

# the Naledi3d Factory - Company profile



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## The Naledi3d Factory

The Naledi3d Factory, located at the Innovation Hub in Pretoria creates 3D visual educational content, usually based on Virtual Reality (VR) or animation. VR allows us to create material that is BOTH content as well as context rich, in realistic and stimulating three-dimensional environments.

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 and 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.

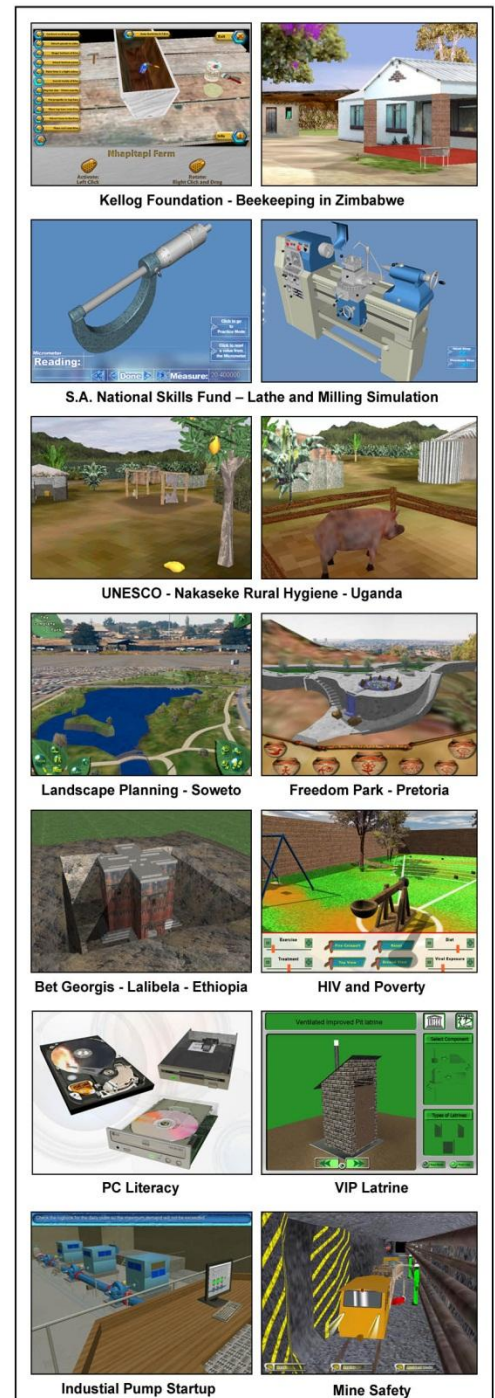
Our partners include **UNESCO** (with whom we have worked with for over nine years on many projects including rural hygiene; Malaria; HIV/AIDS awareness with Ethiopian educators and employment awareness – piloted in Alexandra, Johannesburg; the SA **Dept of Labour** (lathe and milling training simulator); 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** (sustainable energy technologies); **CSIR, Rand Water** (industrial training), **IDT (development)** and **SANERI** (energy awareness); as well as the private sector including **AngloGold Ashanti**, where we have addressed a wide 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 Ethiopia, Kenya, Rwanda, Uganda, Mozambique, Sudan, Senegal, Zimbabwe and South Africa itself.

Over and above our work in VR, we also:

- Create high-impact 3D videos, a truly powerful way to launch a new product or a new infrastructure project
- Can place your buildings into Google Earth – in 3D, a great marketing tool; and
- Create E-learning material – where there's huge potential for combining 3D with traditional e-learning content



Kellog Foundation - Beekeeping in Zimbabwe

S.A. National Skills Fund – Lathe and Milling Simulation

UNESCO - Nakaseke Rural Hygiene - Uganda

Landscape Planning - Soweto

Freedom Park - Pretoria

Bet Georgis - Lalibela - Ethiopia

HIV and Poverty

PC Literacy

VIP Latrine

Industrial Pump Startup

Mine Safety

### The Naledi3d Factory:

<b>World Summit Awards (2009)</b>	Achieved "honourable mention" for the work with farmers in Zimbabwe (selected from over 20 000 project nominations, from 154 countries)
<b>African ICT Achievers Awards</b>	<i>The most Innovative ICT Company in Africa</i> (2005 Finalist)
<b>the Naledi3d Factory</b>	<i>A Technology Top 100 Company -2005</i>
<b>Business Day, 2003</b>	<i>"One of South Africa's most innovative companies"</i>

# How can we help you ?



## Dr Fay Chung: Past Minister of Education, Zimbabwe

"By bridging the literacy barrier through the use of 3D interactive models, Naledi3d Factory overcomes the inherent limitations of text. At the same time, language differences become much less important as text is replaced by interactive, 3D images"

"Finally, and perhaps most excitingly, Naledi3d Factory works closely with local stakeholders to develop the content that goes into its interactive simulations. This ensures that the content is always relevant and much more appropriate to the communities and cultures where it will be used."

## Peter Schiøler, CII Advisor, UNESCO, Paris

"The Naledi3d Factory is more than an excellent technical partner for UNESCO. I have personally been impressed by the company's commitment to, in the spirit of post apartheid South Africa, seek new solutions and share know-how for the public good across the continent..."

## INFORM...

"...If we have programmes like this, where we use visualization, learning will be interesting and enjoyable..."

Zenzele Mofokeng – Alexandra

"VR is a powerful tool in the development of our communities"  
Mutoko Farmer, Zimbabwe

## Interactive3d-based training

### Empower communities; change lives, create wealth

#### A visual learning experience:

- Uses virtual reality to create a visual, rich and engaging learning experience
- Overcomes learning barriers caused by a lack of literacy & language (teaching in a European language)
- Significantly increased learning retention
- Takes advantage of the visual strengths of the human brain



Bee-keeping – making a Kenya Top bar Hive & hive location



**3dlo's** - can be used to communicate concepts and develop skills in a wide range of skills areas, for example:

- Artisan skills & safety awareness
- Infrastructure development
- Agriculture & food security
- Sustainable energy options
- Water and sanitation
- Life skills, ICT's, Science and technology
- Health care & heritage

## Attention-grabbing 3D videos: Marketing and launches

#### A "wow" short, sharp video experience

- Blends 3D animation with imagery, key word highlights and high-impact music to create a memorable "wow" experience
- Short, sharp and high impact delivery
- Sets the audience up for a positive contact point
- Ideal for marketing presentations, launching new products and new infrastructure projects



## Put your company in Google Earth – in 3D

#### Harness 3D and Google Earth to:

- Enhance your Brand equity
- Build GLOBAL awareness around your business
- New contact point - draw new clients to your sales teams
- Stand out above your competition
- Reinforce your "bricks and mortar" presence in the on-line virtual world



Innovation Hub (Pretoria) in 3D Google Earth

## Bringing your E-Learning and 3D worlds together

Blends traditional e-learning styles with 3D and 3D animation to create SCORM compliant innovative, memorable and effective learning:

- Reduced training times with high impact delivery
- Facilitates continuous review
- Greater access to company knowledge and to protect your training investment
- A powerful way to retain Corporate memory

