

COMPANY OVERVIEW

Cosm Companies Power Experience



E&S

SPITZ

Cosm
IMMERSIVE

The Cosm Experience Center in Salt Lake City, Utah

Leading Innovation

A leading experiential media and immersive technology company, Cosm was born from the fusion of some of the greatest innovators in the history of technology. Evans & Sutherland (E&S), Spitz, Inc., Cosm Immersive, formerly LiveLikeVR, and C360 combined forces to power the immersive experiences of the future as Cosm. With state-of-the-art structural engineering, innovative screen technology, experiential production capabilities, and an ever-expanding ecosystem of immersive content, Cosm is setting an entirely new standard for the way audiences experience immersive content.



1954, Armand Spitz in Spitz factory

Timeline

1947

SPITZ'S FIRST PLANETARIUM

Armand Spitz founded Spitz, Inc. and built his first opto-mechanical star projector, which became a mainstay in hundreds of planetariums for decades.

1968

WORLDS FIRST VR HEADSET

Ivan Sutherland developed the world's first VR headset, "Sword of Damocles", paving the way for all other virtual technologies.

80s, 90s, 00s

POWERING PARKS & ATTRACTIONS

Created the magic for well-known global parks & attractions rides, such as Back to the Future, Soarin' Over California, Avatar, and Flight of Passage.

2010s

COSM LEADERSHIP PEDIGREE

Coming from FOX Sports, the NFL, and other sports-related fields, Cosm's expanded leadership team complements the E&S team's experience with sports technology and broadcast prowess.

2022

WORLD'S FIRST LIVE 8K IMMERSIVE FEEDS

With NBC Sports, Cosm provided immersive 8K streaming feeds for VR coverage of the Olympic Winter Games in Beijing. Cosm also produced the World Cup live in 8K.

2023

WORLD-CLASS PARTNERSHIPS

As a partner of the NBA, UFC, and Cirque du Soleil, Cosm will produce and present live, immersive 8K NBA and UFC events and an iconic Cirque show in Shared Reality at Cosm venues.

1963

CONNECTING THE DOTS WITH SKETCHPAD

Ivan Sutherland created the world's first graphical user interface, "Sketchpad", using computer graphics for artistic and technical purposes together.

1981

FIRST-EVER DIGITAL PLANETARIUM

E&S' flight simulation engineers pointed calligraphic projectors used to recreate runway lights up at a projection surface to create Digistar, the world's first digital 3D planetarium.

2006

SPITZ AND E&S JOIN FORCES

E&S and Spitz combined forces to unite the best dome engineering with industry-leading science software and real-time rendering.

2020

CREATING COSM

Cosm was born by fusing E&S, Spitz, and LiveLikeVR (now Cosm Immersive), creating a vertically integrated experience technology solution. Cosm also unveiled the world's first software defined LED dome.

2023

PRODUCTION PROWESS

Adding to Cosm's industry-leading technical capabilities, Cosm acquired C360 expanding league partnerships and live immersive production power.

2024

COSM VENUES TO OPEN

Cosm is coming. The first Cosm venue will open in Hollywood Park, Los Angeles, adjacent to SoFi Stadium. The second will open in Grandscape, outside of Dallas

A Universe of Experience

Our experience, our expertise, and our technology set us apart. Cosm companies, **E&S** and **Spitz**, are industry pioneers with more than 75 years of experience serving planetariums and science museums. **Spitz, Inc.** was founded in 1947 to deliver astronomy teaching tools to planetariums. **E&S** installed Digistar I, the world's first digital planetarium system, 40 years ago and has been iterating and improving upon it ever since.

Spitz, Inc., a Cosm company, has been known for its commitment to science education with a rich history of leveraging its engineering expertise and planetarium industry knowledge to become the world's leading supplier of domes. **Spitz** projection domes are used by customers including Disney, Universal Studios, Volkswagen, Griffith Observatory, American Museum of Natural History, Planetarium Hamburg, and Stiftung Planetarium Berlin.

E&S, a Cosm company, was founded in 1968 by University of Utah professors Dr. David Evans and Dr. Ivan Sutherland—prolific figures in early computing credited with innovations such as the first graphical computer interface. Other early **E&S** employees moved on to start important companies in the history of computing, including Silicon Graphics, Pixar, and Adobe. **E&S** pioneered computer graphics, creating the first head-mounted VR system, first textured three-dimensional computer model, and the first CGI to be included in a studio film.

