VR/AR ASSOCIATION

ECOSYSTEM REPORT:

SAN FRANCISCO

25+ companies featured, 100 listed

As the world's technology epicenter, **San Francisco and Silicon Valley** have become hotbeds for VR and AR.

VRARA positions companies of all sizes to capitalize on this next major computing platform shift.

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Foreward

SF/XR: History Repeats

Tech revolutions seem to happen all at once. But in reality, it's often a gradual progression of factors. And sometimes they happen in the unlikeliest places.

The first computing revolution was set in motion by eight embittered electrical engineers who were under the management of a domineering founder named William Shockley. Starting a now-prevalent trend, the "traitorous eight," left well-paying jobs to found Silicon Valley's first startup in 1957: Fairchild Semiconductor.

These engineers included Robert Noyce and Gordon Moore who later co-founded Intel. Moore wrote the law that's defined chip-based computing and technological progression to this day. They also included Eugene Kleiner, who founded the industry's most prolific venture capital firm among other things. Altogether, they branched out from Fairchild -- the original tech 'mafia' -- to seed AMD, National Semiconductor and ultimately what we now know as Silicon Valley.

More importantly, those seeds took root in fertile conditions. A combination of weather, network effect and educational institutions reinforced the region's talent inflows, tech transfer and concentration of knowledge. Revolutions kicked off every 10-15 years: mainframe computing, the PC, the commercial internet and the smartphone era.

It is now on that same soil where the next revolution is underway. And, like the gradual progression of events that started with the traitorous eight, the XR revolution continues to emit sparks all around us. First ignited by Facebook's 2014 acquisition of Oculus, something big is happening.

It's happening behind the walls of glass cities in Cupertino, Mountain View and Menlo Park; nondescript office parks in San Mateo, Dorm rooms in Berkeley and co-working spaces throughout San Francisco. WeWork is the new HP garage.

There's even a good chance that one of the companies that defines the next era of technological innovation and Silicon Valley lore is a member of the VR/AR Association. We see tremendous creativity, innovation, and pedigree at companies like 6D.ai, Ubiquity 6, Avegant, Umbra, Kineviz and Portico. We see individuals carrying the XR torch and creating value such as Amy LaMeyer, Amy Peck, Kristin Dragos, Annisa Kau, and Rika Nakazawa.

We now publish this report to document, give credit to, and provide a map for those future (and current) all-stars of Silicon Valley. They sprout from fertile soil, with a birthright, and responsibility, to design the technology that will drive the world's progression and economic growth. With 60 years of evidence, we believe probability and statistics theory apply to regional innovation: past behavior is a good indication of future outcomes.

-- **Mike Boland**, Founder & Chief Analyst, ARtillry Intelligence. SF Chapter Co-President.

-- **Emily Olman**, Co-Founder & CEO, SpatialFirst. SF Chapter Co-President.

ARtillry

Summary

ARtillry is a publication and intelligence firm for AR & VR. Through writings and multimedia, it provides deep and analytical views into the industry's biggest players, opportunities and strategies. This takes form in a weekly newsletter and daily coverage on artillry.co (free), as well as monthly reports, deeper analysis, and data archives through a subscription-accessed intelligence vault (paid).

Contact

https://artillry.co

mike@artillry.co

Type of Company

Publication and intelligence firm for AR & VR

Customers

XR Startups
Larger tech companies exploring XR opportunities
Media companies
Investors
Brands & creative agencies

Size of Company

How many employees: Less than five
Revenue: N/A

Why are you in SF?

It's the epicenter of the XR universe, and thus ripe with subject matter, clients, partners and subscribers.

What do you want/need/hope for/from the SF ecosystem?

Companies whose level of invested time and money in XR compel them to seek a more informed and data-supported position for their strategic planning and marketing.

ASA Digital

Summary

ASA DIGITAL offers specialized Manual QA & Testing solutions for VR/AR content with a focus on UX and creative execution. Our QA for VR services are tailored to high-production value creative content.

No automation, no virtualization, no crowdsourcing, we have trained & specialized staff and actual hardware. We stock all the headsets and 100+ mobile devices in our QA labs.

Our tests cover cross-platforms deployment, hardware performance, usability, multiplayer over LAN/WAN, biometric data capture, physical response, ...

Contact

https://www.asadigital.net/en/qa
sacco@asadigital.net

Type of Company

VR/AR/XR specialized Quality Assurance and Testing solutions.

Customers

Types (verticals):
Any creator of VR/AR content: B2B, Entertainment, Gaming, ...
Distributors of VR content
VR/AR Hardware manufacturers and software developers

Names: Within, Retinad, VISYON360, IMEX, Pico,Metanout, Left Field Labs (Google), TBWA Group, ...

Size of Company

How many employees: 10 - 15
Revenue: N/A

Why are you in SF?

Being in SF allows us to engage with the VR/AR industry key players and ecosystem in the Bay Area in terms of platforms, tools & investors, and in nearby Los Angeles we connect with the entertainment and creative side of the VR industry.

What do you want/need/hope for/from the SF ecosystem?

Clients, Partners, Staff, Investors, Media, Conferences, etc.

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![Atheer logo]

Atheer

ATHEER

Summary

Established in 2012, Atheer produces an enterprise-grade, Augmented Reality platform that is ubiquitous across computing devices and operating systems - enabling contextual, predictive and prescriptive guidance, remote digital collaboration, digital asset management and performance analytics using a natural, multimodal interaction paradigm.

Our products are designed to improve the productivity, quality, accuracy, and safety of industrial workers. Atheer's award-winning platform provides "See What I See" video collaboration and taskflow management to empower the 21st century workforce in areas such as Automotive, Industrial, Logistics,

It is one of the most hardware-agnostic Augmented Reality platforms available for the industrial enterprise, with announced support for solutions using Windows 10, Microsoft HoloLens, and Android-based smart glasses and head-mounted devices (including those offered by ODG, Epson, Vuzix, RealWear) Samsung's popular S2 and S3 tablets.

Contact

Theo Goguely
tgoguely@atheerair.com

Type of Company

Enterprise AR Software Platform

Customers

Dealer Service - Porsche
Manufacturing - Nestle Waters
Logistics and Warehousing - DB Schenker
Utilities - EPRI, Duke

Size of Company

How many employees: <50 employees
Revenue: N/A

Why are you in SF?

The ideas, innovation and energy is what got us started here, and we've stayed for the engineering talent, dynamism, and velocity this area has to offer.

What do you want/need/hope for/from the SF ecosystem?

Partnerships to build a broader and more complete AR platform offering for our customers.

C.A.R.E.® VRx - Healing HealthCare Systems, Inc.

Summary

Healing HealthCare Systems is the premier producer of nature video and instrumental music specifically designed to create healing environments for patient care. Our flagship program, The C.A.R.E. Channel (Continuous Ambient Relaxation Environment) is now broadcast in more than 900 healthcare facilities in the U.S. and abroad. C.A.R.E. VRx is our newest product -- providing a fully immersive experience that allows patients to explore and interact with nature in a 360-degree world right from their hospital bed.

Contact

fcorl@healinghealth.com

Type of Company

Nature video and instrumental music specifically designed to create healing environments for patient care

Customers

Nurse executives, nurses, patient experience officers, chaplains, office managers

Size of Company

How many employees: 18
Revenue: N/A

Why are you in SF?

We are headquartered in Reno, Nevada, and San Francisco is the closest, most active chapter. We also have many customers in the Bay Area.
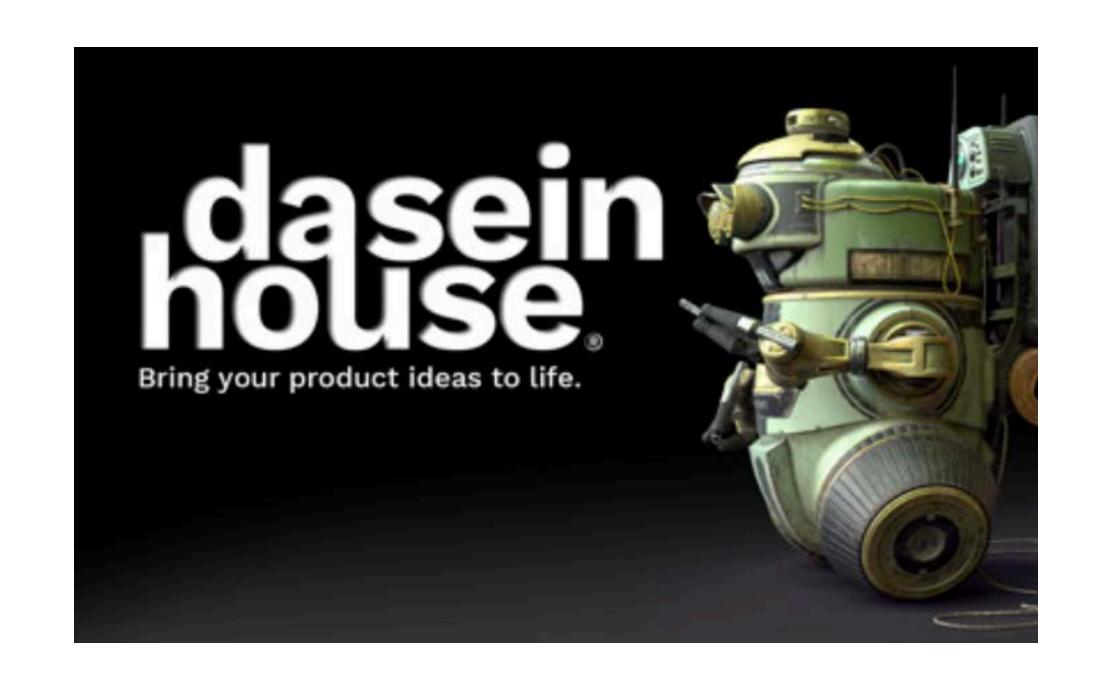
What do you want/need/hope for/from the SF ecosystem?

