



## Augmented reality in future cities

# Sengital Limited

## A Local Company starting from HKSTP

Unit 708, 7/F. Lakeside 2,  
No. 10 Science Park West Avenue,  
Hong Kong Science Park, Tai Po, Hong Kong



### 13-years Experience in :

1. Sensor Application
2. Wireless MESH Network
3. Embedded System (ARM and Cortex Embedded with Android, Embedded Linux)
4. Software and Server development
5. Consumer Electronics
6. Medical and Healthcare Product

### Industrial Awards:



### Professional Qualification:

1. Tenant of HK Science Park
2. HKPKIF Steering Committee Member
3. HKMHDIA Corporate Member
4. LSCM Corporate Member
5. HKEIA Corporate Member
6. HKETA Corporate Member
7. CAHK Full Member
8. ZigBee Alliance Adaptor Member
9. Freescale Design Alliance Member
10. ITJC member



# Sengital Group

## Consumer Electronics



### Controller and Remote: Motion Sensing Technology

Sengital involved in multiple product development projects such as game controllers, TV remote and PC controllers for different customers and brands such as VRMS, I-too, PKM, BGT, eDimensional, Snakebyte, ICHONA, Futaba, KGUGU, WestingHouseand etc.

For detail information:  
<http://www.vrmgame.com>  
<http://www.kemtech.com.hk>  
<http://www.IGUGU.com>  
<http://www.wde.com>



**The eCertFile Drive**  
 is the companion to the brand new e-Cert File Card.

### EasyTV Box

Enable your Smart TV



## Medical and Healthcare



### Wireless Cardiovascular Patient Monitoring System

Sengital involved in multiple product development projects with Corventis on medical and healthcare device in 2008 and 2009. The team involved in Plix testing and manufacturing, AZURIS and zLink GSM Mobile device development and manufacturing. Moreover, for in-hospital application, we have also developed Bluetooth-ZigBee In-hospital gateways, ZigBee Patch, ZigBee-based In-hospital Gateway, PC dongle, PC software.

For detail information: <http://www.corventis.com>



**Facial Detection**  
 Behavior and feedback of the senior is captured and recorded when the content displayed. It helps to find out the interested and neutral content or program for analyzing data and stabilizing the condition.

**TV Content Customization**  
 Users can customize the TV content by setting your own photos or video for your family by simply few clicks or management on APPS!

**Medisen™ Senior Channel System** *Help on Dementia*  
 for Elderly Care & Family Communication



**Inventions Geneva**

42nd International Exhibition of Inventions of Geneva  
**Gold Medal 金獎**

## Interactive Solution



# What is AR?

## By Wiki:

Augmented reality (AR) is a live direct or indirect view of a physical, real-world environment whose elements are augmented (or supplemented) by computer-generated sensory input such as sound, video, graphics or GPS data.

**Chinese:** 擴增實境



# What is AR?

## VR vs AR

### VR



**Digital environments  
that shut out the real world.**

### AR

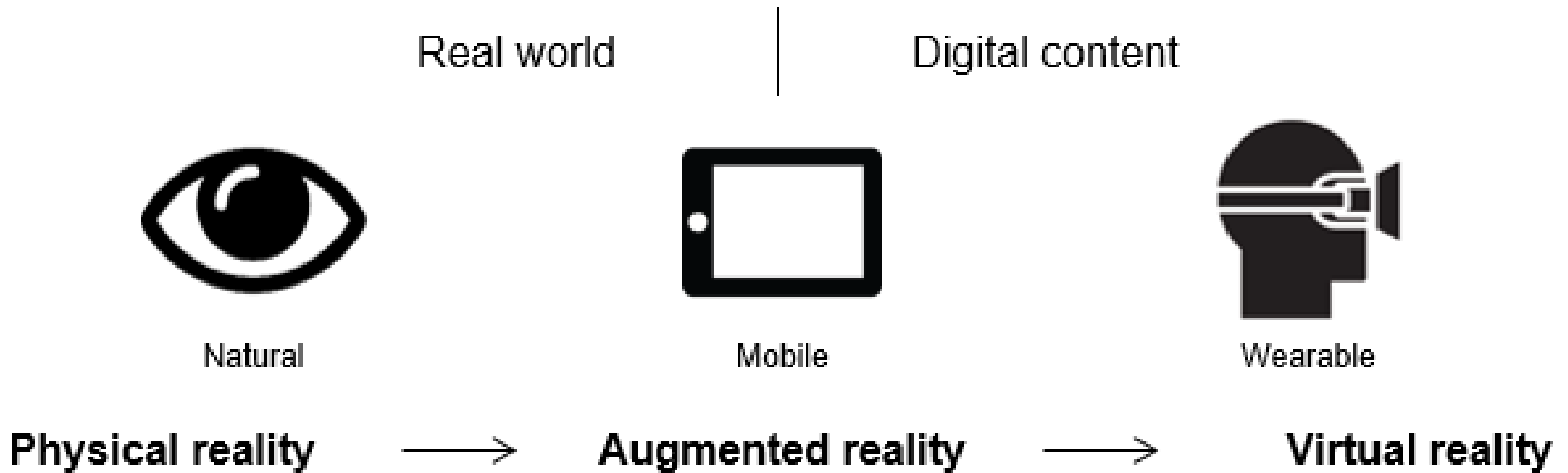


**Digital content on top  
of your real world.**



# What is AR?

## VR vs AR



# What is AR?

# AR



What is AR?

