



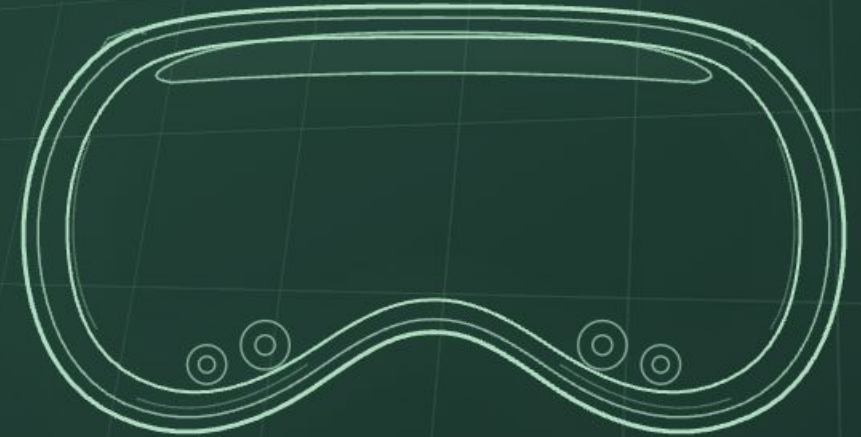
Everyday design reviews in life-size XR

Industrial XR software that designers and engineers
can use directly, whenever they need it

Byond R · Ben Park, CEO

ben@byond-r.com / +82 10-9375-8613

REAL SCALE



SUMMARY / VIEW R

XR review software for designers

From specialist-led XR to everyday design reviews.
Bring your own design data into View R
and review it together at real scale.

01 Proven usage

Hyundai UX team: 6+ months of independent use after setup
Overseas automotive customer: ongoing use in internal projects

02 What USD 375.5K will validate

Renewals and additional licenses from existing teams
Paid adoption by other teams in the same company
Baseline: one Pro license and four user accounts per team



CAR.HMI 2026 · Berlin / View R live demo

The gap between XR operations and everyday reviews

At the customer sites observed, dedicated staff prepare and operate content for formal reviews.

Formal reviews and events



Prepared and run by specialists



Compare design options

Life-size proportions and spatial context

*Examples of recurring review tasks

Check component placement

Clearance for hands and tools

Review screens and controls

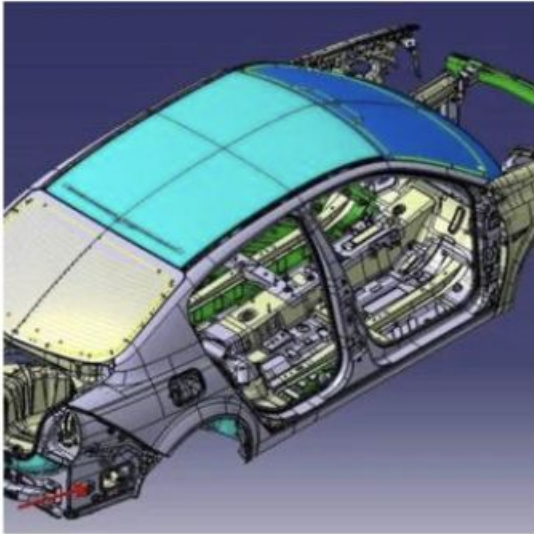
Visibility, placement and ease of use

From design data to collaborative review

Designers and engineers import their own data, review it at real scale and share feedback.