We hope to network and learn from the SF ecosystem. To stay on the cutting edge of what is happening in virtual reality for patient care.

Dasein House

Summary

Dasein House is a self-funded company in Palo Alto that builds AR photorealistic product demonstration packages for customers to show their products in action, in real-time and in AR space using a mobile device or Magic Leap One.

Contact

info@daseinhouse.com

Type of Company

Content services

Customers

B2B, B2C

Size of Company

How many employees: <5
Revenue: N/A

Why are you in SF?

The SF Bay Area is full of talented people in business and technology excited to make new things and share ideas. It's where innovation is happening and we would like to help realize them.
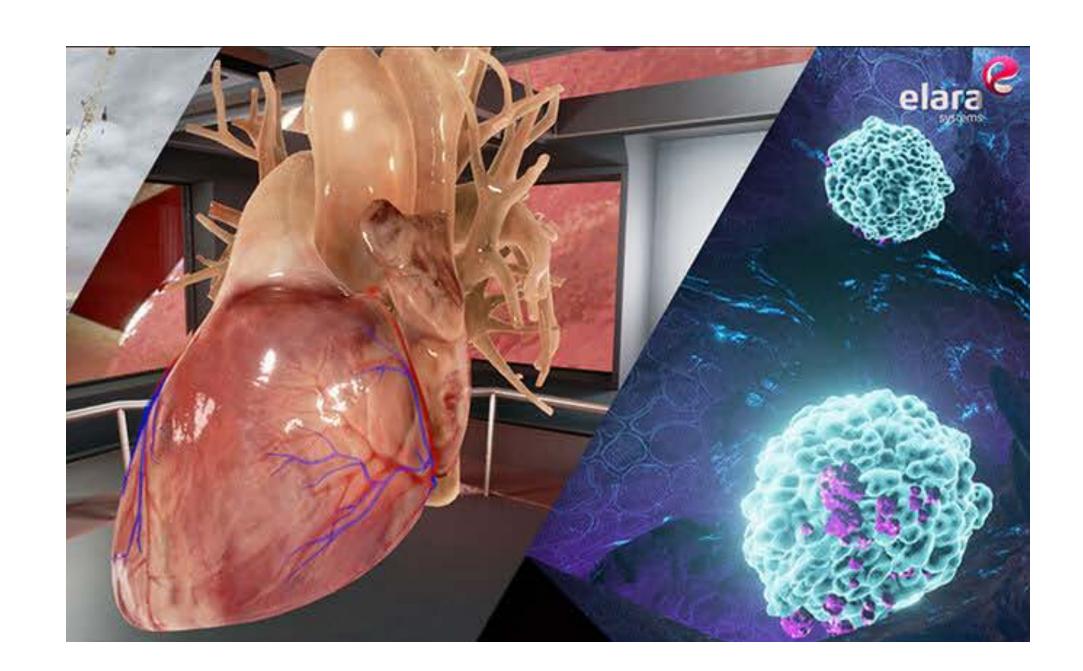
What do you want/need/hope for/from the SF ecosystem?

It's no secret that the SF Bay Area is buzzing with excited innovators with no fear of a challenge. These innovators will need equally fearless partners to help them communicate and demonstrate those ideas to potential customers, investors and stakeholders. We're here to work with anyone who needs AR presentations of these innovative product ideas.

Elara Systems

Summary

Elara is a strategic creative agency that develops creative digital content for medical device, pharmaceutical, and industrial markets. We are based in Northern California with satellite offices to service a global clientele.

Contact

www.elarasystems.com
info@elarasystems.com

Type of Company

Strategic + Creative

Customers

Elara is a strategic creative agency specializing in understanding and executing engaging + visionary solutions for our partners. As a leading digital content creator in the medical device, pharmaceutical and industrial markets, we pair creative + technology to solve the unique needs of each client.

Size of Company

How many employees: 25
Revenue: N/A

Why are you in SF?

Elara draws top talent and technology from the Bay Area, but is nestled in the northern California foothills near Sacramento. Elara does business globally and supports the SF ecosystem as an outpost of top talent working on high profile VR projects with affordable living and proximity to SF, Napa, Tahoe, and an emphasis on an elevated quality of life.
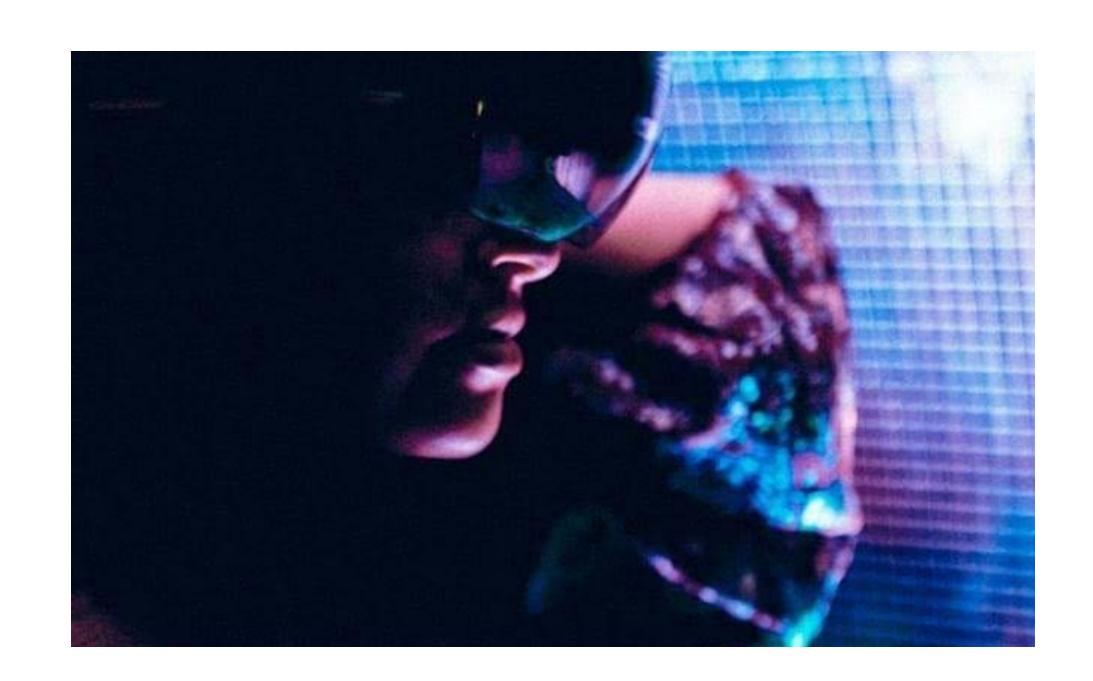
What do you want/need/hope for/from the SF ecosystem?

Elara strives to extend the sphere of the SF ecosystem and provide an alternative live-work balance while matching the innovation and quality of talent. We are fortunate to be able to relocate or contract with the best talent in the world and provide opportunities for artists and developers.

Enklu

Summary

Enklu is the operating platform for enterprise location based experience in augmented reality on Hololens and iOS. Exhibits, attractions, galleries, and museums are using augmented reality to enrich well-loved experiences and make them more accessible. Enklu accelerates this digital transformation with an out-of-the-box solution for creating and operating high quality augmented reality experiences.

Contact

contact@enklu.com

Type of Company

Software

Customers

Location based entertainment for enterprise

Size of Company

How many employees: 5
Revenue: N/A

Why are you in SF?

SF hosts a thriving technical art scene which provides both the world's greatest talent pool for immersive experience design and engineering and a thriving ecosystem to develop our product.
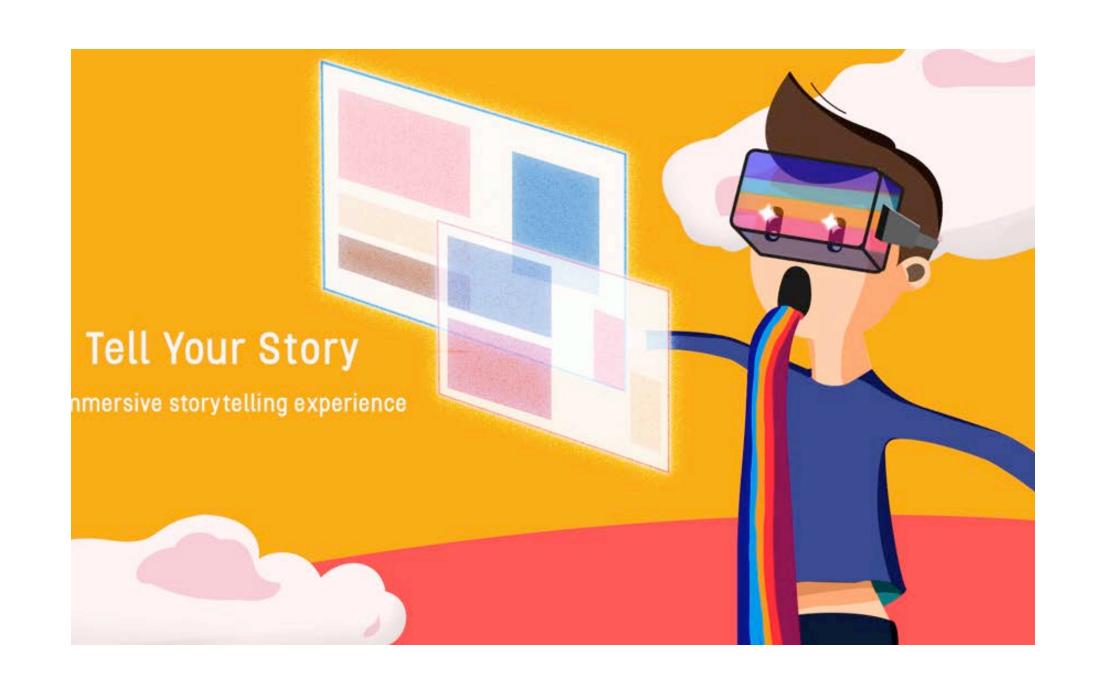
What do you want/need/hope for/from the SF ecosystem?