VR





# What is AR?

Enrich the visual (or sensory) effect around **our daily life**  
增強感觀效覺.



**What is your daily life?**



~Shopping~

# Retail business

## Supermarket

- **Get more information**
- **Special discount**
- **Where is it from**
- **Ingredient**





# Retail business






# Retail business



# Retail business

## Shopping mall

- **Get more information**
  - **Waiting for fitting room**
  - **Where is it from**
  - **Materials**
  - **Look an feel**
- 

# Retail business





# Retail business



# Retail business

- Get more information
- Suitable for you? Your house?
- AI
- Big Data
- e-Commerce



# Education

- From kids to university students
- Boring?
- 2D pictures?
- No interaction?



# Education

- Sometimes cannot see real object, Dinosaur
- Voice from animal
- How they move
- Easy to remember
- Easy to understand
- More fun





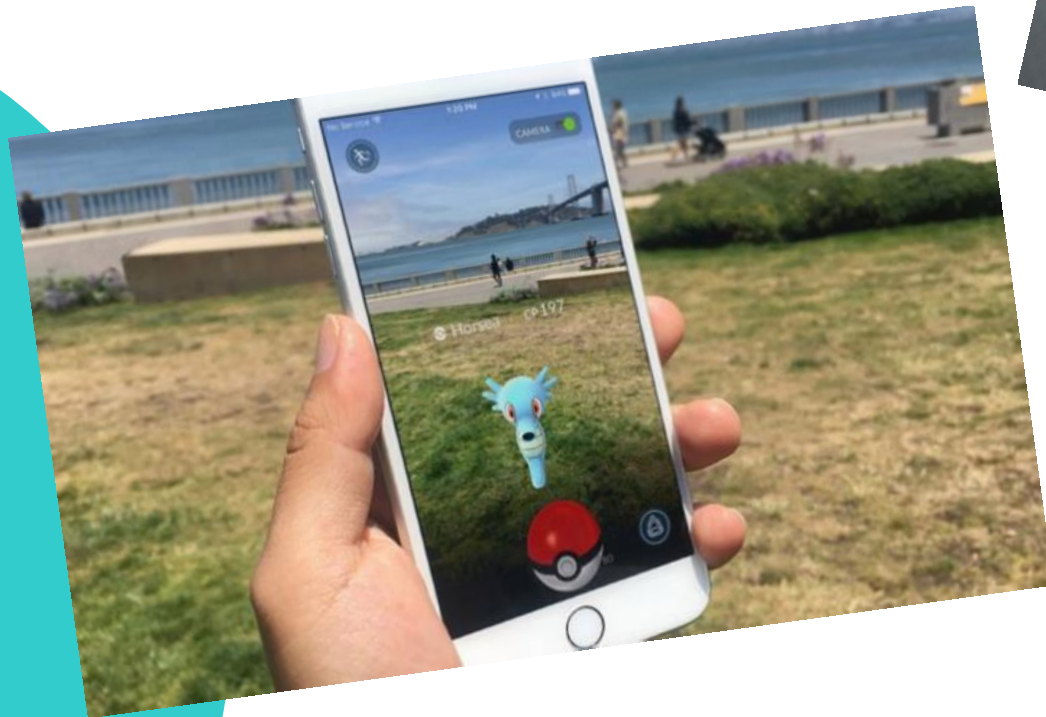
# Education

- Complicated knowledge, concept, such as our organs, blood flow, digestion system, etc
- Easy to remember
- Easy to understand
- More fun



# Entertainment

- Personal entertainment
- Around the player's daily life
- Increase sense of involvement



# Entertainment

- General Public / Tourists
- Brand building
- Museum
- Delivery knowledge information effectively
- More enjoyable