01

Import



Import your own 3D data
Analyze the data structure

02

Optimize



Convert data for XR review
Optimize and reduce complexity

03

Review at scale



Work in a life-size environment
Review design and usability

04

Share feedback



Review together
Share comments and review records

*Supported scope depends on file format and deployment environment

Review screens and controls inside the vehicle



Apply Figma screens

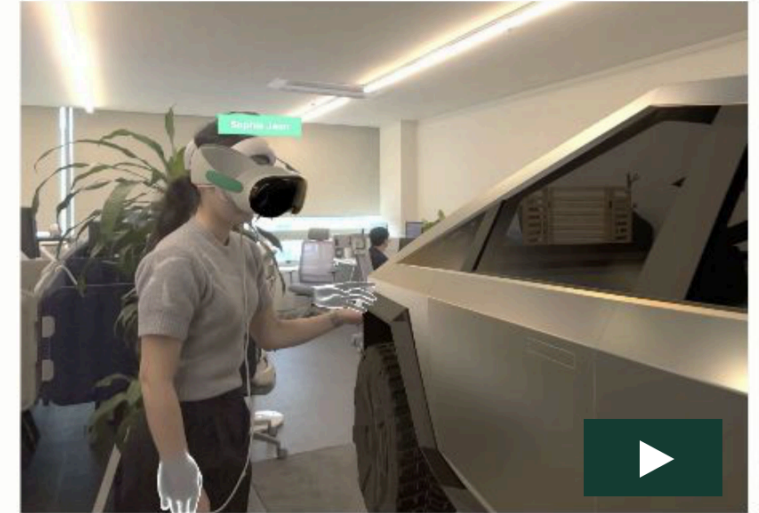
Use researcher-created screens to evaluate HMI changes

*Examples of automotive UX and HMI use



Review HUDs

Explore HUD concepts that are hard to prototype physically



Internal and customer reviews

Review the same vehicle design together and collect feedback on screens and controls

Usage evidence and business traction

Hyundai's UX team has used View R independently for 6+ months after initial setup

2025 revenue

438.6 USD K

131% year-on-year growth

2026 business activity to date

342.5 USD K

Licenses USD 51.1K + projects 197.5K + government programs 93.9K

Distinct from recognized revenue, ARR and cash receipts



Annual license · UX / HMI

6+ months of independent use after setup

Design review solution under development



Paid project · next-generation tank ergonomics validation

View R-based development and delivery

Additional license purchase under consideration



PoC · production-site design review

Field application validation in progress

License conversion is a subsequent goal

Industrial data conversion and shared review

View R v1.0 · third-party test results

Average polygon reduction across five .glb models

65.25 %

Average object synchronization latency

90.40 ms

Users and 3D objects displayed successfully

5 users / 10 objects

*Results apply only to the tested models, environment and methods; no general performance guarantee

Current / conversion and optimization

- Convert and optimize industrial design data
- Manage CAD and BIM format compatibility
- Build field-specific data processing experience

Planned / enterprise integration and AI review

- PLM/PDM integration and review automation
- Advance AI review and enterprise security
- Standardize customer tasks into shared features

From automotive UX to adjacent industries

Market example: PTC Onshape Vision offers XR design reviews linked to CAD/PDM.

Primary focus

Automotive and mobility

Buyers: UX / design review leads and budget owners
Confirm recurring tasks, real data and responsible teams
Prioritize teams with a paid-adoption owner

Validate independent use and review frequency in one team,
then expand to related teams in the same company

Adjacent applications



Shipbuilding and marine

HD Hyundai Heavy Industries PoC
validating field applications



Construction and plants

A subsequent expansion area
for design review

Annual licensing by account count

4–6 week PoC · validate usability and review workflows with a limited sample

View R Core

USD 10K

Proposed annual international price

1 user account

View R Pro

USD 60K

Proposed annual international price

4 user accounts

View R Enterprise

USD 100K+

Proposed annual international price

Organization-wide use

Team adoption baseline: one Pro license

Accounts retain each user's work data · additional Pro and Enterprise sales offer further upside

Growth scenarios use the existing domestic quote, equivalent to USD 63.8K/year · initial services contracted separately

Turn one team's usage into paid expansion

From the first team to the next

Confirmed today

Independent use by Hyundai's UX team

Next to validate

Renewals, additional purchases and paid adoption by other teams

- | | | |
|----|------------------------------|---|
| 01 | First-team adoption | Select a real automotive UX / HMI task
Agree on each customer's rollout scope |
| 02 | Prove value | Confirm independent use
Measure users and review frequency |
| 03 | Annual contract | Confirm budget and decision-maker
Annual usage agreement for one Pro license |
| 04 | Expand to other teams | Confirm similar tasks and budgets in the same company
Pursue additional paid contracts |
| 05 | Grow customer revenue | Measure renewals, purchases and support effort
Validate profitability by team |

