



Leader in Patent Analysis and Transaction Advisory Services

Augmented Reality Portfolio

Patent Acquisition Opportunity

The information in this package is provided for the sole purpose of supporting the independent evaluation of these patents by prospective buyers, and does not constitute legal opinion or representation. Any discussion of the potential use of the patented inventions by particular products is for illustration purposes only and is not intended to be, nor should they be construed as, notice of, or any form of accusation of, infringement of any of the indicated patents by any products. In addition, the materials provided by GTT Group are copyrighted material and are intended for use by the receiving party solely for their use in determining whether to purchase the patents offered for sale by GTT Group and their participation in the sales process run by GTT Group.

Primary Contact

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Augmented Reality Portfolio



Patent

2 US Patents
1 US Applications

Relevant Markets

Mobile Applications
Mobile Gaming
Virtual Reality Equipment
Navigation Applications

Evidence of Use

GTT Group has developed EOU materials that are available under NDA.

Offer Deadline

November 17, 2016

Contact GTT Group

Andrew Godsey
Director, Asset Services
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Opportunity Summary

- GTT Group is exclusively representing the sale of 2 issued US patents and 1 US applications.
- Inventions in the portfolio claim methods for combining video images based on the viewer's position to create an augmented reality experience. Examples of adoption include:
 - Mobile gaming applications that utilize smartphone cameras and position sensors to display characters in a fixed location in the real world.
 - Virtual reality headsets that utilize a camera to enable viewing of live video with modifications.
 - Navigation applications with a live video feed that provide a user with navigation features, such as turn-by-turn directions, by enhancing the captured image with visual aids.
- GTT Group has developed evidence of use (EOU) materials that are available for qualified purchasers. Please contact GTT Group for further information.

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Augmented Reality Market

- Augmented Reality has matured from an esoteric technology with limited applications into a technology with many consumer-facing applications that have had an enormous impact on user experience.
- Major technology companies have been investing heavily in offerings in the Augmented/Virtual Reality market, which is projected to reach \$120 billion in annual revenue by 2020.
- While the gaming industry has been one of the most recognized markets for the adoption of augmented reality, current applications of the technology vary from interior design to healthcare applications.
- The claimed inventions cover widely adopted methods of implementing augmented reality that will only continue to grow in importance as the technology develops further.



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Transaction Structure

Seller prefers an all-cash transaction.

Bidding Deadline

All interested parties should plan on placing an offer by November 17, 2016.

Submitting an Offer

Offers should be submitted in writing from an authorized party stating the price offered and any material condition to closing.

Pricing

No price floor has been set. Seller reserves the right to accept any offer and refuse any and all offers in its sole and arbitrary discretion. GTT Group is able to provide value guidance to qualified interested parties.

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Non-Notice

Seller has agreed that the information provided to prospective purchasers throughout this sales campaign will not be used in any legal or administrative proceeding directed to enforcement of any patent associated with the Augmented Reality Portfolio.

Evidence of Use

GTT Group is prepared to discuss market adoption and present claim charts to interested parties under Seller approved non-disclosure agreement.

Encumbrances

No encumbrances exist for the Augmented Reality Portfolio.