# Entertainment

- History related information
- Culture related information



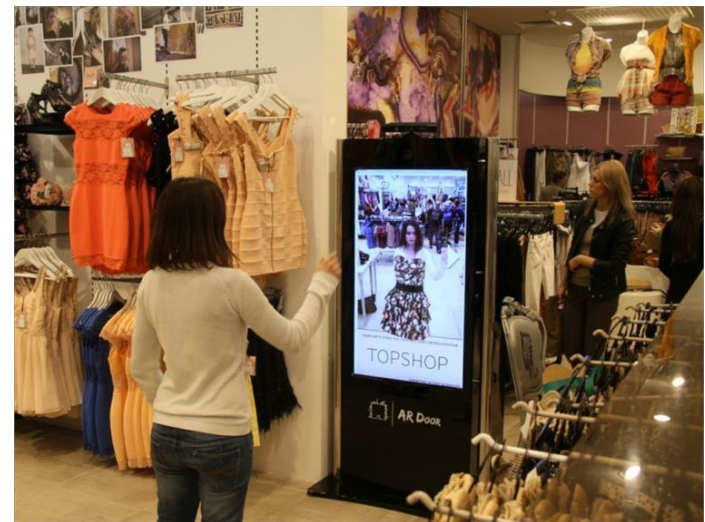
Real Bone





# Entertainment

- Mobile phone
- Tablet
- TV Monitor
- Projector
- etc



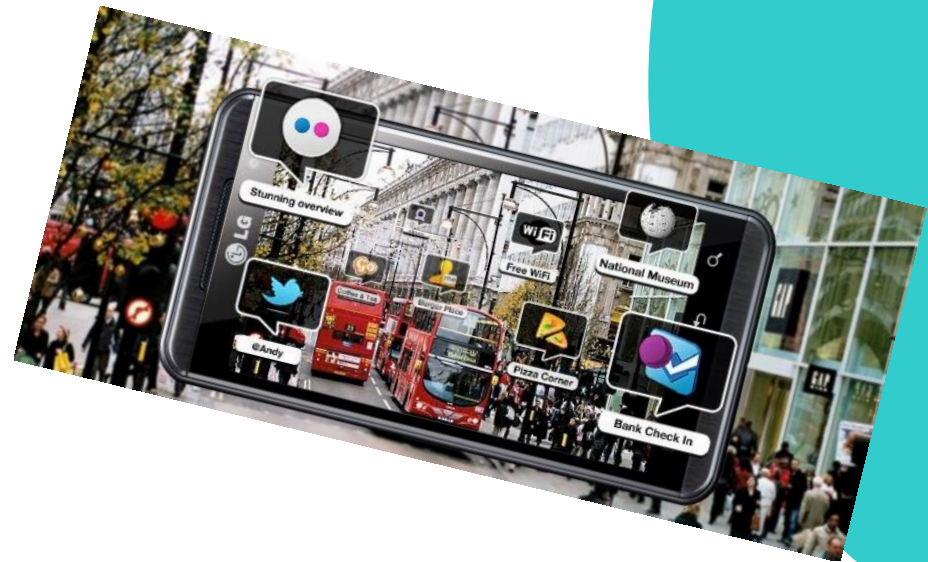
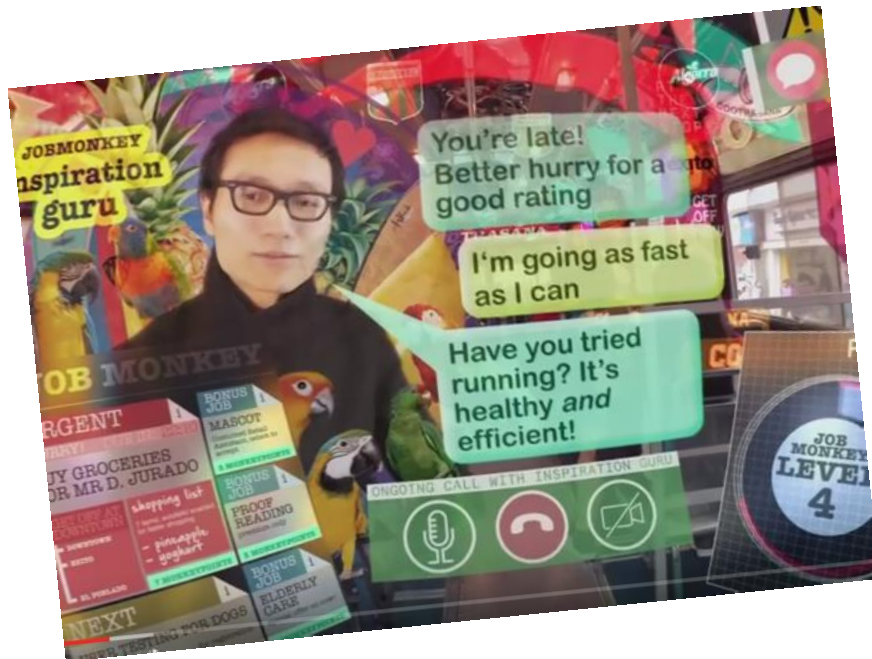
# Video



Press to pay the video

# More applications

- Transportation (driving)
- Finances
- Tourism
- Medical application
- Etc....





# More Applications

## Citizens, Tourists,

- Road situation
- Bus stop, shops, restaurant info





# More Applications


## Navigation

- More accurate
- More focus on driving
- Road situation
- Car status



# What is next

**More powerful with other technologies.**

- **Faster internet / network**
  - **More information about the user: Big Data**
  - **More understand the user: AI**
  - **Hardware: smartphone, smart glasses, etc..**
- 



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