UN-TECHNOLOGY

[THE FUTURE OF WORK AND PLAY]

Advancements in TECHNOLOGY are redefining our ability to perceive and INTERACT WITH REALITY in an amazing and lucrative fashion

EXPANDING THE

MARKETS OF REALITY

COLLABORATION TECHNOLOGY IS IMPORTANT FOR PROFESSIONALS

Depend on it in business: 83%

Would be impacted by its **loss**: 82%

BUSINESSES WASTE MONEY ON USELESS TECHNOLOGY

$30 BILLION is spent on **unused computer software**

ONLY 35% of operational executives see major benefits from **tech investments**

REALITY-BASED TECHNOLOGY can operate as a powerful tool for effective and efficient collaboration

FIELDS OF REALITY

VR

VIRTUAL REALITY

A technology driven **artificial environment experienced** through sensory stimulation

AR

AUGMENTED REALITY

Enhances reality through digital information overlay technology

INCREASING INVESTMENT

$9.1 BILLION Worldwide spending on virtual and augmented reality in **2017**

$17.8 BILLION Expected worldwide spending on virtual and augmented reality in **2018**

VR CONSTRAINTS

VIRTUAL REALITY HAS ENTERTAINMENT POTENTIAL BUT HAS HAD SLUGGISH ADOPTION

HIGH COST

- HTC Vive: $599
- Windows Mixed Reality Headset: $399
- Oculus Rift: $399

BULKY HARDWARE

Consumers await **lightweight glasses**, which may be **years away**

TYPICAL HARDWARE REQUIREMENTS

- Motion capture sensors
- Hand controls
- Headset

DISORIENTING USER EXPERIENCE

After 15 minutes of playing horror VR game "Affected"

78% of **women** reported motion sickness

33% of **men** reported motion sickness

AUGMENTED REALITY has a much broader range of applications than VR and HAS BEEN QUIETLY MAKING WAVES in popular consumer and professional culture

THE ADAPTABILITY AND

ADOPTION OF AR

AR FLEXIBILITY

COMPUTER-GENERATED IMAGES OVERLAY OR INTERACT WITH REAL-WORLD OBJECTS TO SHIFT USERS' PERCEPTION OF REALITY. COMMON COMPONENTS:

SENSORS Use input devices such as cameras to scan, collect data, and process a digital model

COMPUTER Processors built into devices develop sensory input and produce interactive displays

PROJECTORS Impose images onto a screen or flat surface based on the digital model

THE MANY FORMS OF AR

MARKER-BASED/IMAGE RECOGNITION

Cameras recognize a simple but distinct pattern for specific results

E.g. QR code readers

MARKERLESS/LOCATION- BASED/GPS

Provides location-based information such as nearby businesses and directions

E.g. Smartphones with mapping applications

SUPERIMPOSITION

Partially or completely replaces the view of a real world object with an augmented view

E.g. Interior design applications

PROJECTION

Light is projected onto real world surfaces to display information a user can interact with

E.g. Projection-based AR device

BUSINESSES are breathing fresh life into interactive technology with NEW APPLICATIONS OF AUGMENTED REALITY

LAMPIX COMPANY COMBINES AR AND

BLOCKCHAIN TECHNOLOGY

THE POWER OF PROJECTION

Lampix uses a lamp with built-in projector and camera, cloud connected to a computer to allow the user to transform any surface into a viewable or interactive smart screen

Lampix — projection — interactive surface

APPLICATIONS

- **COLLABORATION** Share physical and digital documents in real time
- **GAMING** Play tabletop games without the equipment of traditional and virtual reality gaming
- **RETAIL** Review and compare product information

SOFTWARE REVOLVES AROUND IMPROVING PATTERN RECOGNITION AND DISPLAY ACCURACY

MACHINE LEARNING Perform tasks based on pattern recognition, data analysis, and algorithms

COMPUTER VISION Convert input from one or more cameras into digitized information

THE FUTURE OF AR IS ON THE BLOCKCHAIN

The first blockchain-based image mining network operating for augmented reality and computer vision applications

PUBLIC AND DECENTRALIZED

CROWD MINED

Performance improves with more database references

Legitimate datasets approved by human voting

Lampix aims to have a database of one billion unique datasets by December 2020

USEFUL DATASET CRITERIA

- Image
- Description
- Segmentation

PIX token

Puts value in computer vision datasets based on supply and demand

AUGMENTED REALITY is becoming synonymous with modern times, and LAMPIX IS AN INNOVATIVE NEW PLAYER in developing the landscape of such technology

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