The company had additional lines of work in supercomputers and flight simulation before shifting to focus on digital planetariums and digital cinemas worldwide with the 1981 creation of Digistar, the world's first digital planetarium. Digistar remains the world's leading digital planetarium system.

In addition, **E&S** pioneered the use of high-end visual display systems in both aviation and simulation markets and led the development of the video cards that are found in every personal computer. Today's interactive visual interfaces are derived from "Sketchpad", a revolutionary computer program written by Dr. Sutherland.

In 2006, **E&S** restructured its business and sold its flight simulation division to Rockwell Collins and acquired **Spitz, Inc.** located in Chadds Ford, Pennsylvania, creating the world's largest planetarium company and the only company that designs, engineers, builds, tests, and installs dome frames for each project using an in-house, full-stack approach that can account for both structural and technical considerations. The acquisition created a one-of-a-kind company developing digital projection systems with actual expertise in structural engineering of domes.

Today, **E&S** and **Spitz** are Cosm companies, which have been powering immersive digital experiences since their inception and will continue to do so long into the future.



EVANS & SUTHERLAND
A Cosm Company



SPITZ INC.
A Cosm Company

Creating Cosm

In 2020, Cosm acquired E&S, Spitz, Inc., and LiveLike VR (now Cosm Immersive) bringing the capabilities of each company together to work as one and power the immersive experiences of the future built on decades of innovation in computer graphics and dome development. In 2023, Cosm acquired immersive video company C360 in a strategic move that expands the company's linear offering with complementary elements to capture immersive content entirely in-house, while bringing new distribution opportunities to Cosm. Today, Cosm delivers immersive experiences to partners across the globe through our end-to-end suite of hardware, software, and media to bring content to life like never before.



Construction at Cosm Los Angeles in Hollywood Park, CA



Behind the scenes of Cosm Immersive Production Shoot



DUG Training at the Cosm Experience Center in Salt Lake City, Utah



UFC footage at the Cosm Experience Center in Salt Lake City, UT



The Future of Fulldome

Since the inception of the Spitz Creative Media and E&S fulldome production teams, Cosm companies have been at the forefront of fulldome filmmaking and have created some of the world's most recognizable and highly awarded animated and live-action films for the science community. Now, as Cosm Studios, we continue to develop a variety of educational works while expanding to include live immersive streams and entertainment content. Our interdisciplinary community of some of the most talented artists, filmmakers, technologists, and experience designers constantly push the boundaries of immersive storytelling.

Fostering the art of fulldome filmmaking and the immersive creator ecosystem, Cosm Studios produces and distributes the industry's most comprehensive fulldome show library. Offering more than 200 immersive films, all shows are in fulldome format with a variety of sound mixes and are compatible with any manufacturer's fulldome system.

Behind the scenes of Black Hole First Picture

A Leadership Team Built to Rewrite the Rules



Jeb Terry Jr.
CHIEF EXECUTIVE
OFFICER & PRESIDENT



Devin Poolman
CHIEF PRODUCT &
TECHNOLOGY OFFICER



Sheli Reynolds
CHIEF ADMINISTRATION
& STRATEGY OFFICER

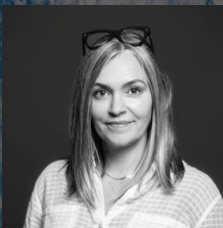


Kirk Johnson
CHIEF OPERATING
OFFICER, GM OF E&S



Eric Stoneburner
CHIEF FINANCIAL
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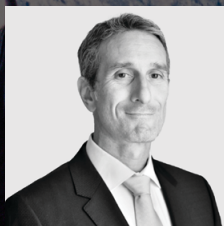
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CONTACT US

World-Class Training & Support

Our best-in-class service and support teams ensure you're never alone in your dome. With a global support network and both on-site and virtual comprehensive training, Cosm ensures customers success and peace of mind that your audiences will stay immersed in the experience.

We provide comprehensive training opportunities for both new and experienced customers, including on-site, in-person, and online training options. Our team also hosts bimonthly webinars on various Digistar-related topics that are available to all customers.

