

COMPANY PROFILE

Total Immersion

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Total Immersion is a software solutions provider with a proprietary technology that has been developed since 1999. This technology called Augmented Reality integrates 3D objects into live video, the video is digitally processed and “augmented” with the 3D components. In other words this digital processing mixes real and virtual worlds together, in real time.

Total Immersion's Solutions works with HD, is compatible with one or several PCs on a network, handles video from fixed or moving video cameras, and uses a brand new MLT (markerless tracking) technology - no barcode or RFID required.

Total Immersion solutions merge the virtual and real worlds together. What is typically required is a video camera, a display, and a standard PC hosting Total Immersion's software. The target can be collateral, trading card, product, or virtually anything distinctly recognizable. Once the target is recognized by the camera the product comes to life with Augmented Reality.