

serious:labs[®]

An Introduction to the IEEE 3079 committee

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We are serious:labs[®]

43

Employees

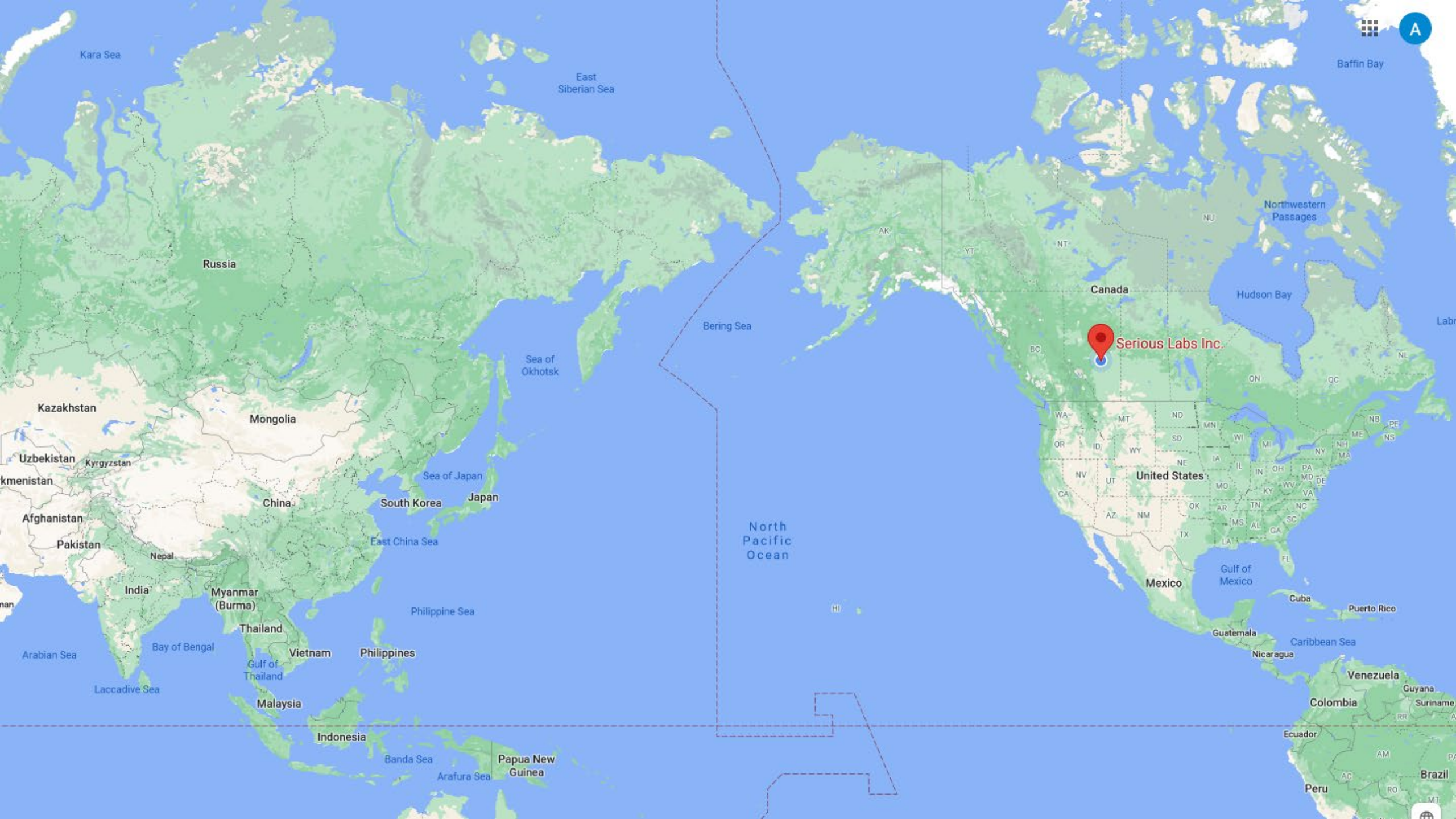
15

Years

17

Countries

We develop VR simulators for heavy equipment including MEWPs, cranes, and forklifts so that operators can assess and practice their skills in a risk-free virtual environment.