For Enklu, the SF ecosystem contains epicentres of cultural innovation in the form of icons like The Gray Area and technical innovation in the form of Microsoft's Reactor Studio. Enklu thrives where culture and technology merge to create new a medium of interactive expression and immersive experience.

EpixVR

Summary

EpixVR is a professional VR/AR content development company that specializes in creating unique and hyper-engaging work for brands and organizations. We aim to make the world a better place through the creative contents we provide. Whether it's through shedding light on humanitarian issues or advocating for eco-friendliness, EpixVR hopes to bring substantial and uplifting changes to the environment and the world around us through immersive media.

Contact

https://www.epixvr.com
info@epixvr.com

Type of Company

Services and content

Customers

NGO, Non-profit, Universities, Education Provider, Hardware Producer

Size of Company

How many employees: 9
Revenue: N/A

Why are you in SF?

SF is a great talent hub and the center of innovation. It provides rich resources as well as like-minded individuals that allows for this new technology to thrive. We are here for the environment and the opportunity.

What do you want/need/hope for/from the SF ecosystem?

More meetups with industry professionals as well as provide more educational seminars to those that is unfamiliar with AR/VR to learn how they can use this technology.

Extality

Summary

With a history of over 60 million app downloads, Extality's world-class team of dedicated industry professionals has decades of combined experience developing interactive media—delivering innovative, reliable solutions to organizations facing complex AR/VR/MR challenges. As an early-adopter and pioneer, Extality is an experienced provider in the design and development of applications for AR/VR. Our deep knowledge of high-performance 3D application development ensures our clients the best-looking and best-performing projects available.

Contact

www.extality.com
hello@extality.com

Type of Company

AR/VR Enterprise Software Solutions

Customers

We specialize in Magic Leap development, but are platform agnostic. Our customers are enterprises looking to bring AR/VR/MR innovation to their business processes.

Size of Company

How many employees: 13
Revenue: N/A

Why are you in SF?

Access to ideas, innovation, customers and talent. Incredible gatherings of entrepreneurs and enterprises alike.

What do you want/need/hope for/from the SF ecosystem?

I'd love introductions to potential partners/customers that are looking for an expert guide to help them explore innovation in mixed reality.

Flow Immersive

Summary

Flow is an enterprise SaaS company focused on tools to deliver messages that stick. You can create web-based VR experiences where your presentation ideas, information and data stories become an AHA! moment, understandable in seconds. We focus on symbolic information, looking beyond reproducing costly real world and fantasy worlds. Our VR experiences focus on everyday communication, whether training, a sales meeting, at a trade show, or supporting an important cause. This is everyday VR, leveraging brain science to teach complex relationships and blending easily into the corporate workflow or sales cycle, particularly on mobile VR.

Contact

http://flow.gl

info@flow.gl

Type of Company

Services and content

Customers

Types: Enterprise, NGOs, Learning & Development, Immersive Journalism

Names: Cisco, Deloitte, Haufe Group, One Identity, Singularity University

Size of Company

How many employees: 8
Revenue: N/A

Why are you in SF?

San Francisco is the hotbed of new tech, especially software, and it feels like there is no other place so filled with forward-thinking can-do attitude. Connections to customers, investors, and technologists generate an innovation breeding ground.
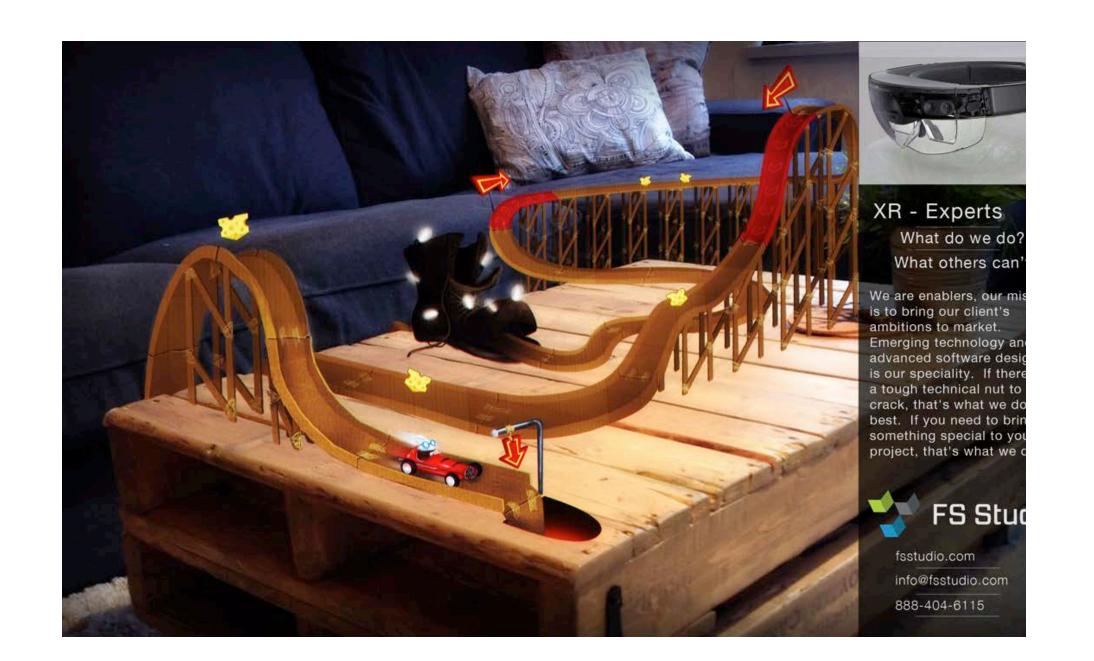
What do you want/need/hope for/from the SF ecosystem?

I hope for the SF ecosystem to see beyond its immediate interests and throw a wider net of how to define VR, and therefore how VR can influence the world's challenges.

FS Studio

Summary

Software Services and Content development, Advanced Technology and Products Design. Specialty software consulting firm that bring advanced engineering to both establish and unique hardware. We can bring custom systems engineering and integration to customers XR projects. Beyond simply developing for established commercial VR and AR platforms, we can help incorporate custom hardware and software. We are also subject matter experts in VR and AR and have produced training and instructional design materials on the subject.

Contact

info@fsstudio.com

Type of Company

Hardware, software, services, content

Customers

Types: Toys, technology, automotive, consumer Products

Names: Hasbro, Spin Master, Leap Frog, Virgin Orbitz, PBS Kids, Unity Technologies, Google, Samsung, Jaunt, Clorox

Size of Company

How many employees: 30
Revenue: +/- $3MM/yr

Why are you in SF?

Primarily for two reasons, access to the best technology talent and access to the most innovative companies and clients. This is not hyperbole, we obviously work with the best talent we can find, but consistently talent that is working on the newest technology is much easier to find in the Bay Area then just about anywhere else. The customer base for the work that we do is also a better match. We concentrate on emerging technology and companies looking for those services are either headquartered here or have a strong R&D presence in the Bay Area.

What do you want/need/hope for/from the SF ecosystem?

Community, sharing ideas, support and positive partnerships. What I have found is that the Bay Area is a very supportive community where people and companies are willing to share their thoughts and time because they love what they do. When you love what you do, you naturally reach out to others and want to learn what they are doing and express what you are doing. I've found mentors willing to selflessly give their time and business partnerships willing to share contacts and leads.

Geopogo

Summary

Geopogo: 3D Made Simple.

Our new product is Pogopods: Architecture Made Simple. We are developing Pogopods software for designers, builders, and their clients to build, render, view, and share 3D architectural spaces in real-time, saving time and money by improving user experience. Users can easily and quickly design 3D architectural spaces on desktop, AR, and VR with minimal training, providing a professional-level 3D design tool to all types of users. Pogopods will be available by subscription in late 2018.

Pogopods combines into one product the individual strengths of our competitors:

· 3D drafting
· 3D rendering
· VR/AR viewing
· VR editing

Pogopods adds:

· Import/Export with other 3D drafting software
· Collaborative creation in VR
· Real-time rendered graphics
· AR viewer with Meta and Magic Leap
· Brand-name furniture and material assets
· Intuitive next-generation user interface

Contact

www.geopogo.com
dalpert@geopogo.com

Type of Company

3D Architectural Software

Customers

Architecture, Construction, Real Estate, Designers, and their Clients

Size of Company

How many employees: 10
Revenue: N/A

Why are you in SF?

Geopogo has its roots in the SF area, where it was founded by local residents. Our CEO and Co-founder grew up in SF and our team members live all around the Bay. Geopogo's advisors hold leadership positions in local companies and we are supported by the Tech Futures Group in Berkeley. Our company has grown through our active participation in the vibrant local AR/VR community. Geopogo is also a global company, with team members and customers from Europe and Asia.

What do you want/need/hope for/from the SF ecosystem?

