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## VISUAL BASED TRACKING ENGINE FOR PC AND MOBILE PHONES

### TECHNOLOGY OVERVIEW

The technology consists of a Camera Driven software engine (CDE) for efficient image capturing, processing and user interactions. The tracking technology is relevant in various application areas requiring advanced Mixed Reality visualization and interaction functionalities - e.g. camera driven games and camera mobile phones for pointing and interaction. This motion detection technology allows multimodal use interaction by movements of the device.

### APPLICATION

Target end-user groups include both private people (e.g. for games, entertainment, interior design, and other personal applications) and company experts e.g. in building and construction, architecture, manufacturing, service and maintenance area. Demonstrations/prototypes are available e.g. for architectural, manufacturing and game applications.

### MARKET TRENDS AND OPPORTUNITIES

This tracking technology is relevant in various application areas requiring advanced (Mixed Reality) visualization and interaction functionalities. Applying Mixed Reality is commercially interesting both for increasing functionalities, interactivity and attractiveness of existing applications, as well as, in establishing new ways of making business.



## PRODUCT/ TECHNOLOGY FEATURES

- Tracking module recognizes different motions of the device including tilt and rotation
- Visual tracking solutions for general use in PC and mobile applications

## CUSTOMER BENEFITS

- Technology allows multimodal use interaction by movements of the device.
- Efficient motion detection and tracking engine for camera phones
- Tracking solutions using visual markers and/or image features

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