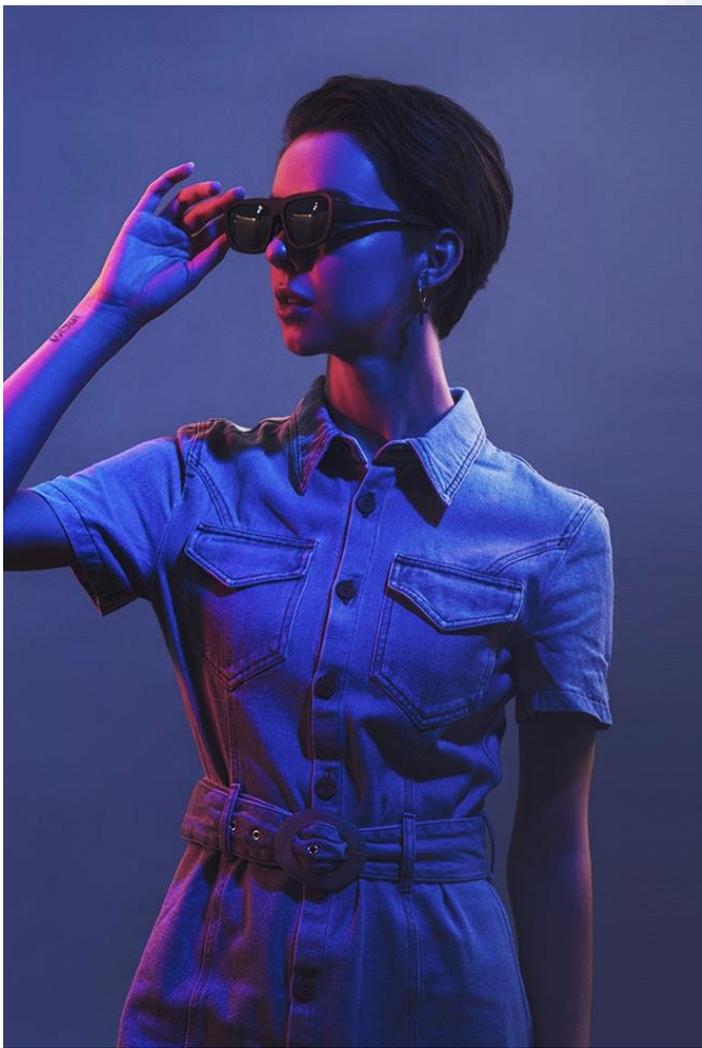# 5G Fully Unlocks Augmented Reality Potential

Chelsea Miu

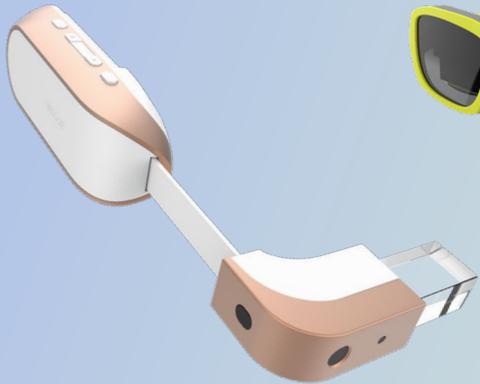Brand Director of MAD Gaze

MAD GAZE

Jordan Cheng founded MAD Gaze in 2013. We are a leading global AR smart glasses company consisted with a team of experts with more than 20 years of experience in AR hardware and software R&D.

In 7 years, we've conducted multiple research in AR algorithms, hand gesture recognition and optical technology, and won nearly 50 patents, 50+ industry awards and closes more than US$30M financing.

Till now, MAD Gaze Developer Community has more than 4000 developers, where some come from world-renowned technology giants. MAD Gaze also sells in 50 countries and captured 7% global market share in 2019; collaborates with 400+ giant enterprises such as Nespresso, Cathay Pacific, IBM, Sony

MAD Gaze AR Smart Glasses

Full Range of models aims to suit everyone needs

- Monocular and Binocular
- Standalone and Hybrid
- Fashionable and Lightweight
- Economical - Ranges from USD $299 - $769

Core Features

- Leading Optical Technology (Prism, Freeform, BirdBath, Waveguide)
- Large FOV 53° (118" screen)
- IMU 9-axis (Accelerometer, Magnetometer, Gyroscope)

MAD Gaze Robust Eco-System

DEVICE

MAD Gaze AR Smart Glasses.