Geopogo is committed to our ongoing participation in the SF ecosystem. We aim to build our growth through attracting local team members, customers, and business partners. We want to continue attracting interns from local universities such as UC Berkeley, UC Santa Cruz, and Stanford. Our team members hope to contribute their talents in architecture, computer science, 3D animation, AR/VR technology, startup business formation, and cognitive science to others in the SF ecosystem.

Hashplay

Summary

Hashplay has developed an AI-powered business intelligence platform that helps executives make sense of complex systems in real time. The patented Immersive Data Engine enables intuitive interaction with the story behind data using Mixed Reality.

Hashplay leverages the power of smart machines and human's natural capabilities. The machine processes huge streams of data and presents an accurate base story for humans to work with. Meanwhile, the human eyes and brain are wired in a way to perceive patterns and irregularities within visual structures at an enormous speed. Thus with Immersive Data, executives gain a better situational awareness with multidimensional data presented in a 360-degree environment.

Contact

https://hashplay.net
js@hashplay.tv

Type of Company

Software as a Services (SAAS)

Customers

Smart City vertical (Transportation, Logistic, Surveillance, Security, Safety Monitoring)
Oil & Gas vertical (Transportation, Logistic, Surveillance, Security, Safety Monitoring)

Size of Company

How many employees: 25
Revenue: N/A

Why are you in SF?

SF and the bay area are still the worldwide top locations of strong innovation with an exciting network and an entrepreneurial attitude that helps start-ups and young companies to thrive.

What do you want/need/hope for/from the SF ecosystem?

Exposure to innovative companies and networking opportunities that can help drive the adoption of AR, VR and Mixed Reality technology.

Imeve

Summary

Founded by Nokia OZO veterans, Imeve builds products and solutions for cost-effective production of high-quality live and real-time 360 video.

Our 360 video production software, Imeve Live, enables 6k/60fps broadcast from ZCam and OZO cameras in all major output formats including 360 and 180 stereoscopic. It features multicamera management, remote operation, live ambisonic spatial audio mixing, multi-user real-time monitoring, and built-in encoding, streaming, and recording. Imeve Live integrates seamlessly with Facebook, YouTube, and third-party distribution platforms including Wowza and Akamai. It's the professional's choice for live streaming and quick-turnaround use cases.

In addition to our software products, Imeve also offers services and solutions. We can serve as a single point of contact to architect and deploy complete 360 broadcast solutions, whether for a single-camera event capture, or a full venue buildout.

Contact

https://imeve.com
info@imeve.com

Type of Company

Software and Solutions

Customers

Types: Entertainment (Sports, Music), Enterprise (Virtual Tours, Training)

Partners:
Adobe, Avid, Facebook, Radiant Images, Mitomo, StaplesVR, 30 Ninjas, Pixel Corps

Customers:
AT&T, Verizon, Nokia, Deltatre, Dallas Cowboys, Hilton Hotels

Size of Company

How many employees: 10
Revenue: N/A

Why are you in SF?

Our co-founders led the Nokia OZO Platform team in Sunnyvale, so the core of our team was already based in the Bay Area. SF certainly has some advantages: access to our tech partners at Facebook and Adobe, lots of venture capital, and of course the weather. But salary costs are high and there's a certin myopia in Silicon Valley. We're glad to have several team members elsewhere in the world and intend to continue to grow our footprint outside the Bay Area.

What do you want/need/hope for/from the SF ecosystem?

The best thing about being here is the opportunity to collaborate with other innovators in the VR/AR space. I'd like to see some more focused events where leaders from established companies in the community can exchange ideas and get to know each other. Those of us who survived the recent "trough of disillusionment" are in it for the long haul, and we should spend more time together.
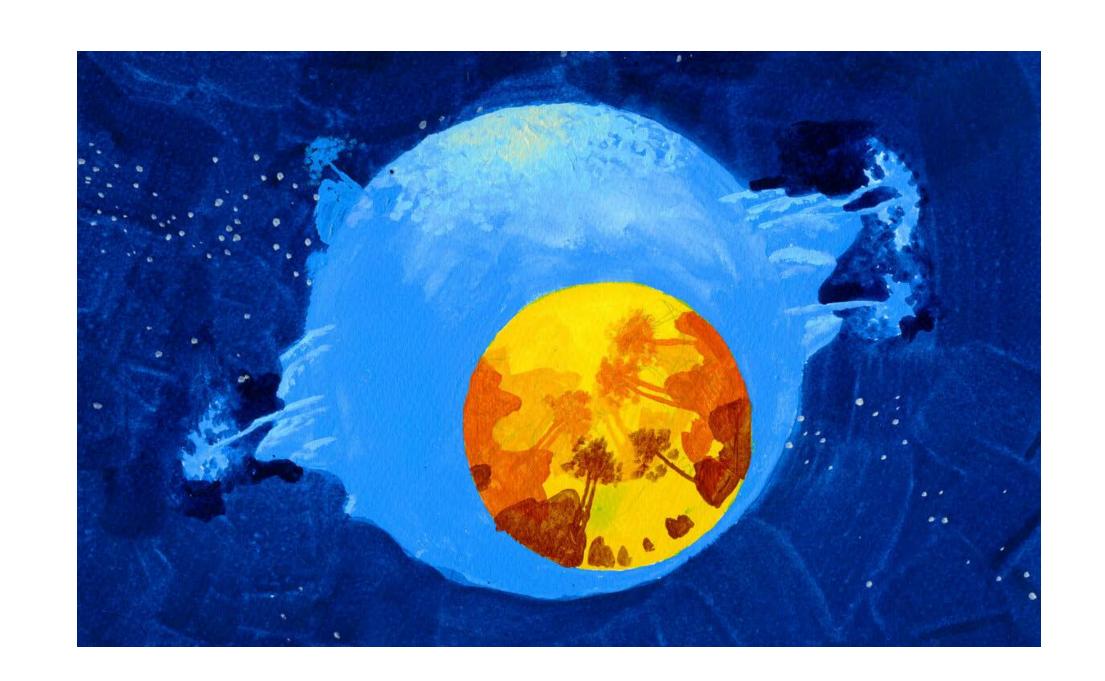
ImmersiveWorlds, LLC

Summary

ImmersiveWorlds: an augmented and virtual reality content creation and commerce platform, enabling enterprises to:

- Create dynamic, engaging experiences
- Attract customers; promote brands and new offerings
- Increase existing sales and add new revenue channels

ImmersiveWorlds:

- Hardware and platform agnostic (including mobile AR and VR)
- Sophisticated Avatar rendering and 3D clothing system
- Transaction processing, inventory/item tracking, usage demographics and analytics
- Sale of real and virtual goods and services
- Extensive CGI asset library, including entire virtual worlds at highest fidelity
- Supports thousands of simultaneous users per virtual world
- Brand controls and safeguards control content and preserve brand integrity

Contact

www.immersiveworlds.com
lhoover@immersiveworlds.com

Size of Company

How many employees: 10+
Revenue: N/A

Type of Company

ImmersiveWorlds is a software development platform and content services provider focused on Medical, Retail, Tourism and Entertainment; also supports 3rd party developers

Why are you in SF?

Talent, partners, customers
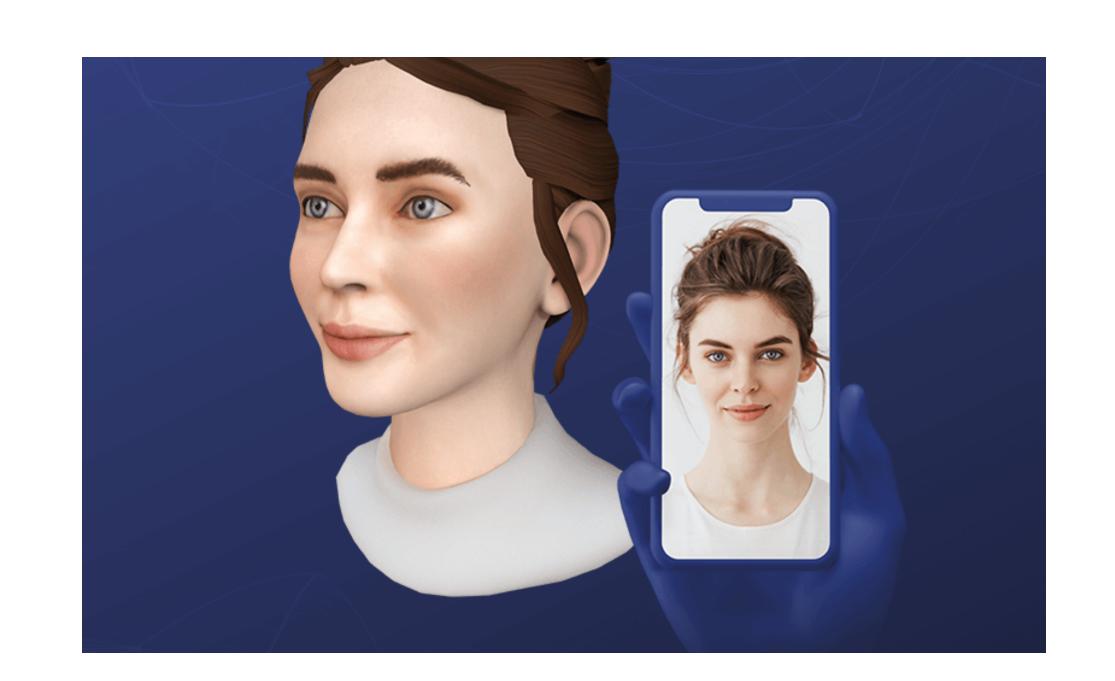
What do you want/need/hope for/from the SF ecosystem?

