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## **GTT Group to Sell Augmented Reality Patent Portfolio**

Portland, Oregon (September 2016) -- Global Technology Transfer Group, Inc. (GTT Group), the premier provider of patent brokerage and patent transaction advisory services to information and communication technology companies worldwide, announces the availability of the Augmented Reality Patent Portfolio.

The portfolio contains two issued US patents and one US application. The claimed inventions are relevant to a number of applications such as mobile gaming, mobile apps, VR/AR headsets and navigation.

Inventions in the portfolio claim methods for combining video images based on the viewer's position to create an augmented reality experience. These inventions have been adopted in and are relevant to mobile gaming applications. Augmented reality applications that use real world locations as they are happening and leverage smartphone optical (camera) and position sensors to display images in a fixed location are of particular significance. Virtual reality headsets have embedded the patented technology when utilizing a camera to enable viewing of live video with modifications, such as animated characters or 3D objects. The invention has been applied to navigation applications with a live video feed that contain navigation features, such as turn-by-turn directions, or visual aids.

Augmented Reality has matured from a niche technology with limited applications into a technology with many consumer-facing applications that have an enormous impact on user experience. Major technology companies are investing heavily in offerings in the Augmented Reality market, which Digi-Capital has projected to reach \$120 billion in annual revenue by 2020.

“Current applications of augmented reality vary widely from gaming to healthcare,” said GTT Group Director of Asset Services, Andrew Godsey. “As the technology continues to develop, it will play a major role in how people see the world around them.”

GTT Group has prepared materials to illustrate the value of the portfolio. To receive more information about this opportunity, please contact Andrew Godsey. All inquiries will be kept confidential.

GTT Group will approach potential buyers and provide materials explaining the strategic advantages of acquiring the portfolio. In addition, GTT Group's experts are available to discuss the strengths of the patents and evidence of use in the market. The portfolio will be sold at a private auction in November 2016.

**About Global Technology Transfer Group, Inc.**

Global Technology Transfer Group, Inc. is a patent analysis and transaction advisory firm. The company's corporate headquarters are in Portland, Oregon.

For more information, visit GTT Group at: [www.gttgrp.com](http://www.gttgrp.com)

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