

MAXST debuts AI-powered AR at CES 2019

Plan to commercialize AI integrated AR in MAXST AR SDK

Seoul, Dec 20, 2018 ([Issuewire.com](https://www.issuewire.com)) - MAXST debuts 'AI-powered AR' at CES 2019 in Las Vegas, the world's largest consumer electronics exhibition, from January 8 to 11. MAXST AI-powered AR is the core technology to strengthen AR engine - SLAM, Object Recognition, and Cloud Recognition.

As AI grasps environment and context, AI will create synergetic effects combining with SLAM and AR with context awareness feature. With the implementation of AI-powered AR, manual contents authoring process could be replaced with automated AR experience. MAXST plans to implement AI-powered AR to classify objects in the environment and extract semantic information, thereby enabling an automated AR experience.

Furthermore, MAXST is planning to incorporate AI's Deep Learning into Cloud Recognition. This integration will ensure the recognition performance enhancement interacting with the cloud through optimized performance in extraction and computing.

MAXST AI-powered AR is scheduled to be applied to MAXST AR SDK updated version in 2019. Jae-wan Park, CEO of MAXST said, "The release of AI-powered AR must be pleasant news for developers and interested parties. We will continue to play a role in AR sector through continuous research and development in 2019." The demonstration of MAXST AI-powered AR is available at CES, AR/VR & Gaming Zone, booth No. 21920 at South Hall, LVCC.

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