

**CONVRSELF™**

PRIVATE & CONFIDENTIAL

**WHY DOES VIRTUAL  
REALITY EXIST?**

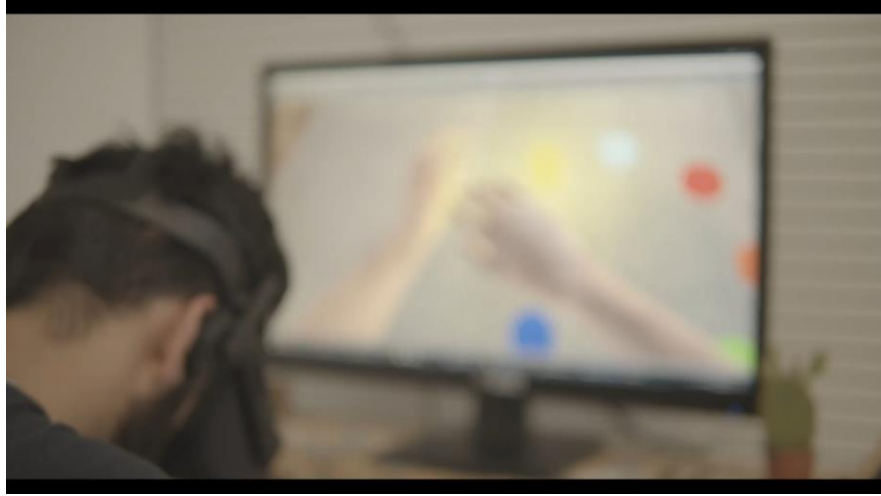
**TO DO THINGS THAT  
ARE IMPOSSIBLE IN  
REAL LIFE**

**AND CHANGE THE  
WAY WE THINK**



# RUBBER HAND ILLUSION

In 1998, scientists showed that the brain can be tricked into thinking a foreign object, or limb, is part of the body



# VIRTUAL EMBODIMENT

20 years later, scientists have shown that the brain can be tricked into thinking a whole virtual body, is the person's actual body

The implications of Embodiment are wide reaching in terms of mental health and behavioural change

Numerous studies have shown that, through embodiment, we can change our implicit biases, explicit behaviour, and improve our mental health

For example...

€18m+

European Funding\*



theguardian

EL PAÍS

New  
Scientist

nature

THE  
NEW YORKER

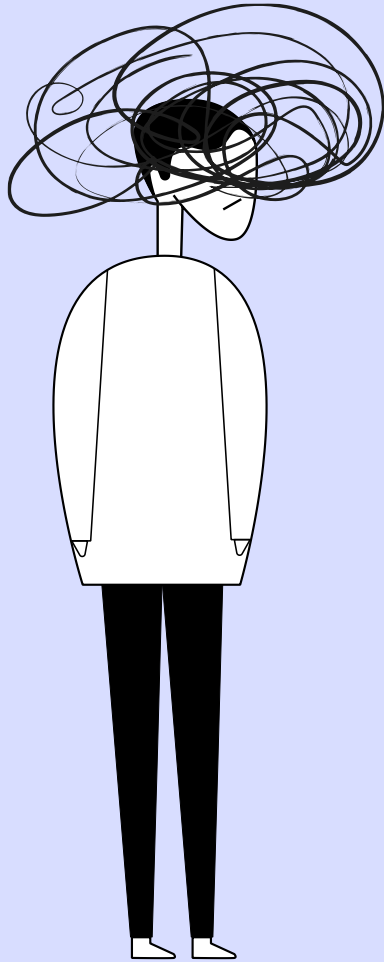


frontiers

El Confidencial

THE WALL STREET JOURNAL

WSJ



# SOLOMON'S PARADOX

The ability to reason more sensibly about someone else's problems than your own



# EMBODIMENT

We built an application that leverages embodiment to counter Solomon's Paradox

By using **Embodiment**, we can leave our bodies for the first time and **see, hear and interact** with our virtual selves from a position of **perspective**

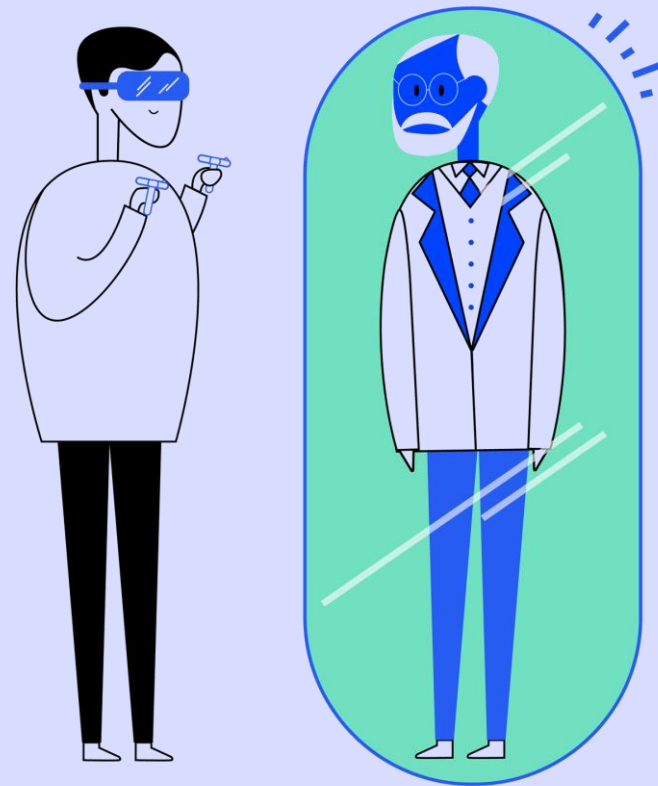
We give ourselves advice as if talking to a friend



