

EXICOM RENDSZERHÁZ KFT. 2018



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The history of computing has been defined by four epochs: the mainframe, the PC, the Internet and today the smartphone. By 2020 a new era will begin, termed the blended-reality era, with six key trends will ushering this new stage: context-aware devices, health monitoring, biometric transactions, battery improvements, eyewear and display advancements as 3D displays.

EXI3D is a revolutionary 3D display which allows the users to experience 3D images and videos without the need of any additional gear. EXI3D comprises a passive specially engineered polymer layer on a glass screen and an active chipset controlled by our innovative software which can create, convert and play any 3D content, supporting 4K resolution. We have integrated EXI3D in a family of products (smartphones, tablets and TVs). In this project we will complete the development and start the dissemination for the commercialization of our EXI3D products, unlocking a business opportunity expected to bring us revenues exceeding 500 M€ during the first three years in the international markets.

Three main factors will drive the success of our proposal:

- 1) the experience of real 3D content without the need of complex or additional gear, implemented in high quality Android devices;
- 2) the cancelation of production of 3D products by the main companies in the sector, and the highly optimistic market forecasts; and
- 3) the competitive prices of the EXI3D family of products. Our business model will focus on the mass production and sale of EXI3D smartphones, tablets and smart TVs, which markets are expected to produce revenues exceeding \$600Bn, \$40Bn and \$300Bn, respectively, by 2020.

First, we need to upgrade, test and validate our current prototypes and consolidate our business plan and the associated commercial positions and resources in a two-year project with an estimated budget of 2M€. The payback period of this investment will be of less than one year of commercialization, reaching ROI=97% by that year.