Talent, partners, customers

Customers

Retailers and manufacturers, healthcare providers and insurers, tourist venues and entertainment productions

Itseez3D

Summary

Itseez3D's Avatar SDK instantly creates an animated 3D model of a human head, just from a single selfie photo! It is an AI-based tool that enables developers and creatives to integrate realistic user-generated 3D avatars into games, mobile apps and VR experiences. We generate a 3D model of a head along with the set of blendshapes in the form of an fbx file. There is an option to change a hairstyle, and combine a head with a full body model. We support the majority of platforms through our cloud API, and we have plugins for Unity and Unreal Engine. The Unity plugin has an option to compute avatars locally on a desktop or mobile device (1GB RAM required). Available for desktop, console and mobile platforms at http://avatarsdk.com!

Contact

http://itseez3d.com
http://avatarsdk.com
support@avatarsdk.com

Type of Company

Software

Customers

Mobile vendors, mobile applications, 3D printing, AR and VR

Size of Company

How many employees: 10-12
Revenue: N/A

Why are you in SF?

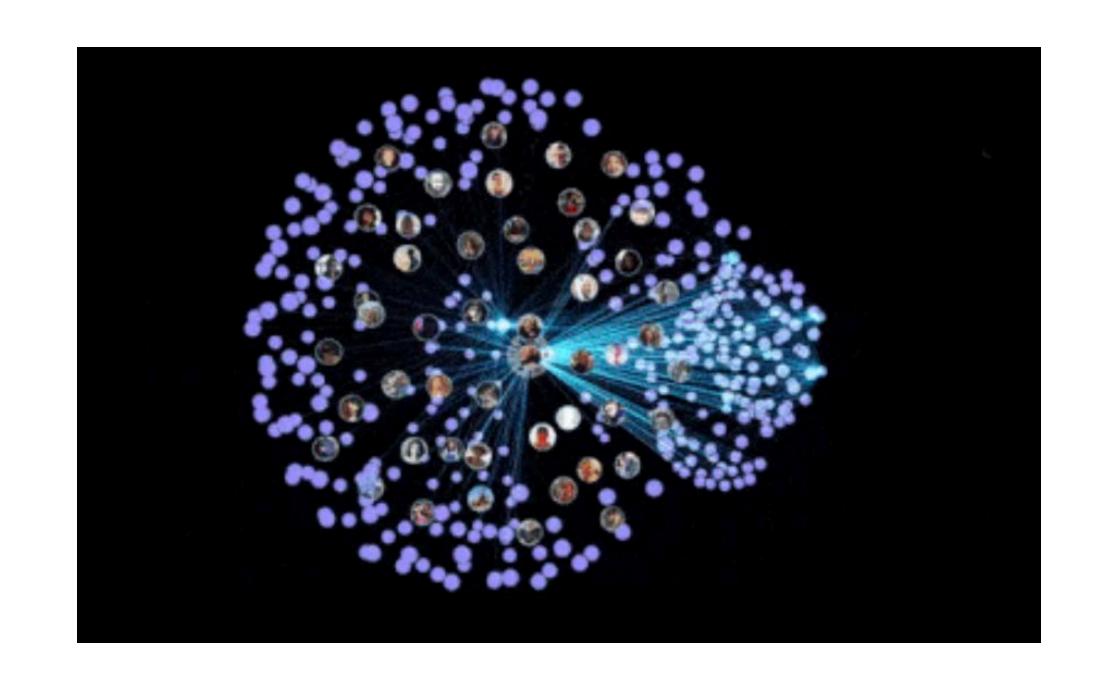Bay Area is a great ecosystem for software development in AR and VR.

What do you want/need/hope for/from the SF ecosystem?

Customers and partners.

Kineviz

Summary

Kineviz builds visual analytic tools for anomaly detection and cybersecurity. Our GraphXR software enables investigators to quickly and painlessly derive insight from big data and large graphs.

Users can combine and compare data from payment behavior, identity, geographic location, social media communications, and other sources in a single 3D environment. Quickly gain a clear picture of potentially risky users, separate the leads, and review within seconds all the trends that enable confident decision making.

✉ Contact
https://www.kineviz.com
info@kineviz.com

Type of Company
Software product

Customers
Kineviz works both with institutions like NIH and the ADL and enterprise companies like Box and Rally Health. Other clients include a multinational law enforcement agency, one of the top two social media platforms, a major medical equipment manufacturer, and one of the big four consulting networks.

Size of Company
How many employees: <10
Revenue: N/A

Why are you in SF?
Our customers, partners, vendors and community are all here—and it's where we started.

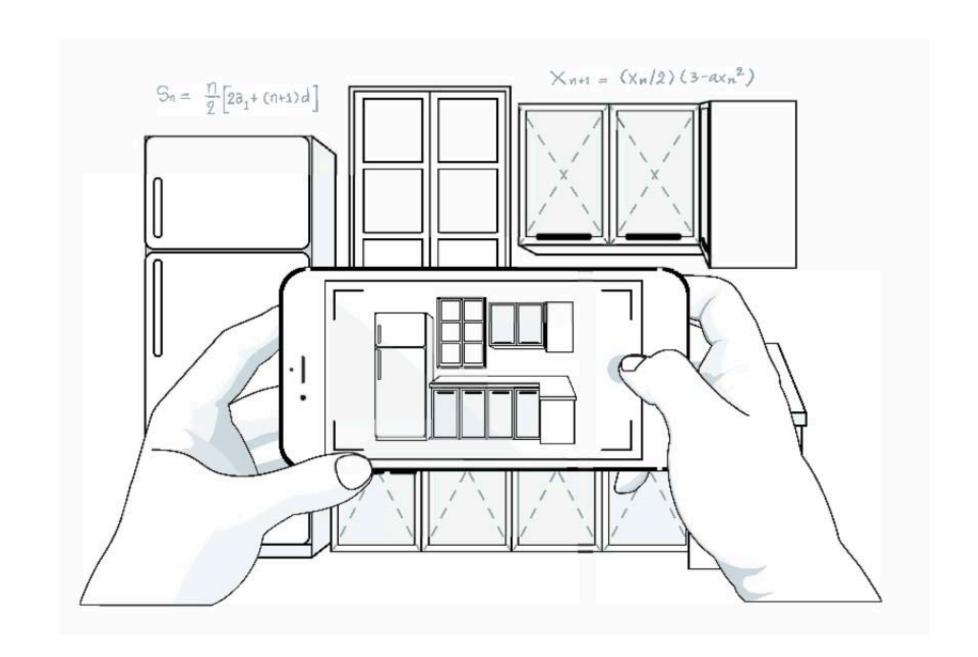### What do you want/need/hope for/from the SF ecosystem?
We hope to see standards adopted that make developing for multiple hardware platforms a lighter lift. In particular, we're encouraged to see growing support for WebXR, which we expect to become the standard for enterprise and institutional XR.

The XR community risks becoming an echo chamber. Sharing our enthusiasm with one another and increasing public awareness both have their value, but we stand to benefit the most by listening to and learning from the skeptics. The better we're able to understand and address their misgivings, the sooner we'll see mature XR solutions and mainstream adoption.

KitchenPlan

Summary

KitchenPlan.ai is developing a technology platform that will transform the kitchen renovation process and industry. Homeowners use simple mobile phone camera technology to capture their existing kitchen and blend it into a real-time digital blueprint where they can more easily collaborate with their contractor, designer material suppliers during the planning phase of their new kitchen remodeling project. Machine-Learning-Artificial Intelligence (AI) is at the core of KitchenPlan's technology. Founder, Jim Gurulé, has spent the past few years developing a unique dataset that is used as the conceptual building blocks to map & reconstruct a residential kitchen scene. Once the photo of the existing kitchen is captured, it is matched with pixels belonging to a set of defined objects within a kitchen using semantic segmentation.

Contact

KitchenPlan.ai
jimgurule1@gmail.com

Type of Company

Industry Sectors – Machine-Learning-Artificial Intelligence (AI)Mixed Reality (MR), Augmented Reality (AR) Virtual Design and Construction, Architecture Engineering & Constructions (AEC), Machine-Learning-Artificial Intelligence (AI)

Customers

Types: Residential home owners, multi-unit building owners, kitchen designers, dealers, architects, custom builders and remodelers, deconstructions, appraisers, recyclers, home improvement retailers,

Names: Habitat for Humanity, Restore's , EPAM

Size of Company

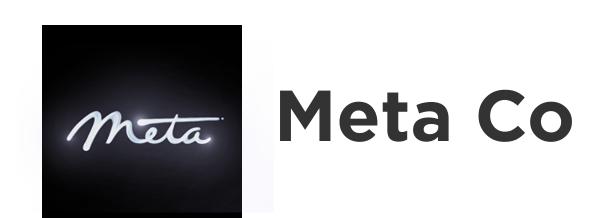How many employees: <5
Revenue: N/A

Why are you in SF?

We are in San Francisco because of its undisputed position as the technology innovation center of the world for start-up's, with both forward-thinking community of like-minded individuals & technology expertise, as well as being home to the major companies as innovation centers such as (Amazon, Google, Apple, Autodesk, Microsoft, EPAM, Samsung and many more.

What do you want/need/hope for/from the SF ecosystem?

Looking to have conversation with potential co-founder team, partnerships, developers, investors, advisory committee members/ mentorships.

Meta Co

Summary

Meta has been defining the field of Augmented Reality (AR) since its inception in 2012 and today, delivers the most immersive AR technology on the market. It builds on the principles of neuroscience to create a completely intuitive experience that transforms how people work, play, communicate and engage with each other. Delivering a groundbreaking technology that feels like a natural extension of the human body, Meta enables individuals to use their hands to create and interact with holograms that can be shared with others in the same room or thousands of miles away. The company distinguishes itself by offering the best, most comfortable solution available due to having the widest field of view and high resolution.