UP/DOWNLOAD APP

Realtime Database ships with mobile and web SDKs. Allowing developers to build apps without the need of servers.

SIMPLE AR

100% coding free platform supports creation of AR 2D/3D models, animations, videos, sounds etc.

SDK

Free SDKs that runs on Android and Unity, Allow Developers to easily build solution for our glasses.

Complete Ecosystem

MAD GAZE

MAD STORE

SIMPLE AR

SDK

How 5G Benefits MR Industry

Exponential Increase in Data Demands

AR Applications are often data intensive, 5G allows smooth delivery of high definition 3D objects augmented in real time. It speeds up time of image processing and boost capabilities of spatial computing, giving users a seamless and ultimate experience.

How 5G Benefits MR Industry

Sophisticated MR Experience

Smart Glasses consisted of different powerful components, 5G opens possibilities for manufacture to cut down weights and size of smart glasses through offloading processor workload to the cloud instead of storing in the headsets.
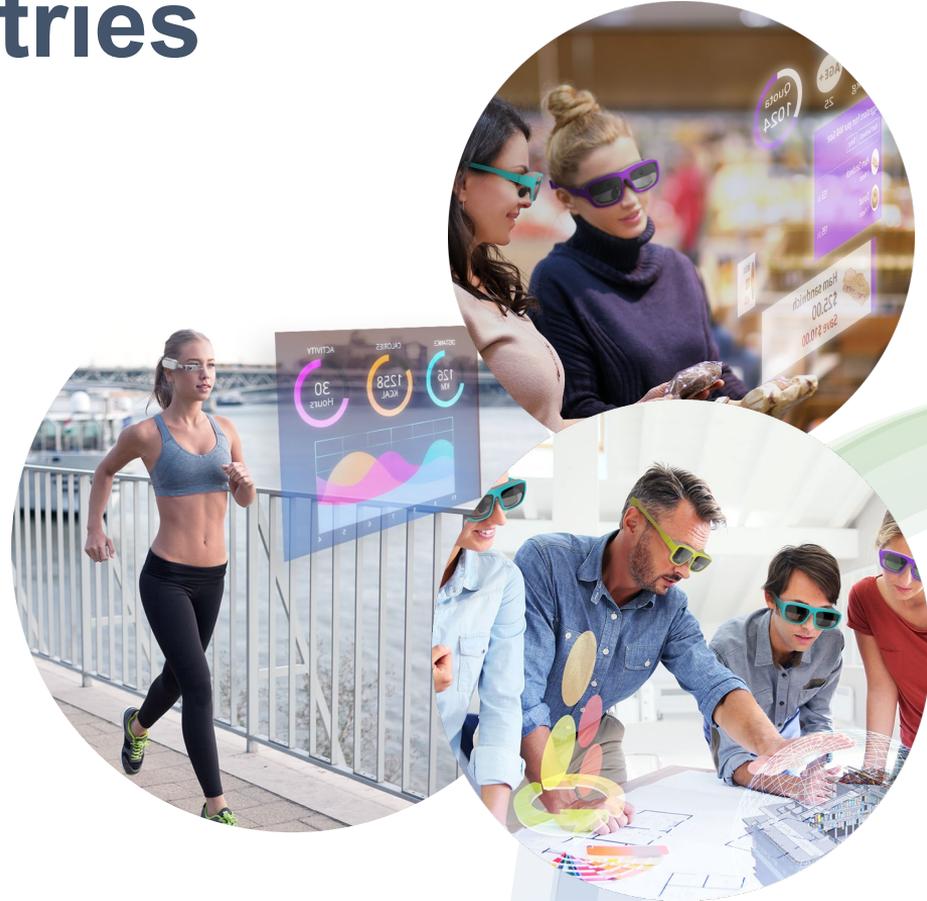
How 5G Benefits MR Industry

BIG Boost in Mixed Reality Devices

The blazingly fast speed and seamless connectivity of 5G gives a big boost of the adoption of Mixed Reality Devices in consumer market.

5G Drives Amazing Use Cases Across Industries

- Marketing and Advertisement
- Education and Training
- Media and Entertainment
- Retail
- Repair and Maintenance
- Aviation Industry
- Medical and Health Care
- Manufacture
- Logistics and Warehousing

- And More … !

