

Press Release

Put ur hands on VR!
**Obama and Merkel tried smallest 3D camera worldwide from
pmdtechnologies at Hannovermesse**

April 25th, 2016 – Siegen, Hannover/Germany – The American President, Barack Obama, and the German Chancellor, Angela Merkel, have visited the exhibition stand of the ifm group of companies at the Hannovermesse today.

Chancellor Merkel and President Obama as well as the other delegation members were particularly interested in the new world's smallest 3D camera system for quick identification of 3D scenes and automatic object recognition.

Chancellor Merkel and President Obama were testing a 3D camera, developed by the ifm subsidiary pmdtechnologies ag, and entered the virtual reality using it together with a CardBoard that shows their hands in 3D and enables gesture recognition in VR.

Asked by President Obama for possible applications that could be realized with this, Dr. Bernd Buxbaum, CEO and Chairman of pmdtechnologies, explained both technology and its possible applications: men-machine-interfaces, playing chess in the VR world, scanning objects or environments even with your smartphone to enable 3D collaboration or to share 3D objects.

“It's a brave new world!” stated a delighted and impressed President Obama after a successful handshake with Chancellor Merkel in virtual reality.

pmdtechnologies (pmd), who is Google's depth sensing partner for Project Tango, now is making its 3D technology available for CardBoard developers .

The 3D camera is based on the time-of-flight (ToF) principle and measures the travel time of the IR-light emitted by the camera to the object and back which results in a distance for each and every pixel of the 3D image sensor. The result is either a depth map or a 3D point cloud that can be used for measurement, room and object

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scanning, AR/VR applications like hand tracking or augmentation. pmd's ToF architecture is flexible and scalable enough to be integrated even in smartphones that are already announced for the 2nd half of 2016.

pmd is sponsor of the Techcrunch Hackathon 2016 in New York City and hosting a contest. It will equip the hackers with everything they need to build new and exciting software for an immersive VR experience: the exact same setup that President Obama and Chancellor Merkel tried at the Hannovermesse - a CamBoard pico flexx 3D camera in a CardBoard VR headset, an Android smartphone and the software APIs to access the depth data and hand gesture information.

“We're absolutely excited about our first Hackathon and can't wait to see the hackers put their hands on the technology – and into the VR world! The outcomes will be great and game-changing, that's already foreseeable”, said Jochen Penne, Director Business Development at pmd.

For more info about the pmd contest @ Techcrunch Hackathon, check out pmdtec.com/hackathon-nyc.

About pmdtechnologies ag

pmdtechnologies ag, a fabless IC company based in Siegen/Germany and San Jose/USA, is the worldwide leading 3D Time-of-Flight CMOS-based digital imaging technology supplier. Started up in 2002, the company owns over 150 worldwide patents concerning pmd-based applications, the pmd measurement principle and its realization. Addressed markets for pmd's 3D sensors are industrial automation, automotive and the wide field of consumer applications like AR/VR.

Up to date, pmd has sold almost a million pmd sensors.

Further information is available at www.pmdtec.com.

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pmdtechnologies ag | contact

Sabrina Buxbaum

Corporate Strategy & Marketing

Phone: +49 271 23 85 38 800

Fax: +49 271 23 85 38 809

E-Mail: s.buxbaum@pmdtec.com

pmdtechnologies ag

Am Eichenhang 50

57076 Siegen / Germany

www.pmdtec.com