Validate renewals and paid team expansion

Bridge funding plan

375.5 USD K

12-month post-investment ARR target scenario

766 USD K

12 teams × approximately USD 63.8K per year

One Pro per team · existing domestic annual quote

A target scenario, not current ARR or committed revenue

Validate repeatable product sales

Separate the core product and onboarding from custom work

Measure setup, support effort and license cost by contract

Current effort, margins and contract-level ARR require confirmation

Validate paid team expansion

Existing-team renewals, other teams and new paid teams

Confirm budget, decision-maker and contract timing per team

Manage the pipeline using evidence at each conversion stage

Manufacturing, UX and industrial XR expertise



Ben Park

Founder & CEO

20+ years in industrial design and UX
Development Lead, Product UX Strategy, Hyundai
Senior expatriate designer, Kia Design Center
America
Senior Research Engineer, Hyundai-Kia R&D



Ha-kyung Yeom

CPO

Industrial designer and UX specialist
Product development lead at a US entity
Exterior design, Hyundai R&D
UX design, Toyota US
Project Manager, Neosem US

Tae-kyung Ahn

Lead Engineer

Digital twins and defense / industrial XR
Large-scale industrial data processing
XR optimization and development experience

Product and customer delivery

Engineering, UX design and technical art
Integrated sales and support

Commercial foundation

Domestic and international intellectual property
Seed investment from Bluepoint

USD 375.5K to validate renewals and team expansion

View R: industrial XR software designers and engineers can use directly, whenever needed

Usage evidence today

Hyundai UX team: 6+ months of independent use after setup
Overseas automotive customer: ongoing internal project use
From design data to life-size collaborative review

12-month post-investment target

12 teams
ARR USD 766K

One Pro per team · scenario using the existing quote
Validate through renewals, paid contracts and support effort

Investment terms negotiable · current ARR, renewals, margins and runway require confirmation

Evidence and execution priorities

Appendix

Customer evidence, product scope & validation

Sustained use by domestic and overseas customers

Hyundai UX team's independent use and overseas customer project use

Hyundai UX team's independent use

6 months⁺

Delivered in early 2026 for UX / HMI evaluation

Operated by the customer after initial setup

Detailed usage frequency has not been measured

Overseas automotive customer

Ongoing use in internal projects

Usage questions and requests for additional features

Next validation

Confirm usage frequency and support effort

Renewals, purchases and paid adoption by other teams

Why early customers adopted View R

Summary of early UX / HMI adoption materials and anonymous customer feedback

Reasons for adoption

Useful automatic design-file conversion

Visual quality

Responsive Figma integration

Actual review tasks

Evaluate HMI using researcher-created Figma screens

Apply screens inside a virtual vehicle

Review HUDs that are hard to prototype physically

Internal reporting and external customer evaluation

Validate wider adoption

Expand around real review tasks and responsible teams

Test recurring revenue growth through renewals and additional team contracts

Automotive projects: evaluate responses in XR



Interior layout evaluation

Compare display and control preferences
Recreate multiple cabin layouts in VR
AVP app + user and test management backend

Project duration: 4 months



New feature evaluation

Experience new technology before a vehicle exists
Recreate driving scenarios in VR
Deliver a dedicated Apple Vision Pro app

Project duration: 3.5 months

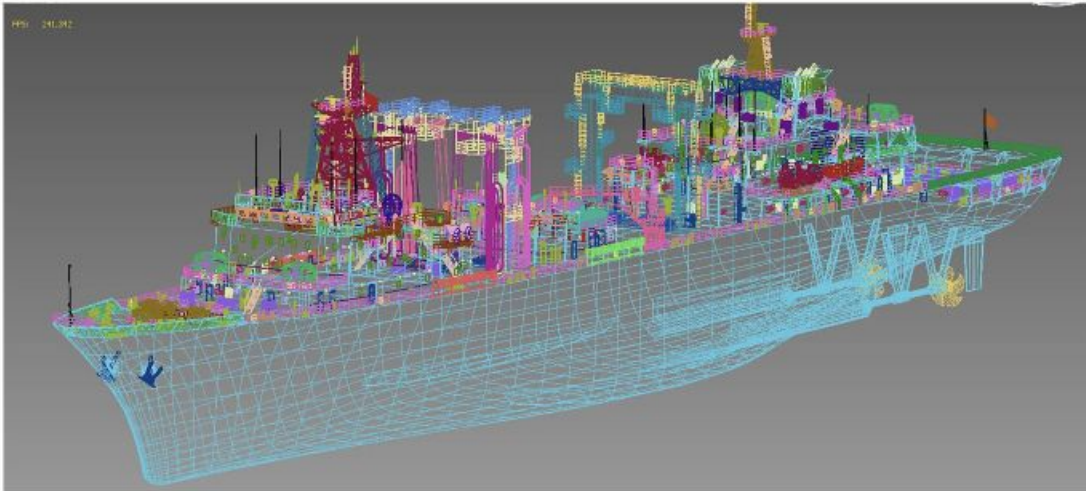
HD Hyundai Heavy Industries

Review challenge

Bring multiple decision-makers together
to review complex ship spaces and working conditions