B2C Use Case: Entertainment and Media

- Video and TV Live Streaming Services such as Netflix and Amazon Prime are all the rage!

- 5G supports smooth and fast streaming of UHD video formats such as 4k and 8k

- Advanced graphics in 360 degree video, 3D holograms, and 3D live broadcasting

- Enhance Immersive digital experience such as AR VR MR, current network cannot meet the bandwidth and latency demand of these technology!
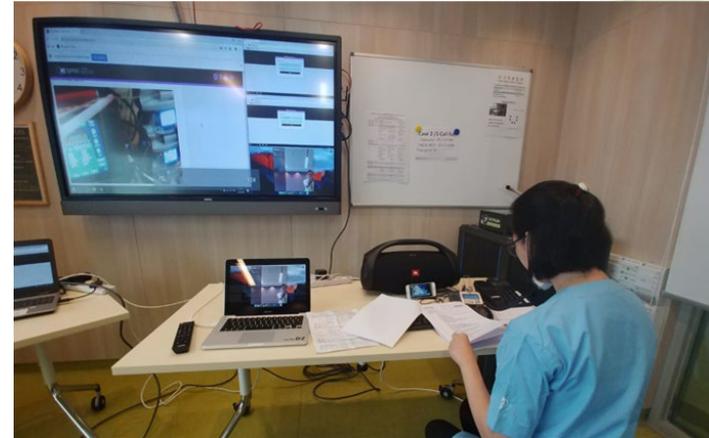
B2C Use Case:
Gaming Industry

- New Era of Cloud Gaming

- Super low latency greatly reduces any delay or lag time in games, provide gamers with a stable and reliable connection

- 5G kicks up MR industry, by further boosting the MR gaming experience through super fast download speed of data intensive 3D models and enhanced Spatial Computing

- Stable and Reliable connection supports professional service such as eSports, it also provide immersive and realistic live stream to it's viewers
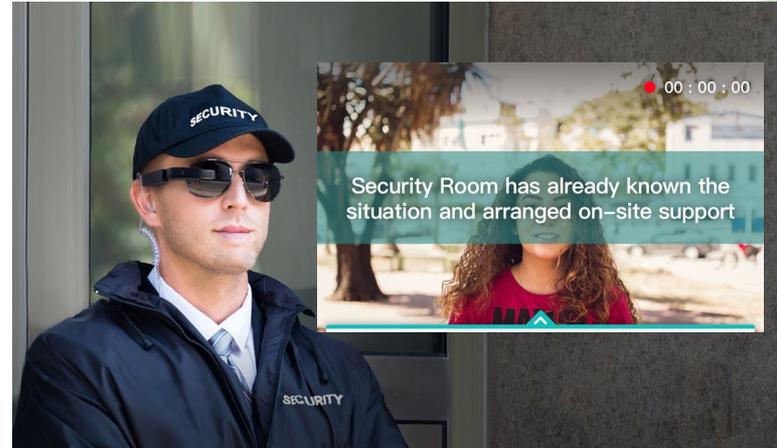
B2B Use Case: Remote Workforce

- Supports launching of UHD video communication service and AR VR meeting, which stimulates interpersonal interaction

- Able to manipulate huge amount of objects and data intensive work in real time

- Boost experience of remote video assistance platform such as ME Support with stable connection and HD video quality, even when workers are far away from sensor* Compared to 4G

- 5G boost full capabilities of Telemedicine, such as advancing remote consultations and assessments of patients, transmission of large image files like MRIs, supports reliable and real time remote monitoring, which is critical for different situations

B2B Use Case:
Smart Cities

- 5G allows cities to enhance management and operation of different public services such as infrastructure, transport and financial system. It supports quick transmission of data from sensors around the city to central monitoring location in real time.

- Facilitate real time data analysis of CCTV that's coupled with biometric software. Allow us to identify dangerous situation quickly

- 5G's wide network coverage and high capacity ease adoption of different new technology and opens possibilities in different sectors such as autonomous driving and real time AR content overlaying in public

B2B Use Case:
Smart Manufacturing

- Real time information about equipment performance and status. Support execution of intelligent machine learning algorithms, predict which parts of equipment is about the fail

- Enable efficient remote training support to workers with simulation of complex situations in a safe environment

- Advanced and speeds up visual recognition of robotic systems to inspect products for quality control in high accuracy

- 5G's increased capacities allows manufacture to host greater number of devices

Disconnect spark plug