Contact

https://www.metavision.com
contact@metavision.com

Type of Company

Software and hardware

Customers

Today, Meta's primary focus is on software developers, with the Meta 2™ Software Development Kit (SDK) 2.7 Beta. As more applications are developed and the Meta platform evolves, the company plans to focus on business users.

Types: Developers and businesses

Names: N/A

Size of Company

How many employees: 100+
Revenue: N/A

Why are you in SF?

Many of our developers are in the San Francisco area. We draw great inspiration from the tech resources in Silicon Valley, as well as the diversity of people and cultures. The mix of backgrounds and disciplines makes for incredible collaboration in developing products that are truly innovative.

What do you want/need/hope for/from the SF ecosystem?

We aspire to make San Francisco the premier ecosystem for AR and continue to lead adoption and development of AR solutions in the VR/AR space, while encouraging talent to flow to the city.

Mirra

Summary

Mirra allows anyone to create professional quality AR and VR experiences in a matter of hours – not days, weeks or months.

Our editor is web-based, drag-and-drop, and 100% code-free. We support a huge range of content – from 3D objects and spatial audio files, to 360 images and videos, to spreadsheet data, and text in over 500 languages.

We believe in platform independence. Everything is cloud-hosted and experiences are instantly made available to both AR and VR audiences.

Creators are using Mirra for presentations, sales tools, education and training, portfolios, galleries, XR prototyping, storytelling, or just for fun.

Contact

https://mirra.co
info@mirra.co

Type of Company

Software and services

Customers

Wide array of content creators:
Corporate/Enterprise, Sales/Marketing,
Media/Content Providers/Publications,
Educators/Students, Architects/
Interiors/Designers, Real Estate/Agents/
Developers, Hospitality/Tourism,
Creative Services, Training Industry

Types: Developers and businesses

Size of Company

How many employees: 10
Revenue: N/A

Why are you in SF?

We enjoy the depth of talent and the wide array of partner businesses. While we leverage talent from around the globe, our local collaborators are best-of-breed. Hard to imagine finding the combination of natural beauty of the area, the talent base, the tech community and the design community that can be found here.

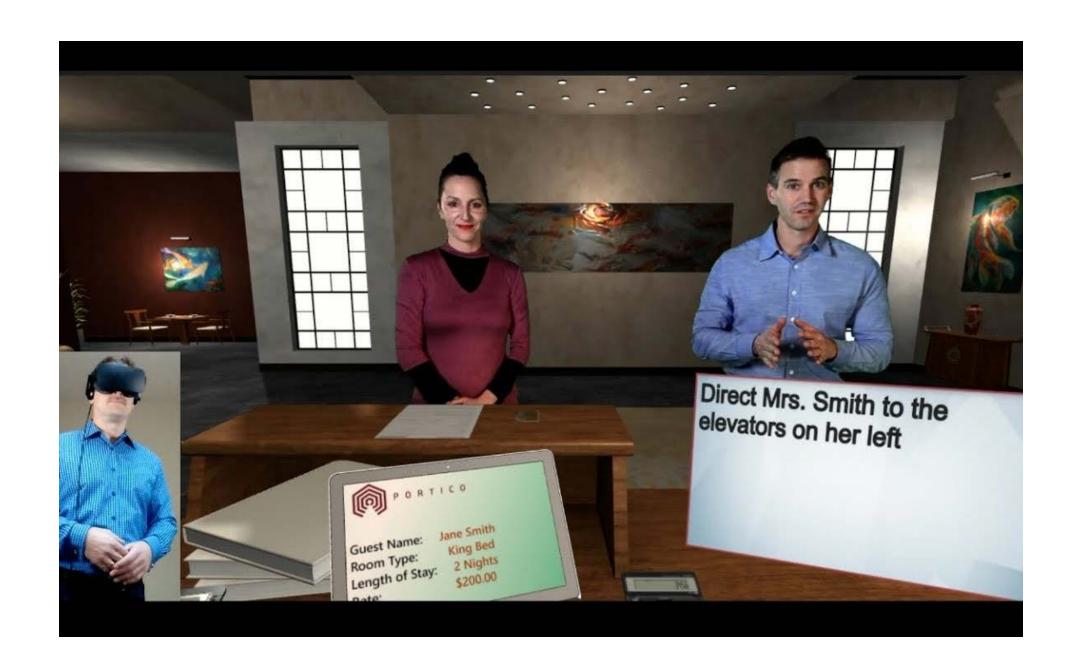**What do you want/need/hope for/from the SF ecosystem?**

We are always looking for pilot customers, collaborators, funding sources and team members. We're still very early stage and are also open to finding magical co-founders.

Portico.ai

Summary

Portico is the industry leader in soft skills and leadership/management training in Virtual Reality. Portico has developed a cloud-based role play engine that allows leaders and managers to practice and master communication skills taught during traditional training. These simulations are available at the learner's convenience on any device: mobile, desktop, and virtual reality. Learners talk directly to digital avatars powered by Portico TrueTalk AI, which provides real-time responses that make conversations seem natural. TrueTalk also features a virtual trainer that provides immediate feedback to your learners. The virtual trainer not only analyzes what was said, but how it was said. TrueTalk understands the nuance of language, determining if the statement was clearly spoken, reflective of your organization's values and process, and appropriate to the conversation.

Contact

http://www.portico.ai
info@portico.ai

Type of Company

Software and services

Customers

Fortune 1000 companies, customer service industry, safety and security, and other XR training companies

Size of Company

How many employees: N/A
Revenue: N/A

Why are you in SF?

San Francisco has always been at the forefront of technology and innovation. By creating our headquarters here in the Bay Area, we're able to draw on the enormous wealth of talent, opportunity, and collaboration that this area has always provided.

What do you want/need/hope for/from the SF ecosystem?

We believe that the San Francisco Bay Area will continue to grow and thrive as not only a leader in technology, but also as one of ideas and community. We've really enjoyed the collaborative and supportive people that we've met and worked with here in the Bay Area. We've been very fortunate to work with so many people who have a strong passion for what they do. It continually inspires us towards greatness.
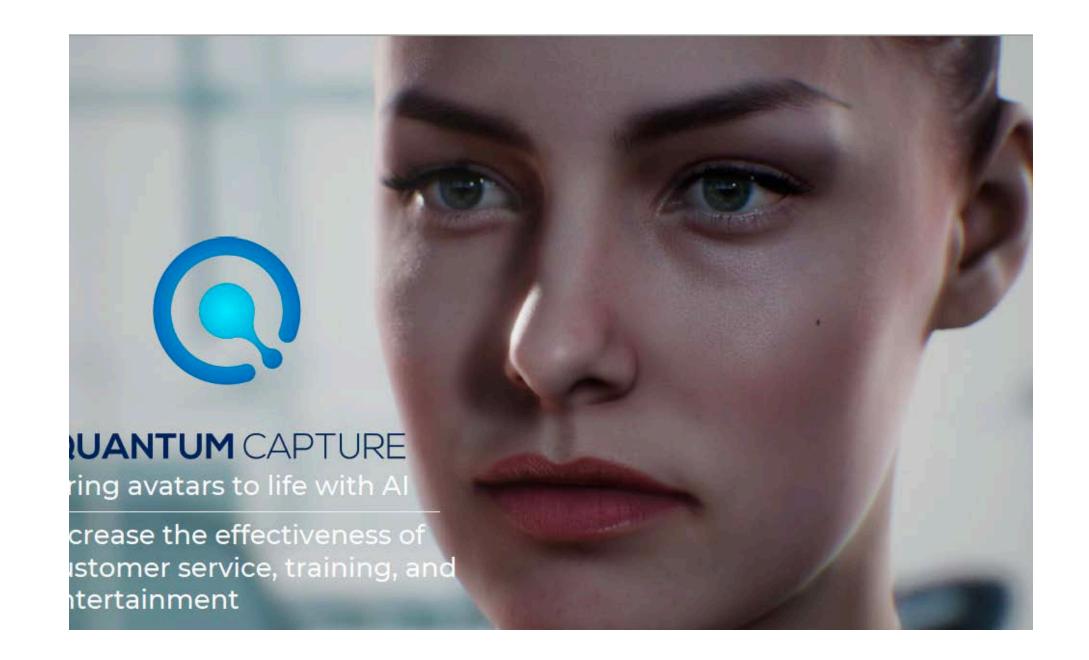
Quantum Capture

Summary

Quantum capture believes humans are the ultimate user interface, and the CTRL Human software brings avatars to life with AI. The company creates and powers high-fidelity virtual humans and avatars powered by artificial intelligence used in all types of immersive technology platforms.

CTRL Human is Quantum Capture's software platform used to power 2-way communication with avatars including, head, eye and body gestures synced with voice interaction.

Services include photogrammetry and motion capture services in our studio to create virtual humans and celebrities.

Contact

www.quantumcapture.com
info @ quantumcapture.com

Type of Company

Software product

Customers

Types: Entertainment, Customer Service and Chatbots, Enterprise Training Real Estate, Hospitality, Retail, Medical and Healthcare

Names:
Ubisoft
Sony Entertainment
WB (Warner Brothers)
Autodesk
AMD
Secret Location
Sunnybrook Health Science Center
Seed Interactive

Size of Company

How many employees: 10
Revenue: +/- $2MM/yr

Why are you in SF?

Talent recruitment, partner and customer ecosystem for software platforms, customer service chatbot systems and enterprise partners.

What do you want/need/hope for/from the SF ecosystem?

