



Where Children's Books Come to Life in VR

Peeka is the mobile platform where children's books come to life in virtual reality (VR). With just a smartphone and a cardboard/plastic VR headset, kids can jump into the pages of their favorite books and let the stories happen to them.



Making Reading Fun Again

Today, books are competing with more entertainment options than ever for kid's attention... **and they're losing**. E-books have not met the mark when it comes to helping kids read more and enjoy doing so, as admitted by major publishers and evident with the current ecosystem*.

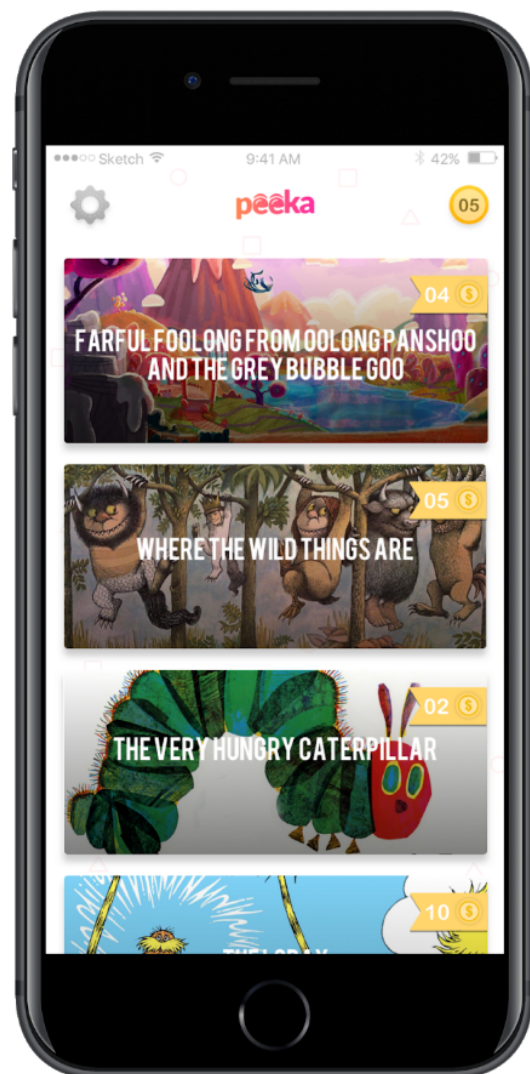
Peeka **meets kids in the middle** by transforming mobile devices into a virtual reality machine they can use to interact with reading in brand new and immersive ways. The result is our mission: To foster improved retention, engagement and comprehension with books, and learning at large.

Peeka works with independent authors to bring their IP into VR, and thereby give them a stake into the future of storytelling, while offering publishers relevancy in an ever-changing media landscape.

An Arcade for Learning

To democratize access to immersive VR technology, Peeka experiences leverage common smart phones, a friendly mobile app, and simple cardboard / plastic VR headsets to bring picture books to life.

After downloading Peeka to their mobile devices, parents create a family account and purchase tokens. Users spend tokens to gain unlimited rental access to the VR books of their choice for a 12-hour rental period. Peeka shares token revenue with authors and publishers.



Not all titles are part of Peeka's current library

* "'Ebooks are stupid', says head of one of world's biggest publishers" <https://www.theguardian.com/books/2018/feb/20/ebooks-are-stupid-hachette-livre-arnaud-nourry>

Pacific Science Center (Pac Sci)



Peeka is a member of **The Pacific Science Center's** Startups-In-Residency program, an initiative started by the popular Seattle-based museum leadership to highlight exciting PNW-area startups and show guests that technology doesn't happen by magic.

As part of this opportunity, Pac Sci has furnished Peeka with exhibit / workspace, where our team is able to introduce guests to not only our VR picture books, but often, to VR itself. During busy days, Peeka often does over 100 demos of our VR books.

NWAIS, Jasper County and Idaho

Peeka is a close collaborator with Northwest Association of Independent schools (NWAIS) and began our initial testing and piloting with independent schools in Seattle, WA.

Stemming from a Pac Sci demo during the summer of 2018, Peeka and Antioch Educational Center launched the first VR literacy program in the nation with Jasper County, SC (the state is currently 49/50 for reading scores in the nation.) In March 2019, the House of Representatives of SC recognized Peeka and AEC in a House Resolution for bringing Peeka to SC (*pictured to the right*).

Now, Peeka is also working with schools in the Nampa School District (in Idaho), as well as doing specialized work with specialized schools for students with learning disabilities (e.g. dyslexia).



Governor Henry McMaster trying out PeekavR's first VR book (above)



Governor McMaster presenting House Resolution to Peeka and AEC

Peeka Executive Team



Michael Wong
CEO, CCO

Michael's experience working for Disneyland and proven technology marketing track record contextualize his passion and skill for crafting Peeka's product, content and marketing visions.



Alex Comfortes
CFO, CSO

Informed by years building a variety of e-commerce startups, Alex brings strategic business perspective that ensures Peeka has the necessary revenue and funding to reach its milestones, while continuing to innovate in a new markets.



Hunter Stutsman
VP of Business Dev

Hunter's experience as an apprentice for a \$200M+ venture capitalist fuels and informs his abilities to bridge new partnerships with schools, authors, capital and other strategic alliances across the nation.

Peeka is proud to be supported by our Seattle and LA-based team of animators, software developers, sound designers, strategic partners and advisors.

Let's make reading fun again. Are you in? Join us at: peekavr.com