of the 10 finalists of the "VR NOW CON" edition of the Startups Germany's Tech Rally
December 2017	Paris	Rockstar VR/AR	One of the 8 finalists of the second edition of the Rockstar Paris
July 2018	Brussels	DIGITAL4HER	One of the 10 startups awarded by the European Commission contest for supporting innovative women - Prize: Ticket to Google Global Launchpad Accelerator program
July 2018	Brussels	Pitch @ Vlerick	Winner pitch contest for startups selected by Vlerick, organised by Vlerick Business School & Ernst & Young
October 2018	Brussels	Orange Fab Lab Belux	One of the 10 finalists of contest organised by Orange Belgium
December 2018	Brussels	XR Tech Venture Forum	Winner of the 10th edition of the contest organised by TechTour & Stereopsia





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Mission

It's our mission to facilitate the distribution of immersive content for publishers and at the same time allowing them to reach the widest audiences today, instantly and in the most high-quality way, may it be mobile, desktop or XR headsets.

Vision

It's our vision to unleash the power of XR as we believe it will revolutionise communication, entertainment and education.

Industry Information

WebXR = WebVR + WebAR

As the browser on each device has gained technical strength and capabilities over the past 5 years, it is perfectly doable for a browser to render VR and AR experiences without a plugin. The technology empowering the consumer browser is called “WebXR”, an open standard focused on the distribution of immersive content. The standard allows publishers to efficiently distribute their content across browsers and in this way across platforms and devices without downloading any apps. The WebXR standard is core to LucidWeb Pro’s platform.

WebVR/WebAR compatibility & WC3

WebVR works on various headsets such as the HTC Vive, Oculus Rift/Go/Quest, or Google Cardboard¹. WebVR 1.0 was a big success, today, the industry is waiting for the WebXR API to be fully implemented across browsers. This latest version is being managed by the Immersive Web Community Group. The working draft has been published in February 2019. Still, in the meantime, all browsers continue to support the current version of the WebVR API²³.

Mobile app downloads

According to a U.S. survey on mobile app use (ComScore, 2017), 64% of smartphone users download zero to one app per month (with 51% downloading on average zero and 13% only one). These statistics show that mobile app downloads are in decline. Therefore online publishers must consider alternatives to an app ecosystem and extend their focus to the browser to make their content instantly accessible to maximise reach. The WebXR standard offers the possibility to do so. By using WebVR, everyone is able to experience immersive 3D worlds directly in a browser. This will maximise the number of people having the opportunity to experience VR/AR content. With or without a headset, through a desktop screen or via mobile devices using a magic window.

¹ *WebVR - Editors Draft, 12 December 2017*, <https://immersive-web.github.io/webvr/spec/1.1/#intro>.

² *Brandon Jones on Twitter*, <https://twitter.com/Tojiro>, 6:44 PM - Dec 5, 2017.

³ *Kevin Eva VR Headsets & WebVR Browsers*, <https://aframe.io/docs/0.8.0/introduction/vr-headsets-and-webvr-browsers.html>.

Global VR Revenues

According to a PwC 2019 report (Figure 1), the total VR revenues for media and entertainment in the USA, Japan, China, South Korea, UK, France, Germany, Spain and Italy has been increasing and will keep rising at a compound annual growth rate (CAGR) of 22.2% over the next five years.