Community, sharing ideas, developer meetups, hackathons, events to showcase technology and learn from industry leaders.

Relax VR

Summary

A software development company with focus on the design and development of Virtual Reality applications to improve people's quality of life and well-being.

The company has created Relax VR, a virtual reality app that reduces stress and anxiety. It combines high quality 360° videos and virtual reality scenarios of beautiful locations, well-validated meditation techniques and soothing music to help people relax. It has recently been listed in Oculus' Top 30 all time most popular free apps.

Relax VR have been tested in two pilot studies conducted in Spain and Argentina. These studies had demonstrated its efficacy in reducing experimentally induced pain, promoting a positive mood and diminishing stress and anxiety in the general population.

Contact

www.relaxvr.co
hello@relaxvr.co

Type of Company

Software, Health & Wellness

Customers

Relax VR supports B2C and B2B2C business models. Current B2B2C customers include clinics, odontology centers, airlines and large corporations looking to provide a relaxing space to their workers.

Size of Company

How many employees: 5
Revenue: +/- $2MM/yr

Why are you in SF?

We're in SF because most of our customers are in the US, and businesses are more likely to be early tech adopters. It's also a great place to network with high quality events.

What do you want/need/hope for/from the SF ecosystem?

Continued access to high quality events and networking opportunities, as well as see greater exposure on the web from being part of the ecosystem.

Scope AR

Summary

Scope AR brings the most advanced Augmented Reality (AR) technology to your industry, driving swift, tangible improvements in cost, efficiency, and quality. Through our combination of WorkLink and Remote AR, we ensure that the right support – whether information, step-by-step guidance, or live assistance – is available when and where it's needed. And we make it available on whichever devices work best for your organization, including tablets, phones, and wearables, with the simple download of our app.

Contact

https://www.scopear.com

Type of Company

Software

Customers

Utilities, Manufacturing, Automotive, Aerospace, Energy, Field Service

Size of Company

How many employees: 35+
Revenue: N/A

Why are you in SF?

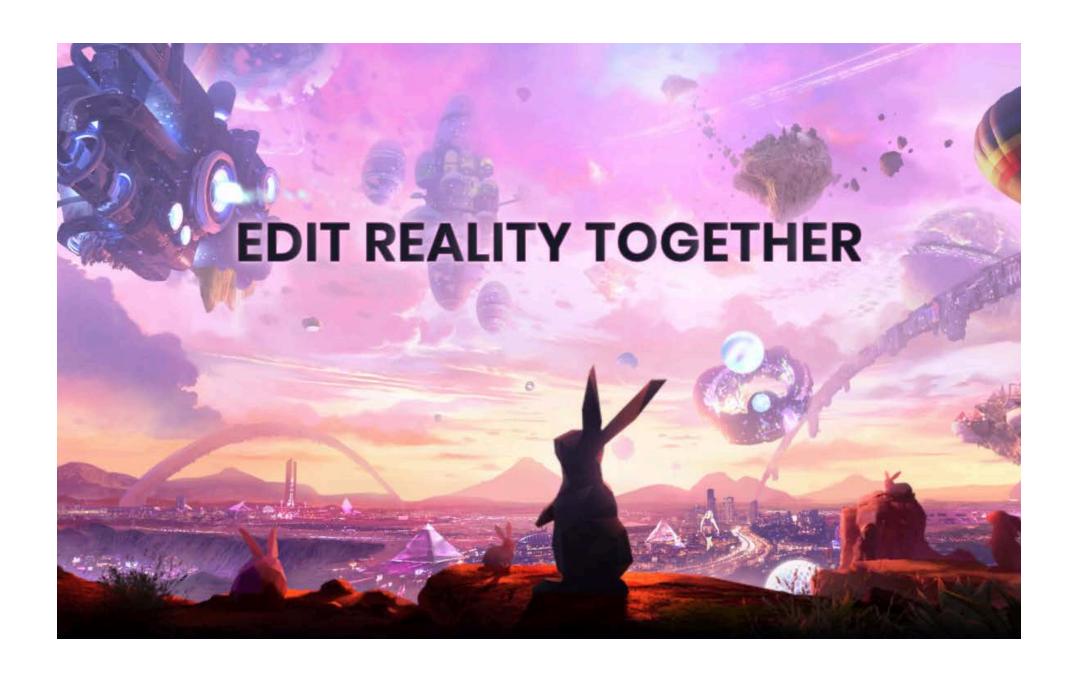To be at the heart of innovation, Creativity & with industry key players alike.

What do you want/need/hope for/from the SF ecosystem?

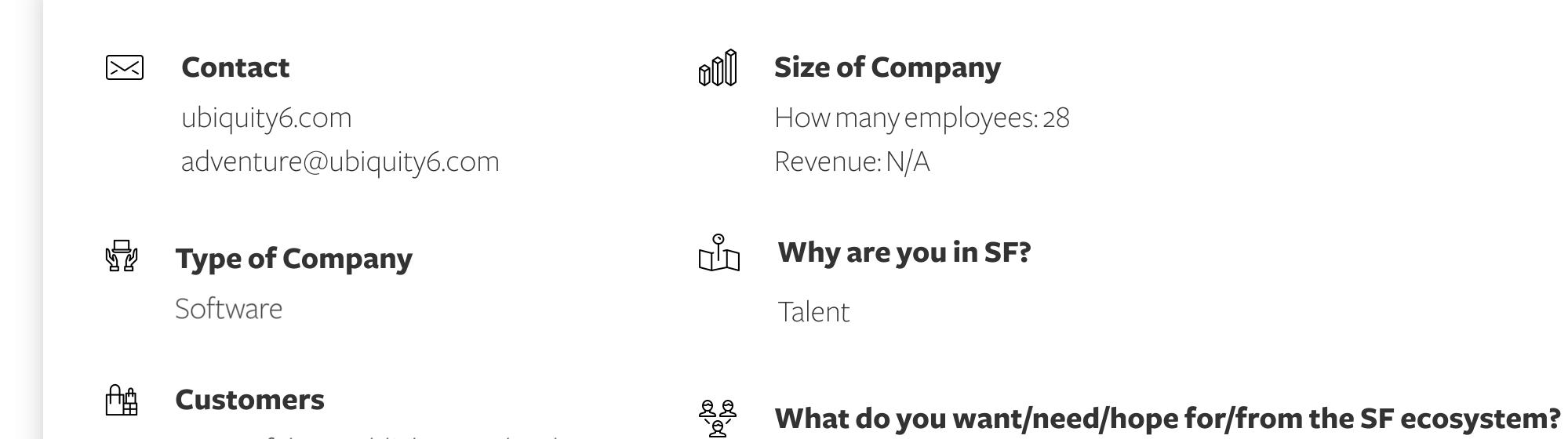Partnerships, relationships, top talent

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Ubiquity6

Summary

Ubiquity6 is a massively multiplayer augmented reality platform focused on bringing people together in physical spaces. Founded in 2017 by alums of Stanford, Facebook, Metamind and Twitter, Ubiquity6 is backed by Index Ventures, Google, and Kleiner Perkins.

Contact

ubiquity6.com
adventure@ubiquity6.com

Type of Company

Software

Customers

Some of the world's largest developers

Size of Company

How many employees: 28
Revenue: N/A

Why are you in SF?

Talent

What do you want/need/hope for/from the SF ecosystem?
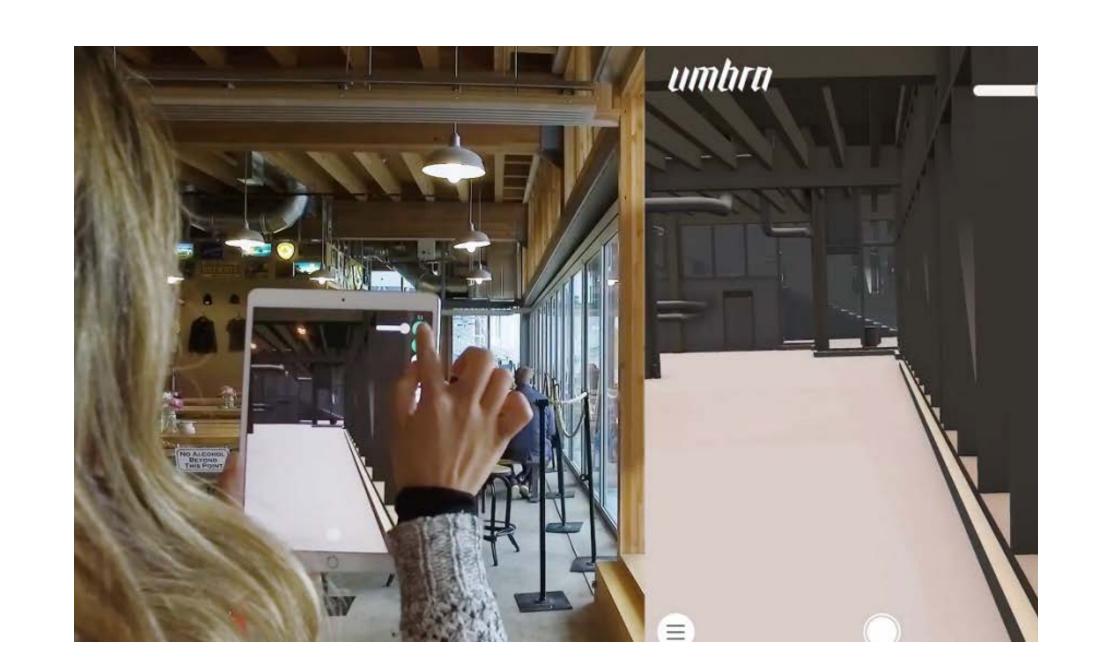
Developers interested in AR

Umbra

Summary

Umbra unlocks the power of the AR Cloud by making it easier to create, optimize, share and view 3D content in real-time on virtually any device. As the established gaming industry standard in graphics optimization for more than a decade, Umbra is now redefining rapid visualization for all industry ecosystems utilizing complex 3D models.

