

the Naledi3d Factory - Company profile



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Why VR? Why the Naledi3d Factory?

The Naledi3d Factory, located at the Innovation Hub in Pretoria creates visual content based on Virtual Reality (VR). VR allows us to create material that is BOTH content as well as context rich, in realistic and stimulating three-dimensional environments. Where for example, individuals can effectively develop skills and manufacturers can innovatively market their products.

Today, we can bring this powerful visual communication medium to modern PCs and to many communities.

In Africa, where poor literacy skills and language barriers pose huge challenges to learning and skills development, VR comes into its own. It's intensely visual nature transcends literacy and language barriers by *showing* as opposed to *telling*. VR has a distinct and powerful edge over other more traditional approaches which ignore the visual nature of our human brains.

Our interactive3d learning objects (self contained, "localisable" visual learning) takes this to an even higher level.

VR appeals to our most powerful visual sense. Beyond learning, VR-based simulations can provide a great way to promote cultural heritage, products, new technologies proposed building developments to stakeholders.

At the Naledi3d Factory, we have successfully used VR to communicate concepts and practices in a wide range of disciplines, including industrial training and safety awareness, heritage, new technology concepts, town planning, farming, as well as health awareness, sanitation and water issues.

Our partners include UNESCO (with whom we have worked with for over nine years on many projects including rural hygiene; Malaria; HIV/AIDS awareness with Ethiopian educators and employment awareness – piloted in Alexandra, Johannesburg; the SA Dept of Labour (lathe and milling training simulator); the WK Kellogg Foundation and World Links of Harare, with whom we support emerging farmers in Zimbabwe on a range of agricultural issues.

We have worked with organisations such as ESKOM (alternative and sustainable energy technologies); CSIR, Rand Water Board (industrial training), IDT (localisation of existing i3dlo's) and SANERI (energy awareness); as well as the private sector including AngloGold Ashanti, where we are addressing a range of mine safety issues.

We have close ties with Finland, Sweden, the USA and UK, but focus our efforts in Africa and have worked with partners in many countries – including Ethiopia, Kenya, Rwanda, Uganda, Mozambique, Sudan, Senegal, Zimbabwe as well as South Africa.

Over and above our work in VR, we also produce 3D buildings for Google Earth; are adapting the popular SimCity game to become a new powerful training tool for municipalities; and also represent EON Reality in Sub-Saharan Africa.

For more on *interactive3d learning objects* – see http://www.naledi3d.com/new_i3dlo/home.html



The Naledi3d Factory:

World Summit Awards (2009)

Achieved "honourable mention" for the work with farmers in Zimbabwe (top 50 out of 20 000 applications world-wide)

African ICT Achievers Awards

The most Innovative ICT Company in Africa (2005 Finalist)

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A Technology Top 100 Company -2005