



# PRESS KIT

Revolutionise the way  
you **teach**, **learn**, and **work**



# ABOUT US

## Who We Are

At Lumination, we are on a mission to redefine the way we teach, learn and work. Building immersive technology that enhances the physical world around us, **our products enable the most effective way to learn, through experiences.**

Founded in 2016, the company started in a garage in Semaphore, Adelaide, with the goal of disrupting one of the oldest practices in history – the conventional classroom.

Rapidly expanding into the defence, government and enterprise sectors, our technology is **improving workplace capabilities and preparing learners for jobs of the future.**



**60+ Employees**



**Located in Adelaide, Sydney  
and Melbourne**



**Over 2 million customers served**

# OUR PRODUCTS



Lumination Learning Labs are **smart classrooms that use virtual reality and augmented reality technology for experiential learning** across all subjects linked to the curriculum.



**Classroom management software** empowering educators to transform their classroom into an environment for collaboration and experiential learning.



# FAST FACTS

**1.** A PwC study shows virtual reality training is **4x more effective** than traditional teaching methods.

**2.** By experiencing content instead of consuming it, users **learn and retain** information more effectively.

**3.** Developed in line with the **design thinking framework**, our Labs enable educators to achieve the best learning outcomes directly linked to the curriculum.

**4.** We provide **ongoing educational and technical support** following the installation of a Lumiantion Learning Lab, including professional development sessions with subject matter experts to enhance the user's skill base.

**5.** Over **2,600 schools** have either visited our Lumination Learning Lab or used our technology in the classroom, with **over two million** students served.

**6.** When surveyed following school incursions and excursions, VR/AR professional development, Lab onboarding and curriculum planning sessions, our customers granted us a customer satisfaction rating of **94 per cent**.

**7.** Moving into the defence space, we have developed immersive solutions that **solve complex logistics, humanitarian, and mission critical** challenges.

# MEET THE TEAM



**Ed Carlson**

Chief Executive Officer

Ed leads the team at Lumination and specialises in building innovative technology companies. Ed is passionate about immersive technology and preparing people for the changing landscape of technological transformation through innovations in the classroom and workplace. Prior to Lumination Ed worked at Google, TRO and various startups building teams, products and leading growth in the ANZ region. He started his first company at 9 years old selling modified computers online, spending the profits on Pokemon cards and Blockbuster.



**Tom Hastwell**

Chief Commercial Officer



**Dr. Marissa Bond**

Chief Technology Officer



**Stacey Satchell**

Chief of Staff



**Rebecca Bendikov**

Head of Education Programs



**James Forrest**

Head of Operations

# QUOTES

*“Our passion lies in disrupting one of the oldest practices in history – the conventional classroom, but it’s become so much more than that. The future of the workforce depends on effective education and continuous upskilling, meaning education, industry and government must work together to create equitable access to emerging technologies.”*

**- Edward Carlson, CEO, Lumination**

*“Over the last six years employee ideas, insights and feedback have fuelled our growth. We’ve made, and continue to make, an impact in the education sector, but it’s incredible to look back and see how far we’ve come, now partnering with key organisations to develop game changing technology in enterprise, government and defence.”*

**- Dr Marissa Bond, CTO, Lumination**



# TESTIMONIALS

*"The immersive VR really helps students empathise with what they are trying to learn within the curriculum and give them real world examples of how that learning can benefit them in the long term."*

**- Lottie Penno, Maths and Technology Teacher,  
Goolwa Secondary College**

*"One of the reasons for wanting a Lumination Learning Lab was that we were starting to see that immersive technology was starting to feature in the world of work ... This new immersive technology does not just feed our students with content; the technology engages our students to be curious and enables every learning area to engage differently."*

**- Alistair Brown, Principal,  
Adelaide Botanic High School**

*"Immersive technologies provide another tool in the toolkit for defence. Especially when we talk about the army landscape, training capabilities it can offer. It was great to have a walk through the Lumination facility and see that technology on display, and get to touch, feel it and see what it can offer and all the different capabilities that it brings to what we're trying to achieve with the customer."*

**- Calvin Graham, Supply Chain Capability Specialist  
at Babcock Australia & New Zealand**

*"I enjoy the experiences and I find myself empathetic to the different things that we do. You find out what the problem is and how to solve it, and what's actually happening in the world."*

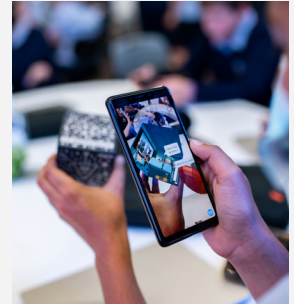
**- Vincent, Year 7 Student,  
Goolwa Secondary College**

# BRAND ASSETS

## Download Logos



## Download Photography





# CONTACT

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