Contact

https://umbra3d.com/
info@umbra3d.com

Type of Company

Software and services

Customers

Architecture & Construction
AECOM
Gensler
Sellen Construction
Consigli
Trimble

Gaming
Unity
Bungie
Activision
Tequila Works

Size of Company

How many employees: 30
Revenue: N/A

Why are you in SF?

Umbra decided to set up an office in San Francisco to be able to take advantage of being in the epicenter of innovation around the Augmented Reality ecosystem, from hardware and software to partners and potential customers. Companies in the Bay Area are continuously looking to push the envelope on what's possible with technology so it's great learning for us to see the needs, wants and pain points fo the market.

What do you want/need/hope for/from the SF ecosystem?

Companies willing to challenge our claim of being able to process any size 3D data (CAD, point cloud datasets and authored 3D content) onto simple, lightweight devices! Opportunities to network with other companies in the space and help drive the industry forward.
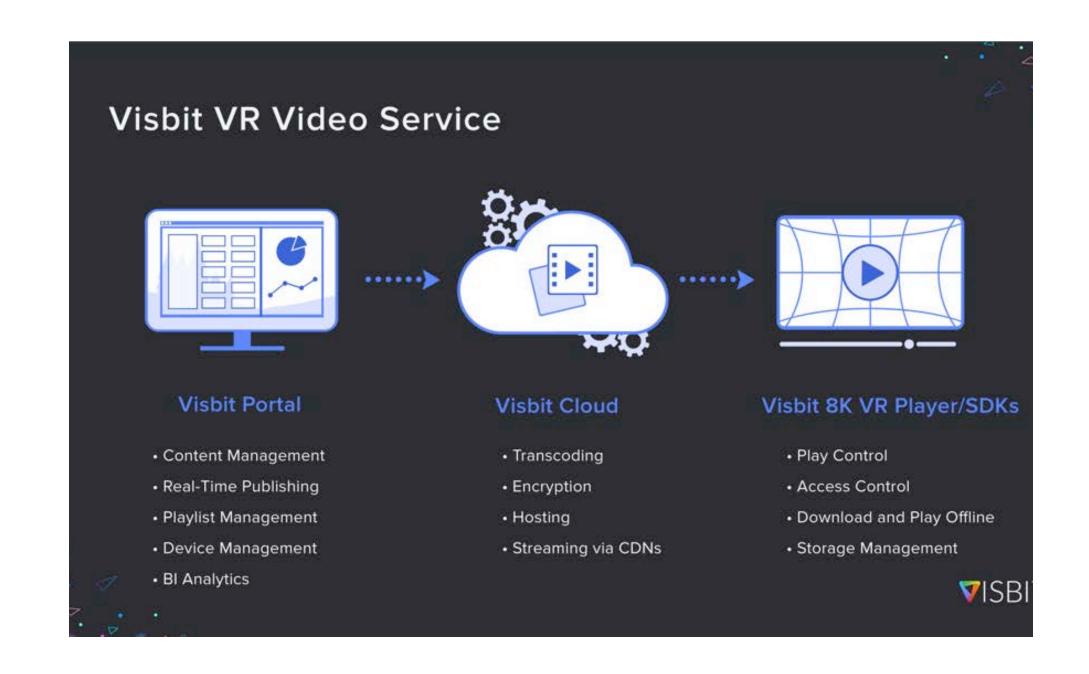
Visbit

VISBIT

Summary

Visbit develops intelligent transmission and rendering technology for immersive data.

With its patented Visbit View-Optimized Streaming (VVOS) technology, Visbit enables cloud-streaming and local playing 4K to 12K resolution 360-degree VR videos without noticeable latency over regular Wi-Fi and LTE across most VR platforms.

With its technology, Visbit offers content publishers, creators and app developers the world's first VR video service that allows easy sharing, developing, and publishing premium quality VR content. The service is made of a web portal for content management and BI analytics, a VR cloud for transcoding, hosting and streaming via CDNs, and a set of VR player (or SDKs).

The company was founded in 2015 by Dr. Changyin Zhou and Elaine Lu, and is headquartered in Sunnyvale, CA. For more information go to www.visbit.co.

Visbit VR Video Service

Visbit Portal
- Content Management
- Real-Time Publishing
- Playlist Management
- Device Management
- BI Analytics

Visbit Cloud
- Transcoding
- Encryption
- Hosting
- Streaming via CDNs

Visbit 8K VR Player/SDKs
- Play Control
- Access Control
- Download and Play Offline
- Storage Management

Contact

www.vsibit.co
bd@visbit.co

Type of Company

Software and Cloud Service

Customers

Visbit mainly serve content publishers, creators, and app developers to deliver premium quality VR videos via Visbit apps or their own apps. Customers include: HTC Vive, Dell, AMD, 3DLive, Primacy, and Airpano etc.

Size of Company

How many employees:
Revenue: N/A

Why are you in SF?

Our founding team were originally working in the top tier technology companies in the San Francisco Bay Area, which led us to found the company in SF. Even now the company has a branch in China, it kept its headquarter in Silicon Valley for its highly diversified and professional talents, supportive startup ecosystem, and its access to top tier industry partners.
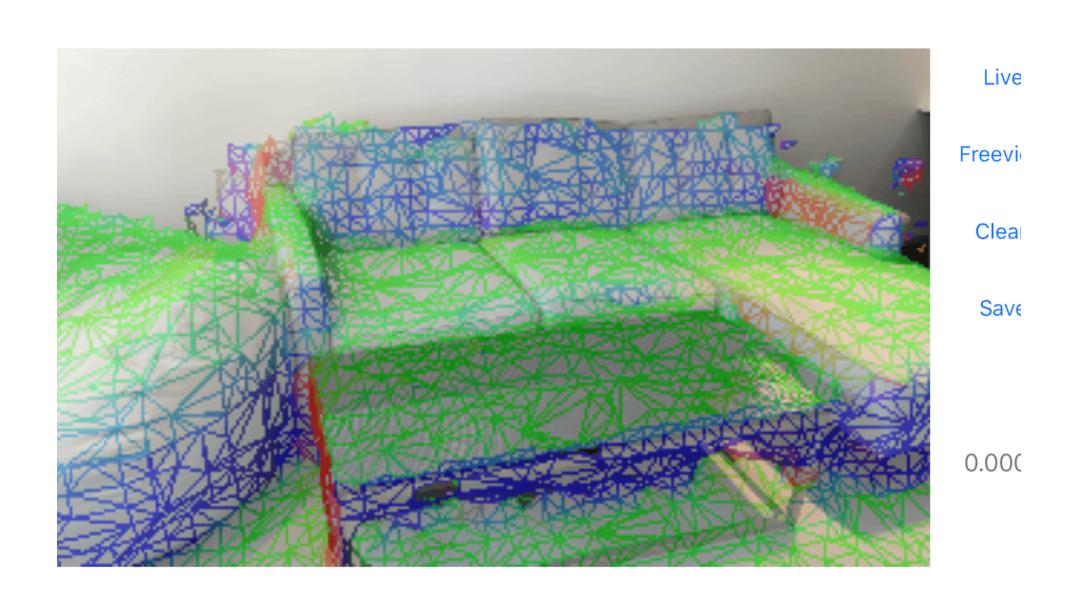
What do you want/need/hope for/from the SF ecosystem?

We want to see the SF ecosystem facilitate more connection and collaboration between young VR/AR startups and the local leading tech giants. We also want to see SF ecosystem introduce community members opportunities to stand on a bigger stage and connect better with other VRAR ecosystems or organizations and facilitate more partnership, resource exchange, and business growth.

6D.ai

Summary

6D.ai is tackling the first steps to making semantic 3D maps of the world on the hardware everyone already has in their pocket, so that you can create AR experiences that "just work" in the physical world. The 6D.ai SDK uses a standard built-in smartphone camera to build a cloud-based, crowdsourced three-dimensional semantic map of the world all in real-time, in the background. The startup is a spin out of the Oxford Active Vision Lab, which has been working on augmented reality since 1995 bringing 23 years of research and creation to the AR industry, including inventing SLAM on mobile phones back in 2007. As an Oxford spinout company, 6D.ai has the full support of the University and its research activities. This combination means 6D.ai, uniquely among AR startups, can solve the most difficult technical problems for developers and bring them to market at startup speed.

3D mesh generated by the 6D.ai platform. Beta in July 2017

Contact

www.6d.ai

info@6d.ai

Type of Company

APIs for AR Apps

Customers

Developers building phone-based AR games, enterprises, artists, musicians, OEMs, tool builders, drone manufacturers and robotics companies.

Size of Company

How many employees: 12

Revenue: N/A

Why are you in SF?

We are in SF because the Bay Area has become the center of the AR developer ecosystem with Apple & Google based here. It's where product iteration cycles are shortest because the community feedback from partners & investors & other engineers is fast & high quality. We're in The city specifically as our team values the creative lifestyle and variety of city life, and it's a valuable perk for AR Engineers when most other employers are a 90 min bus ride away.

What do you want/need/hope for/from the SF ecosystem?

We want what we are already getting, but with cheaper rent and less traffic.

Other Companies

Other SF Companies

Login to our theDirectory to access all 100+ SF companies www.thedirectory.thevrara.com

If you would like to get featured in future reports, email info@thevrara.com