Leave our bodies



Interact with ourselves, as someone else



# EMBODIMENT

Reinvents traditional role play



CLICK FOR LINK

In the study participants share their problems with Sigmund Freud, and then become Freud and respond to their own issues

90%

Of participants found **new solutions to existing problems and changed aspects of their lifestyle** as a result

ConVRself, our bodyswapping technology, is a tool to be administered by therapists.

Like role play, it enables patients to literally put themselves “in the shoes” of others and see themselves from a different perspective.

It is a flexible technology, that we have used for a range of applications with clients in Europe and the US

# Current clients

Google



THE WORLD BANK



Generalitat  
de Catalunya



National Institute for  
Health Research

# EMBODIMENT AND BODYSWAPPING HAVE MANY USE CASES



VIRTUAL BODYWORKS FLEXIBLE PLATFORM

Pain  
Management

Idea  
generation

Self-awareness  
/ improvement

Problem  
solving

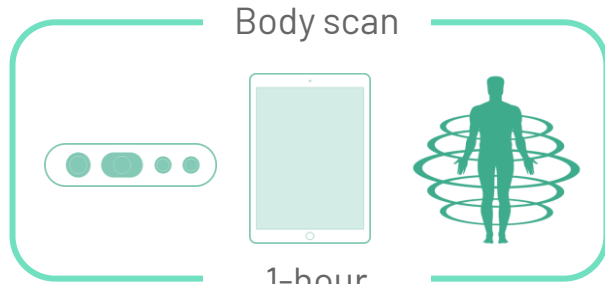
Obesity

Addiction

Public  
speaking

# SIMPLIFIED HARDWARE

2015-2019

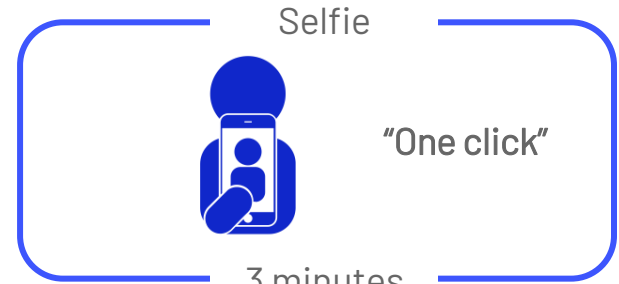


1-hour



3-hour installation + training

2020



3 minutes



2-minute setup

# EMBODIMENT

Is the most advanced branch of Virtual Reality

THE WALL STREET JOURNAL

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THE FUTURE OF EVERYTHING

## The Future of Therapy: Becoming Someone Else in VR

In a Barcelona lab, two researchers are using virtual simulations to build empathy and understanding, from body-swapping to sessions with Freud

THE  
NEW YORKER

## ARE WE ALREADY LIVING IN VIRTUAL REALITY?

*A new technology—virtual embodiment—challenges our understanding  
of who and what we are.*

THE NEWDAILY

El Confidencial

THE  
NEW YORKER

THE  
WALL STREET  
JOURNAL

EL PAÍS  
EL PERIÓDICO GLOBAL

 frontiers

virtual  
bodyworks 

# TEAM



Charlie Pearmund  
Managing Director

10 years experience in start ups  
And technology M&A

Implemented world's first stroke  
rehabilitation system based on  
embodiment in Virtual Reality in a  
clinical setting



Mavi Sanchez Vives  
Chief Medical Officer

Medical Doctor with 15 years of  
experience in VR, neuroscience  
and medicine

Published c.173 papers and cited  
c.11,000 times.



Mel Slater  
Chief Scientific Officer

Virtual Reality pioneer

Published in c. 260 papers and  
cited c.32,000 times



Bernhard Spanlang  
Chief Technology Officer

15 years of experience in VR  
programming

Implemented first VR for mental  
health application in Europe to  
gain CE mark and pass clinical  
trials



€18m+ European Funding in Research into Embodiment

# IN THE NEWS...

Slater is one of the most-in-demand academics in the virtual world, with an endless list of titles, including professor of virtual environments at University College London, co-founder of the company Virtual Bodyworks, and immersive fellow at Digital Catapult.

- The Guardian

With a team of various collaborators, Slater and Sanchez-Vives have created many other body simulations; they show how inhabiting a new virtual body can produce meaningful psychological shifts

“And yet it wasn’t until I visited Slater’s lab that the full force of these ideas struck me.”

- The New Yorker

I planned to interview the researchers after experiencing the scenario, but now that I’ve taken my headset off, my pulse is racing and my hands are trembling as I search for a pen in my bag. I have trouble following what people are saying to me, and even after a few deep breaths, I can’t think of a single question to ask. In his soft, English-accented voice, Slater offers me a chair and gently suggests I take a few minutes to rest.

“It’s OK,” he says. “It’s a normal reaction.”

- The Wall Street Journal



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