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GTT Group Announces the Availability of a Virtual Reality and Wearables Patent Portfolio

Portland, Oregon (March 2017) -- Global Technology Transfer Group, Inc. (GTT Group), the premier provider of patent analysis and transaction advisory services to information and communication technology companies worldwide, announces its appointment as the exclusive representative and divestiture advisor relating to a pioneering patent portfolio concerning virtual reality (VR) and wearable technologies.

The portfolio contains 4 patent families, including six issued US patents and 13 foreign assets. Other jurisdictions include China, Japan, Korea and Europe.

According to Digi-Capital, the VR market will reach \$30B by 2020, up from around \$1B in 2016. Business Insider forecasted that 8.2 million VR headsets shipped in 2016. The majority of the headsets being shipped are “mobile” headsets that are designed to be used with a smartphone as opposed to “full-feature” headsets that are designed to be used with PCs and game consoles.

One family in the portfolio contains inventions that cover a VR headset with attachable components, such as a camera and microphone. The patent relates to both mobile headsets that utilize a smartphone’s camera and microphone or full-feature headsets that have attachable components. GTT Group has developed materials to illustrate adoption of this patent by major market participants.

One application of VR technology has been in product research and development. In virtual environments, companies are able to analyze customer behavior and test products prior to spending money on physical development. VR research solutions have been used in various contexts, such as product placement in retail spaces and automotive design. The use of VR technology in product design and market research can be expected to increase with the growth of the VR market and its enterprise applications. The portfolio contains inventions that provide methods for performing VR research and are applicable to product manufacturers and vendors of VR marketing services.

According to CCS Insight, the Wearable Technology market will reach \$34B, up from \$14B in 2016, with 411 million devices sold. Fitness trackers and smart watches currently dominate the market, accounting for nearly 75% of the market value. As consumers become more comfortable with wearable technology other segments such as wearable cameras, eyewear, smart clothing and jewelry, are expected to increase in market share.

The portfolio contains one family with inventions that will be important in the development of next generation wearable technology, such as smart clothing. The inventions relate to

wearable components where the antenna is built-in to material rather than using a more expensive metal device. For example, the patent would be applicable to a wearable sensor built into clothing using a carbon fiber layer as the antenna. There is potential for future use in applications such as fitness apparel, wearable cameras and emergency beacons.

“The development of wearable and virtual reality technologies is rapidly changing how we interact with the world around us,” said GTT Group Director of Asset Services, Andrew Godsey. “The portfolio we are representing has patents that are currently being used and patents that will likely be very important to the wearable and VR market for years to come.”

To receive more information about this opportunity, please contact Andrew Godsey. All inquiries will be kept strictly confidential.

GTT Group is approaching potential buyers and providing materials explaining the strategic advantages of acquiring the portfolio. In addition, GTT Group’s subject matter experts will be available to discuss the strengths of the patents and applications in the market. Offers to acquire the portfolio should be submitted by April 28, 2017.

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

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