Serious Labs Inc.

Current Product: MEWP VR Simulator



- Used for assessment, training, and recertification
- Uses real machine controls for boom, rough terrain, and scissor lifts
- 40+ scenarios designed in collaboration with industry experts
- 86 units currently deployed or committed in 17 countries



Lift and Access Magazine
2018 LLEAP Silver Award for Aftermarket
Support Products and Services Category



International Awards for Powered Access
2017 IAPA Innovative Technology Prize



Rental Equipment Register
Gold award for Top 2018 Innovative Product
Awards Technology and Overall Categories



Compact Equipment Magazine
Innovative Iron Awards
Top three tech products for equipment industry

Current Product: Crane VR Simulator



- Developed in partnership with Industrial Training International (ITI), the industry leader in crane operator and rigging training
- Nine crane types
- 1,000+ training scenarios
- 64 units currently deployed



“ITI is pleased to partner with Serious Labs in making powerful VR learning experiences for crane operators and users. We hear time and time again from our customers – that range from apprentices to seasoned operators – that their VR operating experience in our simulators are the best they’ve ever experienced, and ‘just like the real thing’. This feedback speaks to Serious Labs’ world-class quality to create high-fidelity simulators with great physics, art, and gameplay.”

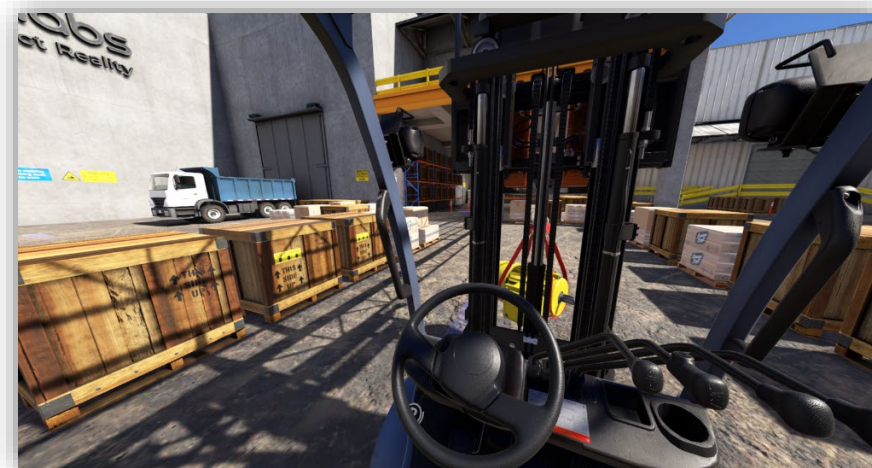


—Zack Parnell, CEO,
Industrial Training International

In Development: Forklift VR Simulator



- Counterbalance and Rough Terrain Forklift VR simulators are currently in development
- Quick-swap controls allow seamless replacement with multiple different types of forklift controls
- Design learnings from Forklift VR are accelerating Serious Labs' progress on other VR vehicle simulators, especially in cybersickness mitigation



Interest in Cybersickness

- Cybersickness is a problem we need to address if we hope to effectively train people to operate vehicles in Virtual Reality.
- Where is the problem?
 - VR headset?
 - Motion System?
 - Visual Content?



Subject matter expert

- Dr. Séamas Weech
 - Present NSERC Postdoctoral Research Fellow at McGill University
 - Postdoctoral Research Fellow at the University of Waterloo under Dr. Michael Barnett-Cowan 2017 - 2019
 - PhD in Psychology (Cognitive Science), 2017, Queens University
- [A Serious Approach to Sickness Prevention in Motion Base Simulators | Canada: Mitacs](#)



Future Development

- Human perception and comfort studies
- Following the research community
- Participating in the IEEE 3079 workgroup