Virtual reality, actual growth

Global VR revenues (US\$) in 10 key markets

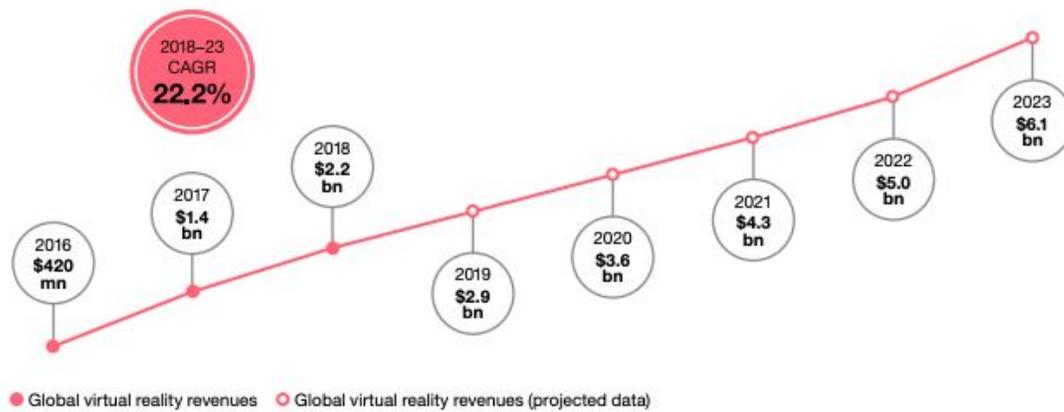


Fig. 1: Global VR revenues

According to the PwC report from 2018, the total spending in Media & Entertainment has been increasing and will keep rising at a compound annual growth rate (CAGR) of 4.4% over the next five years, with VR showcasing the highest growth at 40% CAGR.

Segment compound annual growth rate (CAGR) for next 5 years

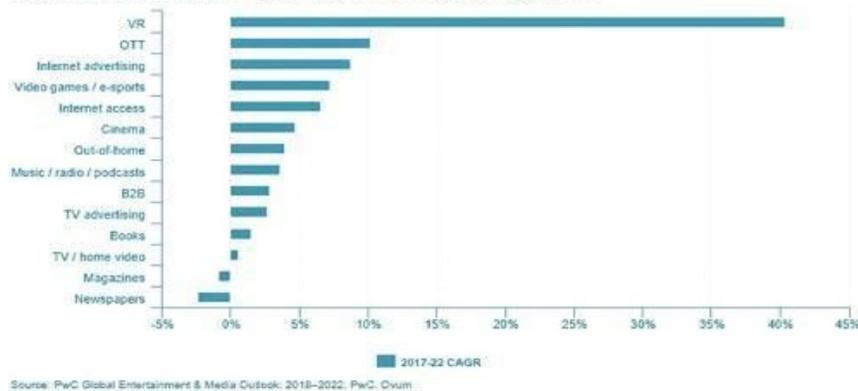


Fig. 2: Segment compound annual growth rate (CAGR) for the next 5 years



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Quotes

Leen Segers (Founder LucidWeb) *"As internet connections improve and the arrival of 5G - seeing frames per second to increase rapidly in a relatively shorter time frame-, the lightness and direct access of a standard as WebVR is a logical next step from a 2D internet as we know it to a 3D immersive one."*

Leen Segers (Founder LucidWeb), *"Since 2016, I have been very lucky to have been introduced to the greatest experiences in VR by attending conferences and film festivals. With the launch of LucidWeb Pro we hope to bring those stories one step closer to audiences outside the industry"*

Charlie Finck (AR/VR Consultant and author), *"The tyranny of the apps is crushing the soul of XR"*

Forbes, 2018

Sarah Wolozin (Director of the MIT Open Documentary Lab & LucidWeb's Advisor)

"But what if VR experiences could be made and experienced directly on the web, a platform where billions of people create and consume content every day. A platform where people already are. Or another way to put it is what if the web could be experienced through VR. It is possible. It exists. It is called WebVR." (NiemanLab, 2016)

Nieman Lab





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Previous Work & Partnerships

INTO.VR

Most recently LucidWeb has partnered up with Berlin-based studio Into.vr, to bring an interactive 360° travel experience to the browser. Viewers will be able to discover Cuba at their own pace, choosing one out of four hotspots that will take them to the next destination or letting themselves be guided by the pre-set path.

ARTE France

LucidWeb worked with ARTE France and Red Corner to make the first virtual reality game – inspired by a graphic novel – S.E.N.S VR, available in WebVR.

Inition (UK) & Netapp (US)

LucidWeb developed a scavenger hunt for a conference held in Barcelona. The WebAR experience is unlocked by markers that trigger an animated 3D visual that is instantly displayed on the phone screen. The scavenger hunt is a fully browser-based experience.

VRT News (BE)

Rudi Vranckx, a well-known war journalist from VRT News (BE), interviewed 6 Congolese women in the context of the upcoming presidential elections. To bring the topic closer to the VRT audience, LucidWeb made the interviews available in WebVR, via desktop, smartphone and Oculus Go.

Media Coverage

[Inside VR/AR newsletter by Alice Bonasio](#)

[Techcrunch](#)

[Venturebeat](#)

[France 24](#)

[De Standaard](#)

[Tech.eu](#)

[Sandbox](#)

[IBC](#)

