

**FOR IMMEDIATE RELEASE**

Contact: Joan Spindel  
joan.spindel@enduvo.com  
973-715-0087

**US Air Force Awards Enduvo SBIR Phase II Contract  
To Bolster Training Programs**

*Enduvo's' ground-breaking AR/VR content authoring and delivery platform will be used to train maintenance, medical, and engineering teams.*

October 23, 2019—Announced today, Enduvo, the leading no-code, immersive content authoring and delivery platform, has been awarded a \$1.2M contract from the highly competitive Air Force Small Business Innovation Research (SBIR) Phase II program. [This contract follows Enduvo's SBIR Phase I win in November 2018.](#) The SBIR Phase II contract will be used to accelerate the development and deployment of Enduvo's AR/VR platform which is designed for training technical, industrial and healthcare organizations. The Air Force will use the platform to bolster mission readiness by creating and delivering consistent and cost-effective immersive training across many different skill levels, job classifications, and geographies.

“The high cost of training Air Force warfighters, medical and maintenance personnel is well documented. Yet, despite these investments, failure rates at both novice levels and revalidation levels indicate that knowledge transfer and skill acquisition are not optimized for today’s learner, nor are they consistent across Air Force units,” said Steve Garrou, CEO. “Enduvo adapts content for different skill levels and learner competency by an average of 80%. We do this by allowing any trainer, or expert, to create and share lessons. Learners can download lessons at their convenience, regardless of their geographic location.”

According to Christian Bond, MSgt, USAF, “Consistency is one of the most difficult attributes to manage in a training environment. The initial time a student interacts with new knowledge is critical to how they digest and retain it. A mixed reality (MR) classroom environment allows all students to have a personal and consistent interactive presentation of the knowledge we need them to retain. From our research, Enduvo provides the most intuitive, broadest-reaching MR platform with the highest possible return on investment we could have hoped for.”

Historically, the cost to develop a VR experience kept this technology out of reach for most.

Development costs can exceed \$10,000 per minute of content and can ultimately reach upwards of \$200,000 for a typical experience. Enduvo reduces content development expenses by enabling subject matter experts to create VR content without coding skills or hiring outside designers. With Enduvo, organizations pay for an annual license to build as much content as they desire.

According to Garrou, "A typical customer reduces their training costs by 60% and decreases their content delivery time by 70% versus traditional learning methods."

**About the AFRL and AFWERX SBIR II Contract:** The contract is an outcome of the US Air Force Research Lab (AFRL) and its technology accelerator, AFWERX, partnering to provide Small Business Innovation Research (SBIR) funding to innovative companies and products that can help the Air Force achieve its mission. AFRL and AFWERX have partnered to streamline the Small Business Innovation Research process in an attempt to speed up the experience, broaden the pool of potential applicants and decrease bureaucratic overhead. Beginning in SBIR 18.2, and now in 19.2, the Air Force has begun offering 'Special' SBIR topics that are faster, leaner and open to a broader range of innovations.

**About Enduvo:** Enduvo gives organizations a better, more cost-effective way to teach, learn, and collaborate. Our solution is the only no-code, augmented and virtual reality content authoring and delivery platform that enables people to quickly create and share visually stunning, immersive and interactive learning experiences. With just a few clicks, anyone can produce lessons using nothing more than their voice, gestures and digital files (3D models, video clips, image files). Completed lessons are published on the Enduvo platform allowing people to learn at their convenience. People feel as if they are receiving one-on-one instruction from an expert. Organizations that rely on 3D objects, complex procedures, or multi-step processes use Enduvo to decrease content development costs by 60%, reduce content delivery time by 70%, and increase learner confidence by an average of 95%. To experience Enduvo and explore how you can use it for your organization, visit [www.enduvo.com](http://www.enduvo.com).

###