Investment for leaders in virtual reality

The TOUZIMSKY investment group extends its portfolio by adding participation in the project of development of a software platform for augmented and virtual reality. The TOUZIMSKY Group provides Pocket Virtuality, a.s., a company founded some time ago by Jan Hovora, the former co-owner and leading developer of Bohemia Interactive, with resources to fund development of basic multiplatform software to fully exploit the possibilities of augmented and virtual reality, especially in industry. The Pocket Virtuality project thus makes a significant contribution on the road to the implementation of the "Industry 4.0" vision, while targeting development in the area of smart cities and medicine. The TOUZIMSKY Group will receive a 25% share in the project in a few steps taken in the course of six months.

Pocket Virtuality is newly moving to the Czech Institute of Informatics, Robotics and Cybernetics where it will build a joint laboratory of augmented reality with Czech Technical University. The obtained investment will especially allow demanding development of the **Fata Morgana** platform for remote presence, own imaging engine for augmented reality and advanced methods of computer vision.

Fata Morgana is a shared reality system that allows virtual objects to be placed in physical environment and, at the same time, to measure physical environment, comment, compare and transmit it in real time to virtual reality, resulting in user cooperation in this environment although each of them may be physically located in a different place.

"VR and AR represent the fastest growing IT segment. Jan Hovora has demonstrated in the past the ability to manage development in the 'hi-end IT' field and to monetize its results. We see global potential in the project," says Ondřej Kurečka, the chief analyst of the TOUZIMSKY Group, about the transaction.

This industry dynamics has risen sharply recently as global technology giants invest in similar projects on a large scale. **"There are a number of smaller as well as significant players in the retail market. However, Pocket Virtuality develops applications designed especially for the B2B market which is technologically more demanding and rather ignored by competitors,"** specifies Kurečka.

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