AR/VR EDITION

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Company:
Ganzin

Key Person:
Shao-Yi Chien
CEO

Description:
Offers next-generation eye tracking modules that can be easily integrated into AR/VR devices to help unlock the potential of the eye as a seamless interface into the extended reality world

Website:
ganzin.com

Top 10 AR/VR Solution Providers – 2019

Augmented reality and virtual reality are the things of the future and going to be the most significant technology of the modern generation. AR and VR trends have been influential in reducing the risks and costs associated with training and have shown their value. This will lead to higher adoption of technology in different sectors, which often use expensive tools and equipment.

Many social media applications are developed with a combination of augmented reality and artificial intelligence. AR and VR have transformed the way people buy products today. In addition to augmented reality, virtual reality can reshape the retail world, and numerous customers believe that investing in these technologies can improve their shopping experience. Many automobile companies are combining artificial intelligence and augmented reality technologies to create a benchmark in the market.

2019 is the year to promote VR-based marketing. The new headsets can be utilized in kiosks during B2C business promotions, via virtual reality advertisements dispersed between games, or to demonstrate products in B2B marketing. Virtual reality will allow marketers to be involved in product development at an earlier stage. Not only will this accelerate launch, but it will also ensure they are ready to provide effective solutions to customer queries at every step of the marketing funnel.

This edition of CIO Advisor APAC features companies that are at the forefront of offering AR/VR solutions such as Looxid Labs, Extraordinary Learning Experiences, and Ganzin Technology. CIO Advisor APAC's editorial board has assessed and shortlisted some of the most prominent organizations in the industry. We present to you – "Top 10 AR/VR Solution Providers – 2019".

Ganzin

Exploring New Possibilities of Eye Tracking for AR/VR Devices

Immersive technologies are under significant development with billions of dollars being poured annually on R&D. Among the multitude of technologies available to advance AR/VR experiences, eye tracking seems to be the most promising of them all. It has the potential to not only help solve human interface problems with AR/VR but also to improve the overall visual quality. However, integrating eye tracking into AR/VR devices has its own set of challenges. With the onset of AR/VR mobile devices, power consumption becomes a significant issue. Second, the integration effort of an existing eye-tracking solution is too high to make it affordable for everyone. In pursuit of discovering endless opportunities in the field of eye-tracking, a team of dreamers, doers, and thinkers in Taiwan founded Ganzin. The company's eye-tracking technology overcomes the challenges in integrating eye tracking into AR/VR devices with easy mechanical design, small form factor, low power consumption, and comprehensive application scenarios. "We build an eye-tracking solution that could be affordable by everyone and used every day," says Shao-Yi Chien, CEO of Ganzin.

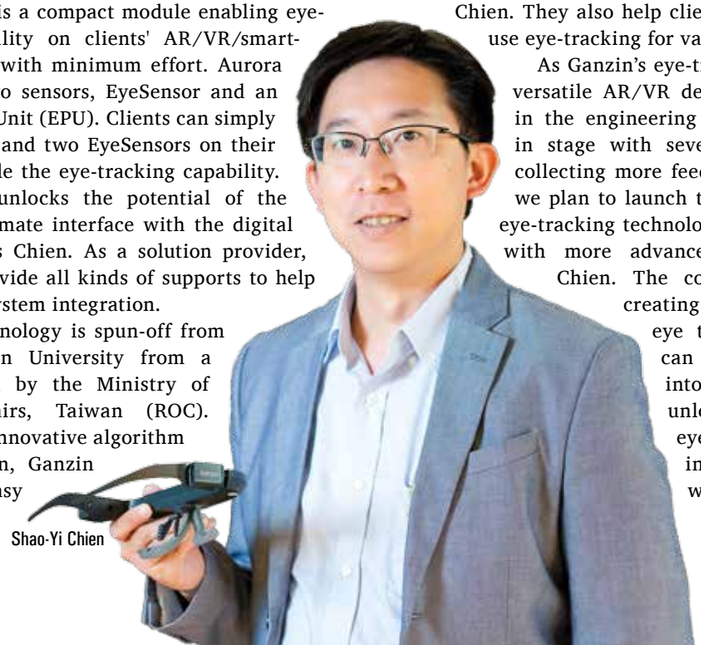
Ganzin optimizes the entire eye-tracking system from the algorithm, hardware architecture, sensor, to mechanical design. The outcome is Aurora eye tracking module, which is a compact module enabling eye-tracking capability on clients' AR/VR/smart-glasses devices with minimum effort. Aurora composes of two sensors, EyeSensor and an Eye Processing Unit (EPU). Clients can simply attach the EPU and two EyeSensors on their devices to enable the eye-tracking capability. "Our solution unlocks the potential of the eyes as the ultimate interface with the digital world," remarks Chien. As a solution provider, Ganzin will provide all kinds of supports to help customers for system integration.

Ganzin Technology is spun-off from National Taiwan University from a project granted by the Ministry of Economic Affairs, Taiwan (ROC). Boasting of an innovative algorithm and chip design, Ganzin features an easy mechanical design, small form factor, low power consumption, and wide application scenarios. In addition, the company offers a strong hardware/software design capability. "Because of these features, we are confident that our solution can be integrated into all kinds of AR/VR/smart-glasses. We hope to have a partnership with all AR/VR companies to provide the best experiences to users," explains Chien.

> "Our solution unlocks the potential of the eyes as the ultimate interface with the digital world

Complementing Ganzin's wide array of features is a team of experts in human behavioral psychology who take part in shaping next generation eye-tracking modules. The team includes famous experts and talents in computer vision, IC design, computer graphics, psychology, and system design. "Perceptual psychologists are frequent eye-tracker users as they use eye trackers to study human behavior in many experiments. Our team leverages their expertise and experiences with various eye trackers to enhance our product," states Chien. They also help clients understand how to use eye-tracking for various applications.

As Ganzin's eye-tracking can be used in versatile AR/VR devices, the company is in the engineering sampling and design-in stage with several customers. "After collecting more feedback from customers, we plan to launch the next version of our eye-tracking technology in the year of 2020 with more advanced features," informs Chien. The company will continue creating the next generation eye tracking modules that can be easily integrated into AR/VR devices to help unlock the potential of the eye as a seamless interface into the extended reality world. CA


Shao-Yi Chien