Application direction

Collaborative XR reviews combining design and field perspectives



Ship design image from the source deck

Current stage

Production-site application PoC in progress

License conversion is a subsequent goal



Equipment illustration from the source deck

Scenario: replace the first two physical reviews

Potential saving of USD 2.37M per vehicle model

Estimate assumes USD 6.61M in model costs and a 12-month review cycle per vehicle model; not measured results

Four reviews in total

Vision (M-12)

Second (M-6)

Approval (M-3)

Freeze (M0)

Physical design models

Exterior: 5 models per review (Korea, US, Europe, India, China)

Interior: 5 models per review (same regions)

Color models: 4, mainly at the freeze event

Average cost approximately USD 150.2K per model / average build time 3 months

Exterior: $\text{USD } 150.2\text{K} \times 5 \text{ models} \times 4 \text{ reviews} \approx \text{USD } 3\text{M}$

Interior: $\text{USD } 150.2\text{K} \times 5 \text{ models} \times 4 \text{ reviews} \approx \text{USD } 3\text{M}$

Color: $\text{USD } 150.2\text{K} \times 4 \text{ models} \times 1 \text{ review} \approx \text{USD } 0.6\text{M}$

*Estimate varies by customer conditions



Pro at $\text{USD } 63.8\text{K} \times 10 \text{ teams} \times 1 \text{ per team} \approx \text{USD } 638.3\text{K/year}$

USD 3M – 0.63M = 2.36M

Assumes replacement of the first two reviews / 35.8%

Hardware, deployment and operating costs excluded
Scope of physical replacement needs customer validation

View R scope and enterprise integration roadmap

Current capabilities are separate from planned development. Validate support by customer file, version and deployment.

Design / engineering

Authoring

Applied

CAD / BIM data conversion and optimization

Data management

PLM / PDM

Planned

PLM/PDM integration: planned development

Real-time design review infrastructure

Review & Collaboration



Life-size and shared review / confirm scope per customer

XR devices / runtime

Visualization

Validation

Validate compatibility for each XR device

Decisions / action

Decision / Action

Planned

AI review and recurring process automation: planned

Hyundai design review solution is under development / standard product and custom work are separate

View R v1.0 · third-party tests (Aug 2026)

65.25% average polygon reduction across five .glb models
 90.40ms average object synchronization latency (5 measurements)
 10 3D objects displayed successfully with 1 host + 4 clients

Test scope and limitations

WISESTONE (R)2026-108-VSW-R

Tested Aug 4–7; issued Aug 10

Results apply only to the applicant-specified models, environment and methods

Does not imply KOLAS certification, a general performance guarantee or validated CAD accuracy

G4B(www.g4b.go.kr)공위확인코드 : N9WmRBEh5GI=

WISESTONE
 경기도 과천시 과천대로7길 33
 11층(1104호) 1104호 (1104호)
 (Tel) 02-4207-4000, Fax 02-4207-4001

성적서 번호 : (R)2026-108-VSW-R

시험성적서

1. 신청기관
 * 회사명 : 바운즈알 주식회사
 * 대표자 : 박명준
 * 주소 : 서울특별시 서초구 강남대로10길 6, 2층 301호(양재동)

2. 시험성적서의 용도 : 제출용

3. 시험대상 제품명 및 버전 : View R v1.0

4. 접수일자 : 2026.06.12

5. 시험일자 : 2026.08.04 ~ 2026.08.07

6. 시험장소 : ☐ 고정시험실 / ☒ 현장시험실(위치 : 서울특별시 서초구 강남대로10길 6, 2층 사무실)

7. 시험방법 : 신청기관 제시 기준 및 방법

8. 시험결과 : 시험결과 불합

특 인	발주자 : 정 소 연	기술책임자 : 이 준 원	
-----	-------------	---------------	--

* 본 시험성적서는 신청기관이 제공한 제품으로만 시험한 결과로서, 제공된 제품 외의 용도에 대한 용성을 보증하지는 않습니다.
 * 본 시험성적서는 당 기종과 사진 시험 용의 없이 용도 이외에는 사용할 수 없습니다.
 * 본 시험성적서는 KS Q 330/33C 17005 및 KS A5 인증과 관련이 없습니다.