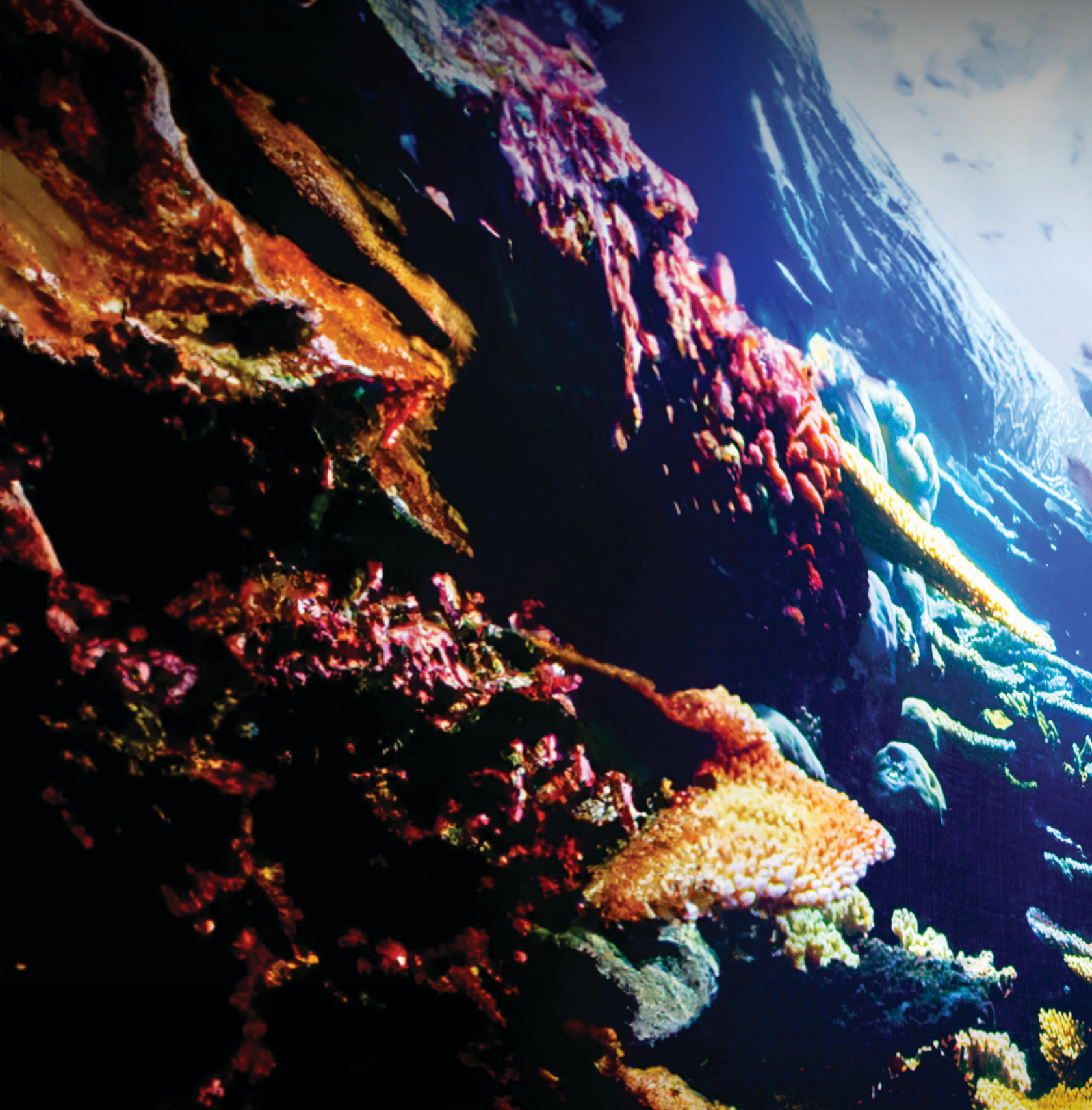
Software Engineering Team

As the largest dedicated engineering team in the industry, Cosm's engineers bring a deep bench of expertise in delivering customer-driven product features and enhancements to Digistar. Servicing the company's software design, product development, customer experience, QA, and installation efforts, Cosm's engineers have a proven track record of taking customer-focused initiatives from ideation to implementation, with many of the team members iterating on Digistar and working with its dedicated customer base for decades.

Cosm's engineers are incredibly motivated to empower customers to achieve their vision in their domes and deliver the best-in-class immersive experience audiences seek today.



2023, Cosm Engineering Team at the Cosm Experience Center in Salt Lake City, Utah



Experience Shared
Reality

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