2026 년 08 월 10 일

(주)와이즈스톤 대표 

WS-KQ(R)-15-F07(07) 1 / 11 WISESTONE








Original test report

AWE 2025: strong visuals, usability priorities

Positive feedback on visual quality and reuse of existing data

Interest in supported formats and connections to other platforms

Requests to improve scale controls, model/UI overlap and gesture learning

Metrics for independent professional use

Time to complete the first review with the user's own data

Unassisted task completion rate and support effort per user

Repeat users and review frequency

Measurement plan based on event feedback; results for these metrics have not been provided



At AWE 2025

Turn recurring requests into shared features

Separate recurring project requests from customer-specific work

Category	Recurring customer request	Standardization direction	Customer-specific work
Data processing	Design data XR conversion and optimization	Processing pipeline Compatibility testing	File, version and quality criteria confirmation
Interaction integration	Simple controls Figma / ProtoPie connections	Interaction integration Control workflows	UI and evaluation scenario setup
Evaluation collaboration	Evaluation data collection Multi-user shared review	Collection and sharing Synchronization architecture	Study design Network and deployment validation

Manage technical validation and sales by stage

Participation

Apple Vision Pro Evaluation Program

Vision Pro Kit provided
One-year Evaluation Program participation
Field-based technical validation of View R

In progress

Global automotive customers Follow-up discussions

OEM / Tier 1 follow-up after CAR.HMI Europe
PoC discussions with NIO's German research center
Confirm stage-specific success criteria and paid conversion

Screen adjacent demand for recurring review tasks

Demand observed in 2025 domestic customer feedback and AES field notes

Automotive / manufacturing

Interest in factory design optimization and Figma-based HMI evaluation

Review existing data and interactions in real usage contexts

Shipbuilding / construction

Interest in digitalization and AR comparisons with physical objects

Assess specific recurring tasks, such as remote review, first

Aviation / facilities

Interest in engine validation and virtual prototyping of large facilities and factories

Shared qualification criteria

- 01 Recurring task
- 02 Customer data
- 03 Responsible team
- 04 Paid-adoption owner

Demand signals from 2025 domestic feedback and AES field notes, not a current customer or contract list (source slides 25 and 31)

Onshape Vision: an XR design review example

Distinguish an incumbent CAD/PDM vendor's commercial XR product from View R's validation tasks

Commercial example

PTC Onshape Vision

XR design review linked to its own CAD/PDM

Life-size review on Apple Vision Pro

Real-time CAD change updates

Remote shared review and comments

Role to validate

View R

Use customer design and interaction data to focus on recurring professional reviews

Validate added value in data preparation, change updates and review workflows across tools

Comparison metrics

Independent customer use · users · review frequency · preparation effort

Role comparison only; does not imply implemented direct integration between View R and Onshape

CAD/PLM partnerships and strategic M&A direction

Validate added value for professional XR reviews before defining partnership paths

Potential partners

CAD/PLM vendors including Siemens, Dassault Systèmes and PTC

Explore technology and distribution partners aligned with customer review tasks

01

Select tasks

Choose customer review tasks

02

Technical validation

Validate APIs, conversion and change updates

03

Joint pilot

Confirm customer fit

04

Define partnership

Explore partner programs, resellers and co-selling

Long-term exit direction

Explore strategic M&A that complements CAD/PLM customers' XR use

Evidence: recurring revenue, paid team growth, retention and proven integrations

An exploratory direction, not a statement of signed partnerships or acquisition interest

Risks and validation for recurring revenue growth

Translate usage evidence into retention, profitability and additional team adoption

Management area	Current risk or open question	Validation and mitigation
Retention and expansion	Renewals and paid expansion to other teams remain at the validation stage	Track usage, contract expirations and additional adopting teams
Support and costs	Measure initial setup, user guidance and additional development effort separately	Separate license costs and project P&L to assess expansion profitability
Competition and dependence	CAD vendor competition, XR hardware and enterprise security constraints	Validate UX / HMI differentiation and compatibility Manage customer concentration

Confirm: contract-level ARR, renewals, purchases, effort, margins, latest cash flow and funding runway